

John Thomas Furniture Invests More in Quick Ship Program to Meet Today's Tough Discretionary-Spending Environment

50+ new solid-wood products will be stocked in North Carolina for immediate shipment beginning mid-September

HIGH POINT, N.C. — In a furniture market shaped by tariff uncertainty, elevated costs, a sluggish housing market and cautious consumer spending, John Thomas Furniture is investing more heavily in one thing retailers can control: having product ready to ship.

The finished-furniture division of Whitewood Industries, and leader in solid-wood furnishings, is expanding its Quick Ship program with more than 50 new products, all stocked in the company's North Carolina warehouse and available for immediate shipment beginning mid-September.

The new additions will also be available through John Thomas' mixed direct container program, giving retailers additional flexibility to build assortments and bring new product to market efficiently.

“Shoppers haven’t stopped shopping — they’re just asking more questions before they spend,” said Bryan Sprinkles, VP Sales and Development for John Thomas Furniture. “Is it well made? Is it worth the price? And if I decide I want it, can I actually get it? Our investment in Quick Ship is designed to help our retail partners answer yes to all of those questions.”

Availability becomes part of the value proposition

For retailers, having compelling product part of the equation. In a cautious market, the ability to fulfill an order quickly can make the difference between capturing a sale and losing it.

John Thomas' expanded Quick Ship program gives retailers access to solid-wood furniture that is already in inventory and ready to move — while the mixed direct container program provides another option for building a broader assortment.

“In this environment, availability matters,” said Sprinkles. “If a customer has to wait months for a piece they want today, the opportunity can disappear. Quick Ship helps our retail partners turn that interest into a sale.”

Quality without the premium wait

The program reinforces John Thomas' broader value proposition: solid-wood furniture that combines quality construction, approachable design and attainable pricing.

The company's largest product introduction in several years includes five new dining collections — Harbor, Highlands, Rivermont, Sanibel and Westwood. Each collection reflects John Thomas

Furniture's longstanding commitment to solid-wood construction and thoughtful design, while introducing fresh silhouettes, finishes, materials and details that respond to today's shopper.

“Quality and value are not competing ideas,” said Sprinkles. “Our Quick Ship investment makes it easier for retailers to offer furniture built to last — and easier for shoppers to get it when they're ready to buy.”

The expanded Quick Ship program will be showcased at High Point Market this fall.

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.