

PRESS RELEASE

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FLEXSTEEL®
Industries

RELEASE DATE:

May 24, 2023

Flexsteel Enters Sleep Category with Launch of Zecliner

[DUBUQUE, IOWA | May 2023] — Flexsteel, a leading manufacturer of recliners and lift chairs for over 130 years, has introduced a new line of recliners, Zecliner, that provide an alternative sleep solution beyond conventional beds. Designed and built with restful sleep-in mind, Zecliner addresses a wide range of sleep-related issues such as sleep apnea, pregnancy, recovery, and rehabilitation.



Zecliner is a multi-purpose recliner and lift chair that can be used as a traditional recliner by day and easily convert to a comfortable sleeping surface at night. Its models feature Zero-Gravity reclining, charging ports, app technology, and a lift mechanism, as well as LiveSmart performance fabric. Additionally, select models come with automatic ambient lighting and a Technogel pillow for cooling comfort with pressure relief. Zecliner is wide enough to accommodate side sleeping, making it one of the most advanced sleep recliners available on the market today.

Flexsteel saw white space in the sleep category as an opportunity to expand the company and its retailers' portfolio, contributing to this growing category and securing a first-to-market position. Zecliner represents a new market segment, allowing retailers to cater to the needs of the 25 million adults who do not sleep in a bed.

A variety of assets and in-store support is available, displaying powerful imagery, content, and product reviews that assist consumers in making informed purchasing decisions and understanding the product's unique value. Zecliner will be stocked in Flexsteel US warehouses for the next truck delivery and is eligible for discounts on Dealer Direct orders. Zecliner is in-stock now in two models, retailing from \$1,499 to \$1,999. And a new petite model was launched at April 2023 Market.

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Flexsteel intends to continue to focus on exploring additional growth initiatives and opportunities to tap into new and growing revenue streams for the company and its retailers, enhancing their customers' experience.

For buyers new to Flexsteel who are interested in viewing Flexsteel Industries' brands and products, contact retail-development@flexsteel.com.

