

## **As Shoppers Get More Selective, John Thomas Furniture Doubles Down on What It Does Best**

**Five new dining collections blend softer silhouettes, lighter finishes and thoughtful details with the quality of solid wood**

**HIGH POINT, N.C.** — As part of its expanded investment in inventory and Quick Ship availability, John Thomas Furniture, the finished-furniture division of Whitewood Industries and leader in solid-wood furnishings, is bringing more than 50 new solid-wood products to High Point Market this fall — representing one of the company's largest product introductions in several years.

Spanning five new dining collections — Harbor, Highlands, Rivermont, Sanibel and Westwood — the introductions reflect what John Thomas is hearing from retailers and seeing across the broader design landscape: consumers want the look and quality of higher-end furniture, but without the premium price.

“We’re hearing consistently from retailers that consumers are looking for well-built furniture that delivers the style and quality of higher-end brands without the premium price,” said Bryan Sprinkles, VP of Sales and Development at John Thomas Furniture. “That’s exactly what these collections do — bring thoughtful design and solid-wood construction together in a way that is attainable.”

The collections also respond to evolving design preferences, including softer lines, light finishes, layered materials and distinctive architectural details.

### **Five collections, five distinct expressions**

**Harbor** was an immediate standout during High Point’s twenty-twenty-six spring Market, shaped by conversations across the John Thomas organization—from dealers and designers to sales and engineering. The collaboration resulted in a collection with a soft-coastal identity anchored by Sandstone, a new finish that establishes a lighter, more contemporary tone.

**Highlands** brings refined, high-end presence to the dining space through intentional details, including a sculpted leg profile and signature slanted chair design that adds modern architectural character. An upholstered dining chair introduces a softer seating option, reinforcing the collection's understated sense of luxury.

**Rivermont** delivers a rustic-meets-modern-heritage aesthetic in a compact assortment. Both dining tables feature butterfly leaves for quick, seamless storage, while a new upholstered Barrel Chair adds a sleek, sculptural element.

**Sanibel** brings a refined sense of calm through graceful silhouettes, layered materials and thoughtful detailing. The collection's West End Chair, featuring a pressed-wicker back and seat, introduces natural texture while maintaining an effortlessly sophisticated look.

**Westwood** takes a more casual approach, rooted in everyday living and elevated through craftsmanship. Bold, full-thickness solid tabletops, multi-layered apron details and refined chamfered leg profiles bring depth and distinction to a relaxed aesthetic.

### **Designed to be a smart investment**

The new collections represent more than a significant expansion of the John Thomas dining assortment—they reflect the company's confidence in its core principles of solid-wood construction, thoughtful design and attainable value.

“We've made this investment based on recent growth opportunities and confidence in what we do best,” said Sprinkles. “These collections give retailers products that feel fresh and current, while staying true to the quality and value that have always been at the heart of John Thomas.”

As announced previously, the company recently invested more greatly in its Quick Ship program. The 50+ new products will be stocked in John Thomas' North Carolina warehouse and available for immediate shipment beginning in mid-September. The new additions will also be available through a mixed direct container program, giving retailers flexibility in how they build and replenish their assortments.

The collections will debut at John Thomas Furniture's High Point Market showroom located at 215 S. Main Street 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.