

## Whitewood Industries Co-Founder And Industry Pioneer Leaves Mark **Ron Feibel Announces Retirement**

Whitewood Industries' co-founder and industry pioneer, Ron Feibel, retires after five decades of industry service.

Born in Israel during WWII to German parents who fled their homeland with meager belongings, Feibel's childhood was not always easy. After growing up in Israel and serving in the Israeli Defense Forces, Feibel, as a young man, left Israel and dedicated himself to attending a United States university.

After being accepted to the University of Houston and earning a degree in business administration, Feibel was introduced to the furniture industry through his uncle, Harry Feibel, who hired him as a company sales rep for Kerns furniture — a division of De Soto Furniture.

Just two years in, Feibel's uncle realized his potential, and Feibel was promoted to Southeast Regional manager and relocated to Atlanta, GA. After a short tenure in this position, De Soto departed from furniture.

From there, Feibel began representing notable ready-to-finish furniture companies, SJ Bailey and Khoury Furniture. It was then that Feibel discovered and became passionate about the solid wood, ready to finish furniture segment, and was introduced to Jorge Mata, who was also vested in the niche industry.

As their association and friendship grew, Feibel and Mata, as partners, founded Whitewood Furniture in 1982.

From being a distributor of solid wood, to ready-to-finish furniture retailers across the country, to becoming a multi-million, multi-divisional company some four decades later, Feibel played a leading role in the company's long standing success. Leveraging his talent and experience as a rep, Feibel built and led Whitewood's sales function for many years, in addition to contributing to product development.

Though Whitewood Industries became an ESOP in 2018, Feibel has continued in an advisory role.

In October 2024, the industry will bid this independent furniture sales rep turned furniture mogul farewell.

Feibel will enjoy his retirement by spending time with his loving family to include his wife of fifty years, Karen, his two daughters, and grandchild. He will forever be recognized as a pioneer for the ready to finish furniture segment, a loyal friend, committed to his faith, and one of the best reps in the industry.

### **About Whitewood Industries**

Founded in 1982 as a distributor of ready-to-finish furniture to retail stores throughout the eastern United States, Whitewood Inds. has evolved into a leading supplier of finished and unfinished furniture sold through leading retailers nationwide as well as designing and manufacturing for the hospitality and contract furniture industry.

Today, its four divisions include Whitewood Ready-To-Finish (unfinished furniture), John Thomas Furniture (casual dining and custom finish programs), International Concepts (a supplier to specialty retailers), and Custom Contract Furnishings (designer/manufacturer contract upholstery). Whitewood is headquartered in Thomasville, N.C., where it employs 300 workers and has manufacturing, warehousing, corporate office, and showroom facilities totaling 578,000 square feet.

The company, now employee-owned, was sold to its employees through an ESOP (Employee Stock Ownership Plan) in December 2017.

For more information, visit [www.whitewoodfurniture.com](http://www.whitewoodfurniture.com).