

100 Furniture Parkway

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**NORWALK FURNITURE AIMS TO BE ‘DEALERS’ & DESIGNERS’ BEST FRIEND’**

**PUPPY PETTING POP-UP JUST ONE OF THREE CREATIVE SHOWROOM EVENTS ON TAP FOR HIGH POINT MARKET**

 **NORWALK, Ohio –** A pair of seminars aimed at helping interior designers grow their business, and a California-themed networking party that includes unique foods, specialty cocktails and even a puppy-petting pop-up are on tap in the Norwalk Furniture showroom during the upcoming High Point Market. The events are designed to help retailers and interior designers **–** a key distribution channel for Norwalk’s highly customizable product line – grow their businesses profitably, foster improved relationships within the industry and have a bit of fun along the way.

 The first event is a networking party, ***“Puppies, Palm Trees and Performance Fabrics,”*** that takes place Saturday, Oct. 19 from 4-6 p.m. It is a “cool” California-themed event hosted by performance fabric supplier Crypton and designer Kim Salmela that includes tequila- and wine-tasting, heathy foods, door prizes, live music and a “puppy pop-up” where partygoers can pet several furry friends. To register, visit: <https://bit.ly/2m8YnFx>.

 On Sunday, Oct. 20, interior designer and business coach, Melissa Galt will conduct a seminar, ***“The 3-Step Formula That Gets You Hired and Earns More Money,”*** that begins at 3 p.m. During the one-hour event, Galt will outline actionable strategies that will help designers grow their business and their income in a relatively short time. To register, visit: <http://bit.ly/DesignerTrainingNorwalk>.

The final event on Monday, Oct. 21 is a seminar, ***“Branding or Pricing – Which Comes First?”*** hosted by the Interior Design Society. During the 3 p.m. event, Nicole Heymer and Michele Williams will explore this chicken-and-egg question and discuss branding and pricing strategies for the interior design community. To register, visit <https://events.mydomastudio.com/branding>.

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NORWALK HOSTS 3 EVENTS IN HIGH POINT

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 Heymer is founder of Curio Electro, a boutique creative agency specializing in intuitive branding. Williams is founder of Scarlet Thread Consulting, which advises interior designers on scaling, leveraging and creating profits in their businesses.

“These are great opportunities for our interior design customers to mix good food and stylish products with some excellent programs that will offer practical ideas that they can implement to better serve their customers almost immediately,” said Caroline Hipple, president of Norwalk Furniture. “Virtually all of them are small business owners who may have limited opportunities for continuing education because they are so wrapped in the day-to-day operation of their business.”

 Each event takes place in Norwalk’s showroom, space M-108 of the International Home Furnishings Center.

Norwalk Furniture offers great design, customizable options, high quality, competitive pricing and quick delivery. Upholstered products are free of toxic, flame retardant chemicals and are offered in more than 800 fabrics and 150 leathers. The privately held Norwalk, Ohio, company manufactures upholstered seating in its 440,000-square-foot facility, shipped consistently within 35 days. For more information, visit [www.norwalkfurniture.com](http://www.norwalkfurniture.com).

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