

PRESS RELEASE

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FLEXSTEEL®
Industries

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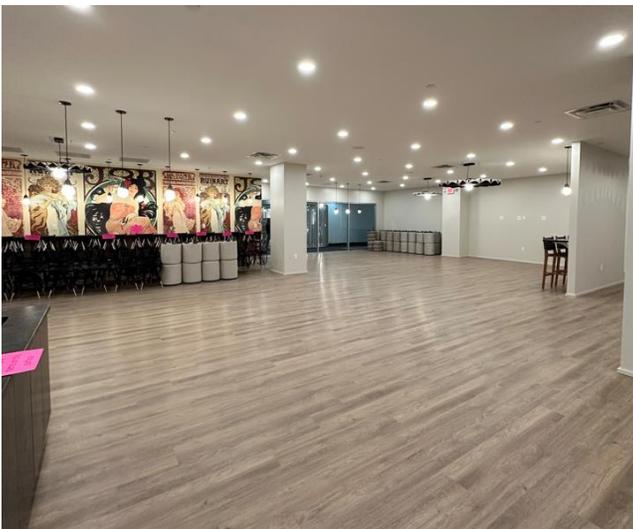
Flexsteel Industries Invests New Showroom in High Point, NC.

[DUBUQUE, IOWA | SEPTEMBER 12TH, 2023] — Flexsteel Industries is on the move in High Point. For those of you familiar with the old IHFC location, don't worry - they haven't moved far. The new showroom will now be located on the 6th floor of the same building, offering a transformed experience for buyers, employees, and visitors.

While the new layout is similar to the old showroom, with over 60,000 square feet of space, the new layout will allow more room to feature both best-selling and new introductions at High Point Market in October.

"As we evaluated our overall showroom presence, it was important for us to stay in a convenient location for our buyers," said David Crimmins, VP of Sales and Product Management at Flexsteel. "The guiding principle in our investment and construction project was to create a space that was more welcoming to our customers while also offering the functionality we needed to ensure successful furniture markets as well as year-round use."

Keeping pace with evolving consumer preferences, the new space is designed to reflect a modern retail environment. "As the demographics of furniture-buying consumers continue to shift, it is essential that we also adapt and offer a space that best represents our products.", Crimmins adds.



Overall Design

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As a result of the Company's recent growth, the showroom has been renovated to display furniture and function as a permanent working space.

"We have increasingly recruited in the High Point area over the past couple of years. Resetting the showroom allowed us to create a contemporary, more permanent gathering place for existing and future employees in that area," Crimmins noted.

It also features various multifunction meeting rooms aimed at enhancing workplace productivity.

"The overall design concept of Flexsteel Industries Inc. show space was an updated, modern functional space with areas dedicated to our needs, creating a space that people want to come back to," said Elizabeth Sechler, Flexsteel's Merchandising and Interior Design Manager. "Knowing our local team is growing, I wanted a space for everyone that is more than just a cubical or conference room. With private areas to work or taking your tablet and coffee to The Market for an offsite work feel."

The Heart of the Showroom: The Market (cafeteria)

As part of this transformation, the new café will be introduced as "The Market", a central hotspot where like-minded ideas and camaraderie will take place.

"The Market serves as the hub of the show space. Previously we had our hospitality area tucked in the back but just like the kitchen is the heart and gathering spot of so many homes I felt it was important to translate that same concept in the showroom redesign." Sechler explained. "The Market serves as spot to have group conversation or brainstorming at community-style tables as well as focus seating where conversation is limited. With different styles lighting options in The Market, this area transforms from a daytime use to where we host evening celebrations with our retailers."

Innovate and Review

"One of the most valued aspects of Market is the feedback we get from our reps and retailers. Having everyone in the same location it seemed only obvious that there was a space dedicated to product review. This space is directly connected to the War Room where trend boards, fabrics, new styles, and concepts tell how important it is to Flexsteel to be at the forefront of innovation. The preview room is where we will see if the rest of the world is ready!", says Sechler.

The new space is a testament to Flexsteel's commitment to quality, innovation, and collaboration aimed at offering an unparalleled experience to all who walk through its doors.

Visit Flexsteel's new showroom at High Point October Market, **Space C-601** at the International Home Furnishings Center, October 14th – 18th. For buyers who are interested in viewing Flexsteel Industries' brands and products, contact retail-development@flexsteel.com

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