

PRESS RELEASE

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FLEXSTEEL®
Industries

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Flexsteel Celebrates 130 Years with A Showcase of Innovation at the High Point October Market

[DUBUQUE, IOWA | October 10th, 2023] — This October, Flexsteel takes center stage at High Point Market, celebrating 130 years of dedication, innovation, and evolution. Since its inception in 1893, Flexsteel has been committed to consistently adapting to the dynamic needs of consumers. This year is no exception, as Flexsteel unveils its new showroom, introduces fresh product collections, and launches powerful partnerships.

New Showroom Space Designed for Modern Retail

Situated on the 6th floor of its existing building, Flexsteel's new showroom spans over 60,000 square feet. This relocation and design offer a transformed experience for buyers, employees, and visitors alike. The modernized layout focuses on both best-selling and latest product introductions, reflecting Flexsteel's steadfast commitment to quality, innovation, and collaboration.



Unveiling Flexsteel's Latest Collections

Casegoods:

Flexsteel will showcase several new additions to its Case goods Collections including Dining, Bedroom and Occasional. These introductions include Waterfall Occasional and Bedroom, Muse Bedroom and Dining, and Lattice Dining. These collections are designed to meet the varied tastes of today's consumers. Whether it's the

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minimalist designs for contemporary homes or intricately crafted pieces for more traditional spaces, there's something for every style. Reflecting a deep commitment to the environment, the casegoods collection boasts sustainable features, ensuring that every piece not only beautifies your home but also respects our planet.

Zofa:

Following its debut in October 2022 and the subsequent reintroduction in April 2023, the Zofa represents the future of relaxation and is a must see. It has been specifically designed keeping in mind the Gen Y+ homeowners, who seek multifunctionality without compromising on style. Beyond its plush CloudLux features and memory foam, the Zofa comes equipped with full reclining capabilities and a unique Zero Gravity system. Its design allows for easy transformation, catering to both entertainment and rest, making it an ideal choice for modern homes.



Finley Motion:

Taking cues from the top-selling stationary collection, the Finley motion seamlessly blends the timeless stationary look with modern motion functionalities, appealing especially to the Gen X+ homeowners. The highlight of the Finley Motion is undoubtedly its motorized reclining feature. With just the press of a button, users can find their perfect angle for relaxation, reflecting Flexsteel's commitment to combining form and function.

Flexsteel Outdoor:

Flexsteel's newest category, Flexsteel outdoor, will be displayed at Market. The launch of Flexsteel Outdoor Living unveils two new collections: Vista Wicker Lounge and Nova Wood Dining and Lounge. With the introduction of these collections, Flexsteel brings its expertise in quality, durability, and design to outdoor living spaces by combining its meticulous craftsmanship with the best-sourced materials available, ensuring that its outdoor furniture meets the same exceptional standards as its indoor pieces.

Commitment Beyond Furniture: Introducing New Partnerships

In addition to new collections and showroom, Flexsteel launches new partnerships with foundations dedicated to making a positive impact on people and the environment.

City of Hope:

Flexsteel proudly announces its collaboration with City of Hope. This alliance aims to further support and enhance the charity's commendable endeavors in cancer and diabetes care, research, and support. The kick-off event for City of Hope commences at October Market.

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Arbor Day Foundation:

Demonstrating its commitment to the environment, Flexsteel has teamed up with the National Arbor Day Foundation. Marking the beginning of this eco-friendly initiative, Flexsteel vows to plant a tree for every visitor to its showroom during the October Market.

For 130 years, Flexsteel has been a trusted name in furniture, establishing a legacy of excellence, durability, and innovation. Today, the brand continues its journey, seeking ways to not only furnish homes but also make a positive difference in the world.



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.