

450 Lambton Street West

Durham, Ontario, N0G 1R0, Canada

**FOR IMMEDIATE RELEASE CONTACT:** Kristin Hawkins

 Steinreich Communications

212-491-1600

[khawkins@scompr.com](file:///C%3A%5CUsers%5Cmtaylor%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CINetCache%5CContent.Outlook%5C2UV5G9ZD%5Ckhawkins%40scompr.com)

**DURHAM FURNITURE SETS VISION FOR FUTURE WITH 120TH ANNIVERSARY INITIATIVES AIMED AT REACHING NEW AUDIENCES**

**YEAR-LONG CELEBRATION KICKS OFF AT APRIL HIGH POINT MARKET**

**DURHAM, Canada –** As solid wood specialist Durham Furniture celebrates its 120th anniversary, the company has its vision set on reaching a new audience of consumers through a series of product development and marketing initiatives with more contemporary styling, updated messaging and modernized visuals. The first of several year-long initiatives will make their debut at the April High Point Market, including a new 120th anniversary logo with the tagline “A New Era of Solid Style.”

 “Over the last several years we have embarked on a journey to transform our product portfolio to include more contemporary designs with cleaner lines to reach the millennial consumer and as our product line continues to evolve, our brand must evolve with it,” said Luke Simpson, president and chief executive officer of Durham Furniture. “Our new marketing initiatives are designed with a modern, streamlined look and feel, which not only reflects the new style direction of our product portfolio, but is also the visual style that best resonates with our broader target audience.”

 In addition to the logo, the company is launching an advertising campaign with the new branding elements and a social media campaign that will creatively chronicle its 120-year history using hashtags such as #OnThisDay, #DidYouKnow, and #ThrowbackThursday.

While the company sees great growth among the burgeoning millennial consumer, the new efforts were also designed to reinforce ties with current customers by raising awareness of the company’s longevity and reliability.

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DURHAM FURNITURE LAUNCHES 120th ANNIVERSARY INITIATIVES

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“This important milestone in our history says a lot about who we are, how our products are made and the confidence our retailers, interior design partners and consumers have in us,” Simpson said. “We recognize where we’ve come from and we’re now also laying the foundation for future generations of homes furnished with custom-built Durham Furniture. This anniversary is the springboard for new things to come at Durham Furniture.”

A timeline highlighting key milestones throughout the company’s history will also be unveiled at the upcoming High Point Market. Durham Furniture’s showroom is located in space G-1082 of the International Home Furnishings Center.

Since 1899, Durham Furniture has been committed to making adult and youth solid wood furniture of exceptional quality, design and enduring value. With a proven legacy of integrity and dependability, Durham, a winner of numerous design awards, is among the premier bedroom and occasional furniture manufacturers in North America. The Durham brand also includes PerfectBalance, offering furniture that is the right style, right finish and right size. All furniture is crafted at the Ontario, Canada, plant using lean manufacturing methods, while still relying extensively on the human touch.

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