

## PRESS RELEASE

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### ***Flexsteel Takes the Indoor to the Outdoor with its Best-Selling Collection***

**[DUBUQUE, IOWA | March 22, 2024]** — Flexsteel is excited to announce the expansion of its outdoor furniture offerings, including the transformation of its best-selling indoor Sky collection into the new Sky Outdoor collection. Designed for the great outdoors, this collection maintains the same high level of comfort and style as the indoor version, but with added durability and weather resistance to meet the demands of outdoor living.

#### **Introducing Sky Outdoor: A New Horizon in Comfort**

The Sky Outdoor collection redefines luxurious outdoor comfort, offering the feeling of serene relaxation akin to floating on a cloud. Designed with modern outdoor living in mind, this collection includes a variety of weather-resistant fabrics and sturdy marine-grade wood frames. Central to the Sky Outdoor experience is Flexsteel's patented Blue Steel Spring™ seat system, now re-engineered with marine-grade, powder-coated materials for superior outdoor performance. This ensures unmatched support and longevity. The collection boasts customizable modular components such as sofas, chairs, ottomans, and sectional pieces, enabling customers to create their perfect outdoor living spaces. The highlight, CloudLux-filled cushions, offer peak comfort with a sumptuous, down-like polyester fill, ensuring deep, enveloping relaxation. Additionally, each piece is accompanied by a custom protective cover to maintain the furniture's aesthetic and functionality under any weather conditions.



#### **Vista and Nova Collections: New Outdoor Aesthetics**

At the 2023 Atlanta Market, Flexsteel Outdoor Living also launched the Vista and Nova Collections simultaneously. Currently available in Flexsteel's warehouses, both collections can be dispatched immediately, providing retailers with efficient inventory management solutions.

The Vista Collection brings a contemporary twist to traditional wicker furniture, featuring elegant designs with soft curves and passive motion features for an enhanced user experience. This collection, designed for comfort and elegance, includes a range of products from swivel tilt chairs to customizable sectional components, all

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made with weather-resistant materials like warm gray wicker, aluminum bases, and Sunbrella performance fabrics.



The Nova Collection harmonizes modern and traditional styles with its HPL stone-like tops and natural oil, FSC-certified acacia wood. The collection is marked by durability and ease of assembly, thanks to traditional mortise and tenon joints, adding a timeless charm to any outdoor setting. It spans a variety of pieces from lounge chairs to dining sets, all built to withstand the elements while adding style to outdoor spaces.



Flexsteel is committed to enhancing outdoor experiences by providing furniture that embodies exceptional design, comfort, quality, and sustainability. By warehousing its outdoor collections for quick shipment, Flexsteel ensures limited inventory requirements for retailers and immediate availability for customers eager to upgrade their outdoor living spaces.

“We continue to be excited about the outdoor category and bringing interior comfort to outdoor living”, says Tim Newlin, Vice President of Strategic Business Development. “We have focused on great design, quality materials, and a proven quick ship model. We will continue to build on this season going forward into the Atlanta Market with line extensions and new categories. We are just getting started!”

The new Sky Outdoor Modular Sofa, Vista, and Nova collections are set to be showcased at the upcoming High Point Market in April and Casual Market Atlanta in July. Flexsteel Outdoor encourages everyone to redefine their outdoor living experience, taking the comfort of the indoors to the great outdoors.

For more information on Flexsteel and its products, please visit <https://www.flexsteel.com/outdoor-living.inc>.

For more details about the collection or for buyers new to Flexsteel who are interested in viewing Flexsteel Industries' brands and products, contact [retail-development@flexsteel.com](mailto:retail-development@flexsteel.com).