

NORWALK FURNITURE

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Norwalk Furniture showcases three-brand strategy at High Point Market

The Norwalk Furniture showroom will be action packed and bursting at the seams for the upcoming High Point Market. Supporting the brand launch of the new Studio 1902 brand is taking up a decent amount of real estate in the showroom, but that is making Norwalk hyper focused on telling the story of each brand, making sure they all shine.

The Kim Salmela collection has been produced by Norwalk since 2018, and Kim Salmela has merchandised the last two High Point showrooms. “Kim has been a huge asset to me and to Norwalk since I joined last year,” President and CEO Tim Newlin stated. “She has delivered to us some excellent product designs for the Kim Salmela collection, but she has also contributed to our fabric selections, the launch of Studio 1902, and the refresh of our showroom. Kim has a great California vibe with the sensibility of her Midwestern roots and an eye for spotting trends that are sellable.” The Kim Salmela collection drives the design forward part of the Norwalk brands and strategically connects them with the design community.

The Norwalk brand features some innovations this Spring Market. The new Charleston upholstery collection features a memory foam tight back for the ultimate comfort in a more traditional style. Their new Brighton bed has ambient lighting and USB functionality built into an upholstered bed with some exciting new storage functionality. The fabric assortment also gets three fresh style capsules (Desert Oasis, Textured Geometrics, and Vintage Botanic). There are also washable slipcover offerings and a re-boot of the Norwalk slipcover program including new styles. “It is a strong product and fabric offering for our flagship Norwalk brand” says Carrie Norris, VP of Business Development. “When you strengthen your fabric assortment you are setting yourself up for success across all of your existing products and the new launches.”

Norwalk also saw an opportunity in the market to display their recliner product line. It was a category that got mixed with other groups but has never shown as a complete assortment. Newlin commented, “We took the opportunity to grab a little more space on the floor above us to show what a fantastic high leg and recliner lineup was already in place at Norwalk.” The fabrics, leathers and options in motion are just as extensive as the regular line. They organized the assortment and put together the right selling tools to tell the

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complete comfort and style story that they have available now, even as they work toward a broader motion launch in October.

The launch of their new Studio 1902 brand kicks off with a party Friday afternoon from 3-6 in the showroom, located at IHFC- M108. This designer-curated collection makes it easy and more affordable for a consumer to step into a Norwalk brand. Made in the USA at the company factory in Norwalk Ohio, the line is tailored to the needs of the younger generations with emerging buying power or to a current Norwalk customer who wants a different kind of purchase for a chair in a bedroom, or a sectional in a basement. With thirty-five pieces and over fifty coordinated fabrics, the line is easy to shop, buy, and for Norwalk to produce to order and ship quickly. The new brand is part of conscious effort to segment the market, but for a retailer or designer to have access to them all with one point of contact, made with the same craftsmanship, and delivered on the same truck.

Norwalk will also be hosting a one-of-a-kind event on Sunday afternoon April 27th from 1-2 pm. Cat Rodriguez, a seasoned Executive Producer with over 25 years in television and former VP of programming at Lifetime, will lead an informative discussion titled: Bringing Premium TV to Social Media Marketing. Taking place in the Norwalk showroom, the company invites those attending to also enjoy lunch before the presentation.

Friday and Saturday evening will feature the duo Chamberlin Birch, providing great music, snacks, and cocktails. Newlin continued, "We know the time is right to shine a bigger light on what Norwalk has to offer the industry, and we pulled out all the stops for this Market because there is a lot of negativities in the news cycle. We want to break that cycle with newness, innovation, and a little bit of fun."

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