

PRESS RELEASE

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Flexsteel Introduces "Perfect Match" Recliner Program Simplifying the Recliner Shopping Experience with Curated Choices and Superior Comfort

[DUBUQUE, IOWA | September 23rd, 2024]- Flexsteel Industries, Inc. is excited to introduce its latest innovation, the Perfect Match Recliner Program. The Program is designed with the consumer in mind, simplifying the often-overwhelming recliner shopping process. Flexsteel aims to enhance its presence in the growing \$7 billion recliner market by addressing key consumer frustrations and offering a focused product line.

A Strategic Response to Market Trends

Flexsteel's approach to the Perfect Match Recliner Program stems from extensive research and analysis of internal performance and market trends. David Crimmins, Vice President of Sales and Product, said, "We saw an opportunity to streamline the recliner shopping experience by simplifying the process. Consumers want fewer choices but still expect quality and a variety of features. With Perfect Match, we've created a targeted, easy-to-understand recliner lineup that fits that need perfectly."

Drawing inspiration from the success of the Zecliner line, Flexsteel's Perfect Match Program offers five recliner models with 18 available SKUs. Each model is crafted to provide different levels of size, features, and price points, with the goal of making selection straightforward for consumers. The Program includes several recliners in the \$699 to \$999 price range, reinforcing Flexsteel's commitment to offering mass-market solutions without sacrificing the brand's well-known hallmarks of comfort, quality and durability.

Program Highlights

Crimmins highlights that complexity in product offerings can deter consumers, which is why Perfect Match is structured to be easy to navigate. "We've simplified the recliner category, offering five key models that align with varying consumer needs. From size to features, everything progresses logically. We know from our research that consumers prefer fewer than six choices, and that's exactly what we provide with Perfect Match."

Each tier in the Perfect Match program builds on the previous one, adding features like power recline, gliding, USB-A and C ports, hidden pop-out cup holders and more. The models range from compact manual recliners to large-scale, ultra-plush power models, ensuring a perfect fit for every customer.

Retail Support and Availability

Flexsteel provides fully integrated point-of-sale materials, including signage, floor displays, and a dedicated website landing page to support retailers. Perfect Match fits comfortably within 100 square feet of retail space, making it an efficient use of floor space while maximizing impact.

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The Program is already generating excitement among retailers, with many committing to the product line before its full market launch. "The commitment rate from our retail partners has been outstanding," Crimmins noted. "We expect Perfect Match to be stocked by November and available in stores nationwide by year-end." Early adoption has been very strong as hundreds of retailers have already ordered Perfect Match. "We are encouraged by retailer response during the pre-sale period. Our initial shipments are in transit, with the goal of being in-stock this year" said Crimmins.



Flexsteel's Perfect Match program is a turnkey solution for retailers. It offers a high-quality, thoughtfully curated recliner lineup that is easy to sell and even easier for consumers to navigate. With its focus on customer satisfaction and market trends, Flexsteel is positioned to significantly impact the recliner category.

For more information about the Perfect Match program and other Flexsteel products, please visit contact marketing@flexsteel.com or visit the Flexsteel showroom at High Point Market, October 26th-30th, IHFC Space C-601.

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1 2 3 4 5



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