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Press Release // March 17, 2025

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March 17th, 2025 – [Boca Raton, FL / High Point, NC] – RHM Sourcing & Design, Inc., a prominent name in fashion-forward upholstery merchandising, is excited to announce the launch of their new brand, KOUCH, the future of Sophisticated Surround Sound Seating. This rebrand aims to revolutionize the upholstery industry by integrating cutting-edge audio technology with stylish, accessible furniture.

Launch Details: KOUCH combines state-of-the-art audio technology with RHM Sourcing & Design’s extensive experience in stationary and motion upholstery merchandising. This innovative blend of comfort and technology is set to offer unparalleled value to retailers and consumers, delivering high-quality surround sound experiences through stylish furniture designed for home entertainment. Customers can continue to expect the same exceptional service and quality from their Shanghai based office and QC team in conjunction with their Asian manufacturing partners.

Marketing Support: KOUCH will also serve as a marketing channel for retail partners by providing exclusive Point of Purchase materials and consistent support through digital marketing channels.

Leadership Insights: Michael, Robbie and Howard Slavin along with Josh Roemmich, leaders of KOUCH, expressed their enthusiasm for this new venture, highlighting the potential to redefine home entertainment experiences.



Consumer Benefits: This technological advancement will result in a wide range of seating options that combine superior comfort, stylish design, and immersive audio experiences. Customers can anticipate:

- Innovative Products:** A new line of stationary and motion sofas, sectionals, loveseats, and chairs with built-in, high-quality surround sound systems.
- Affordable Luxury:** Premium audio-visual experiences at competitive prices, making high-end entertainment accessible to more households.
- Enhanced Home Entertainment:** Furniture that not only enhances the aesthetic appeal of living spaces but also transforms home entertainment experiences.

Future Outlook: KOUCH will leverage advanced audio technology and RHM Sourcing & Design’s strong merchandising and marketing expertise to expand product lines and reach new customer segments. This new entity is expected to drive growth, innovation, and customer satisfaction in a furniture landscape eager for innovation.

Visit the KOUCH showroom at Center Point on Hamilton, Space 024 at 401 S. Hamilton this April at the High Point Furniture Market.

For more information, please contact:



Robbie Slavin, EVP of Marketing, robbie@kouchsound.com

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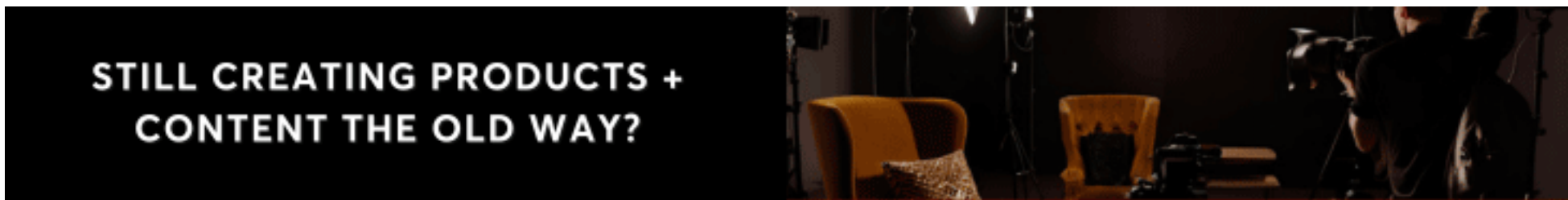
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