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**SAM MOORE ADDS ‘COMFORT’ TO EXPANSIVE CUSTOMIZATION OPTIONS WITH LAUNCH OF PERSONALIZED SEAT CUSHION PROGRAM**

**THREE-TIER PROGRAM INCLUDES ‘CLASSIC,’ ‘DOWN PLUSH’ AND ‘SPRING DOWN LUXE’ SEATING**

 **BEDFORD, Va. –** Driven by the rise in popularity of individualism in design, custom upholstery specialist Sam Moore is expanding its wide assortment of customization options beyond visual aesthetics to include comfort attributes. The new program, making its debut at the April High Point Market, provides consumers with a choice of three cushions to customize their seating comfort level.

The program is available across the company’s product line, including its popular Simply Me configurable upholstery collection and its broad assortment of exposed wood accent chairs, club chairs, swivel chairs, sofas and recliners.

 “The addition of customizable cushions gives our customers yet another way to personalize their seating choices,” said Sandi Teague, vice president of sales and merchandising at Sam Moore. “Now, not only can they express their individual style personalities through custom fabrics, finishes and trim details, they can also select their desired comfort level. This expansion takes our customization capabilities to the next level so consumers can truly create one-of-a-kind pieces – from the way they look to the way they feel – perfectlysuited for their individual lifestyles.”

 The custom cushion program is headlined by *Spring Down Luxe*, a premium cushion featuring a three-inch pocketed coil spring system surrounded by polyurethane foam, topped

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SAM MOORE ADDS CUSTOMIZABLE CUSHION PROGRAM

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with a 50/50 blend of down and fiber, which is encased in a down-proof ticking. The *Down Plush*, which also features a polyurethane foam core, is topped with a 50/50 blend of down and fiber in a down-proof ticking, while the *Classic*, is constructed with a polyurethane foam core topped with bonded fiber in a woven ticking.

 “This classic good-better-best lineup includes three very comfortable cushion choices that will fit virtually any budget,” Teague said. “Each one utilizes premium cushioning materials that make it easy to design your own comfort seating.”

All items in Sam Moore’s product line are available in a choice of more than 500 leather and fabric options, many of which are performance fabrics. In addition, 20 multi-step hand finishes are available for exposed wood on select seating pieces, and some models allow consumers to pick the upholstery stitching pattern and/or the nail head trim. Pieces in the Simply Me collection allow further customization with a choice of arm, back and leg styles.

Sam Moore’s High Point showroom is located in space C-1058 of the International Home Furnishings Center.

Sam Moore Furniture is a leader in crafting quality, custom upholstery. In 1940, a young Sam Moore and four of his friends bought the Delaware Chair Co. in Delaware, Ohio. A tough economy and a looming war forced Sam to relocate. The company moved south to Christiansburg, Virginia, in 1943 and to its current home in Bedford, Virginia in 1960. Through the years, the company expanded to a 300,000-square-foot facility that is a balanced blend of state-of-the-art technology and hand craftsmanship. In 2007, Sam Moore was acquired by Martinsville, Virginia-based Hooker Furniture, one of the world’s largest and most respected furniture companies, founded over 90 years ago in 1924. Like Sam Moore, Hooker is known for quality furnishings of exceptional value. For more information, please visit [sammoore.com](http://www.sammoore.com).

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