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FOR IMMEDIATE RELEASE

## BDI Launches Comprehensive Trade Program

### Offers Streamlined Services and Benefits for Design Professionals

CHANTILLY, VA – October 25, 2024 – **BDI** a leader in innovative and functional furniture design, announces the launch of its Trade Program, specially crafted to meet the unique needs of interior designers and other industry professionals. Officially launching at the Fall High Point Market, trade professionals are invited to meet with BDI team members in the showroom (IHFC Design Center #724) to learn more.

According to David Stewart, VP of Sales at BDI, this new initiative offers a streamlined, efficient process for professionals seeking high-quality, style-driven furniture that integrates modern functionality and smart features.

“Our goal with the BDI Trade Program is to provide our partners with tools and resources that help them succeed,” said Stewart. “From competitive pricing to personalized support, this program is designed to empower design professionals to offer the best to their clients.”

Stewart adds that while designers and trade professionals have always been key customers for BDI, this newly launched program will offer additional benefits and features to enhance their partnership with the brand. Some of the key features of BDI’s Trade Program include:

- **Exclusive Trade Pricing** to support the business needs of design professionals. This allows partners to offer premium products at competitive rates.
- **Expedited Shipping Services** with most items shipping within five days. This quick ship option helps professionals working under tight deadlines to ensure swift fulfillment.

- **Online Portal** offers an easy interface for placing orders and tracking shipments. Partners can view real-time inventory availability, order history, and account management tools.
- **Dedicated Concierge Service** offers personalized assistance with product information, order processing, and other specific project needs.
- **Design Resource Hub** offers an extensive library of product imagery, 3D models, and a sample program, allowing partners to visualize, plan, and present their projects.
- **Exclusive Previews** give trade members early access to BDI's latest collections, ensuring they can offer cutting-edge products to their clients ahead of market releases.

Those interested in becoming a member of BDI's Trade Program can complete an online application, which will be promptly reviewed by the BDI team. For more information or to apply for the Trade Program, visit [www.bdi.com/trade](http://www.bdi.com/trade).

**About BDI:**

**BDI** is a premier designer and manufacturer of innovative home furnishings. Guided by the philosophy that everything has its place, BDI furniture seamlessly integrates original design with innovative function to elevate home and office environments. From media furniture to home entertaining, office solutions, bedroom collections, and more, BDI products are available through leading furniture and electronic retailers across the United States, Canada, and abroad. Learn more at [www.bdiusa.com](http://www.bdiusa.com), or follow BDI on social media. With a commitment to thoughtful design and innovative functionality, BDI continues to redefine the way we live and work in modern spaces.