

PRESS RELEASE

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FLEXSTEEL®
Industries

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Flexsteel Industries Introduces Innovative Products to Enhance Home Comfort: Flex Hubs and Sleep Kit and Zecliner Sleep Sheet Set

[DUBUQUE, IOWA | MARCH 3RD, 2024] — Flexsteel continues revolutionizing how we live and relax at home by introducing the latest enhancements to its popular Flex and Zecliner collections. These new introductions— Flex Hubs, Sleep Kit for Flex and a Sleep Kit for Zecliner—are designed to elevate the user experience by adding functionality, comfort, and convenience to their flagship products.

Flex: Elevating Modular Seating to New Heights

Flexsteel has expanded Flex to include a series of innovative hubs and a sleep kit, each meticulously designed to complement and enhance the modular seating experience.

Flex Hubs: The new hubs—Storage Hub, Smart Hub, Narrow Hub, and Pet Hub—offer unique functionalities to meet various needs. These hubs, crafted to integrate seamlessly with any Flex modular seating configuration, provide easy plug-in access for technology, additional storage space, and even a cozy pet spot. Whether used as standalone pieces or combined with existing Flex seats, these hubs are upholstered in sustainable, stain-resistant performance fabric, ensuring both durability and ease of maintenance.

Flex Sleep Kit: Transform your Flex seating into a comfortable bed with the Flex Sleep Kit. This custom-designed kit includes a memory foam topper, fitted sheet, top sheet, and pillowcase, turning any three Flex seats into a cozy sleeping solution for guests. With features like cool comfort memory foam and pebbled rubber grips to prevent shifting, the sleep kit promises a restful night's sleep while protecting your furniture.

Zecliner: Elevate your Sleeping Experience with the Zecliner Sleep Kit

The Zecliner collection, designed for sleep, introduces the Sleep Sheet Set. Designed to fit any Zecliner model, this three-piece set includes a fitted backrest sheet, seat/footrest sheet, and head pillowcase. The set, made from 100% polyester microfiber fabric, enhances the sleeping experience, and protects the recliner from body oils, extending the life of its upholstery.

These innovative products first appeared at the October Market 2024 and have now entered full production, ready for orders! Ensure you secure these items to showcase in your store and provide your customers with the latest comfort and functionality!

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For more details about the partnership or for buyers new to Flexsteel who are interested in viewing Flexsteel Industries' brands and products, contact retail-development@flexsteel.com.