

## PRESS RELEASE

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### ***Flexsteel Seeks New Horizons with Record Product Launches at April Market***

**[DUBUQUE, IOWA | March 15th, 2024]** — Flexsteel, a leading furniture manufacturer, is preparing for a record number of product launches at the April Market. These launches include expanding the company's top-selling motion groups by incorporating new technology and enhancing functionality to meet evolving customer needs.

In addition, Flexsteel is significantly expanding its occasional table offering, improving its position as a comprehensive provider for the entire home. Flexsteel's dedication to innovation in product development and several upcoming launches has achieved a personal best for the company in recent years.

"We continue to grow despite challenging conditions. We attribute that growth to our focus on delivering superior comfort, quality, and durability to differentiated products that meet unique consumer needs. We have several recent product introductions that are performing well for us and our retail partners. Expanding these collections while accelerating new product introductions is part of our ongoing strategic plan," Courtney Rounfort, Director of Product Management.

Flexsteel's strategic initiatives and record product launches showcase a strong competitive edge and market momentum. The company's focus on innovation and meeting consumer demands positions it strongly for continued success and market leadership.

### **Innovation at the Forefront**

Flexsteel's latest product lineup sets a new standard for innovation within the company, emphasizing its dedication to comfort, quality, functionality, and design excellence. Each expansion caters to modern living and integrates advanced technology with user-centric features.

The hallmark of the new collections is the seamless integration of technological advancements with functional design to enhance the user experience. Flexsteel's focus remains on delivering products that not only meet but also anticipate the needs of its customers.

### **Sneak Peak on New Expansions:**

- **Zofa:** Building on the success of the Zecliner, Zofa features two of our best-selling Model 2+ Zecliners on each end, connected with a beverage-friendly drop-down center console. The Zofa is upholstered in the Popstitch Livesmart Barrier+ fabric or CULP powered by Nanobionic, a new wellness-focused upholstery fabric. Zofa introduces an alternative sleep solution emphasizing comfort, health, and wellness.

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- **Carter Rocker:** An expansion of the best-selling Carter sofa group, the Carter Rocker recliner combines luxury and comfort with power headrests, lumbar support, heat, and massage functions. It is available in smoke and cappuccino leather covers.
- **Henry Stationary, Lift & Glider:** The top-selling Henry collection introduces a Power Swivel Glider with advanced comfort features, designed with a sleeker profile and available in three Henry leathers. Flexsteel is also adding a lift recliner to this top-selling motion group and expanding this sleek product into stationary.
- **Flex—Modular Seating Solutions:** Flexsteel plans to broaden its modular seating offerings by expanding the existing Flex modular collection and providing more adaptable and flexible solutions to its Domestic and South Haven programs.
- **Alister-Gliding Sofa:** Flexsteel enhances its motion lineup with the Alister Sofa. Featuring end seats that glide and lay flat alongside a center back with a wireless charging pad and cupholders, redefining modern living standards. The sofa is upholstered in luxurious leather and finished with a breathable coating, ensuring supreme comfort and convenience.

### A Full Whole Home Provider

Flexsteel's expansion of casegood solutions further solidifies its vision of becoming a full-home provider. The new bedroom, dining, and occasional product collections integrate seamlessly with soft seating and offer eco-friendly options, innovative storage solutions, and a variety of design materials.

Guided by a commitment to innovation, sustainability, and a profound understanding of consumer needs, Flexsteel remains a leader in the furniture industry. The company continues to enrich homes and lives with thoughtfully designed solutions, paving the way for a future where every home demonstrates comfort, style, and innovation.

Visit the Flexsteel showroom at High Point April Market, Space C-601 at the International Home Furnishings Center, April 13th – 17th. Buyers interested in viewing Flexsteel Industries' brands and products can contact [retail-development@flexsteel.com](mailto:retail-development@flexsteel.com).

