

PRESS RELEASE

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FLEXSTEEL®
Industries

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Readers ranked Flexsteel Industries first in the Accent Upholstery category and finalists in the Stationary Upholstery category for 2023.

[DUBUQUE, IOWA | December 4th, 2023] — A high note for Flexsteel Industries' 130th anniversary, as it received two Reader Ranking Awards from Furniture Today Magazine. Flexsteel was awarded **Best Accent Upholstery Company for 2023** and was a finalist in the **Best Stationary Upholstery Company** category. A peer-recognition program, the Furniture Today Reader Ranking Awards began in 2021 and has quickly gained traction with expanded categories. In 2023, the program will recognize 59 categories across the industry.

Flexsteel has over 130 years of experience in the furniture industry, combining traditional craftsmanship with modern manufacturing processes to create lasting furniture. The revolutionary Blue Steel Spring™ makes Flexsteel's upholstered furniture comfortable for years to come.

Accent Upholstery: Fusion of Styles and Collections.

Accent Upholstery:

Flexsteel's Accent Upholstery comprises 15 collections within the South Haven, Domestic, and Latitudes programs. This diverse range of accent chairs and ottomans allows customers to express their unique style preferences.

Stationary Upholstery:

Flexsteel's Stationary Upholstery is the pinnacle of quality construction, offering customers fashion, comfort, and unbeatable value. With a vast selection of fabrics, finishes, and frame styles, customers can create a personalized look with Flexsteel's superior quality Blue Steel seat springs and several lifetime guarantees. The range includes accent chairs, swivel gliders, sofas, conversation sofas, sectionals, and sleeper sofas available in the Domestic and South Haven Programs.

Domestic Program:

Flexsteel's Domestic Program allows customers to choose from over 550 fabrics, including performance and sustainability options. With a mix of high-leg recliners and other stationary pieces produced in North America, this line provides unparalleled customization, from fabrics to nailhead trim finishes and wood leg finishes.

South Haven Program:

Flexsteel's South Haven program offers a curated range of models at the same starting price. The South Haven line, manufactured in North America, provides a curated selection, simplified pricing, and digital support for visualization. With 300 customizable fabric options, these models feature high-quality construction, including

PRESS RELEASE

Flexsteel's Blue Steel Spring™, luxury seat cushions, and a durable wood frame, all with a Lifetime Limited Warranty. South Haven offers 25 sofa frames, 6 sleep sofa groups, 6 chairs and ottomans, 4 swivel chairs, 4 ottomans, and 9 sectionals.

The Reader Ranking Awards highlight Flexsteel Industries' commitment to delivering exceptional furniture solutions as the company celebrates its 130th anniversary. With innovation, quality, and customer-centric design, Flexsteel continues to lead the upholstery industry.

