

PRESS RELEASE

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FLEXSTEEL®
Industries

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Flexsteel to Debut Sixth-Generation Blue Steel Spring and New Custom Comfort Program at Fall High Point Market

SixFlex™ spring technology and Comfort Choice™ program bring together nearly a century of seating innovation, new consumer insights and personalized comfort.

DUBUQUE, IOWA | October 6th, 2026 - Flexsteel will introduce the sixth generation of its patented Blue Steel Spring and a new custom comfort program at Fall High Point Market, Oct. 17–21, marking the next evolution of the comfort technology that has helped define the Flexsteel brand for generations.

The highlight of the launch is **SixFlex™**, Flexsteel's sixth-generation Blue Steel Spring. It is designed to provide a softer, more comfortable initial sit and better conform to the body, while still delivering the durability and support Blue Steel technology is known for. SixFlex is the basis for Flexsteel's new Comfort Choice™ program, which allows customers to choose from three cushion comfort levels: Soft, Balanced, and Supportive.



These new introductions combine Flexsteel's legacy of seating innovation with insights from consumer and retailer research. The goal is to address what shoppers value most when buying upholstered furniture and help retailers create a better shopping experience.

“For generations, Flexsteel has built a reputation for quality consumer’s trust. Our new Comfort Choice groups continue that tradition with the introduction of our sixth-generation Blue Steel Spring, now featuring soft touch technology. This innovation delivers a softer, more comfortable initial sit while maintaining the strength, support, and durability customers expect from Flexsteel,” said Elizabeth Johnson, Product Business Manager at Flexsteel. “With fresh designs, updated proportions, and

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customizable comfort options, these collections offer customers more choices and make it easier to find the perfect sit.”

Evolving the Blue Steel Spring

For over a century, Blue Steel Spring technology has defined Flexsteel’s identity, even inspiring the company’s name in the 1950s. The new SixFlex spring builds on this legacy of strength and durability, delivering a comfort experience that is distinctly improved and noticeably different.

Compared to Flexsteel’s current DualFlex® Spring, the SixFlex engages **50% faster, providing a softer and more inviting initial sit. It also delivers about 30% less breakover**, improving conformity for a more body-hugging feel. More importantly, Flexsteel’s testing confirmed that SixFlex maintains the same trusted durability, support, and quality that consumers and retailers expect from Blue Steel Spring.

The result is what Flexsteel calls **“Comfort You Feel. Strength That Lasts.™”**—a new generation of Blue Steel engineered to deliver greater comfort without sacrificing the durability and performance that define the brand.

Turning Consumer Insights into Custom Comfort

Flexsteel developed its custom comfort program using a multi-phase research initiative, including consumer surveys and diaries, in-store observations, retailer surveys, and in-depth interviews. This research explored how people shop for furniture, what influences their buying decisions, and how retailers help guide them during the process.

The research found that quality and comfort are the top factors driving purchases, and consumers are willing to pay more for them. It also showed that shoppers prefer a curated selection over a wide range of customization options, which guided Flexsteel’s approach to personalized comfort.

These insights inspired **Comfort Choice™**, a straightforward three-level cushion program offering Soft, Balanced, and Supportive options—with no extra charge for selecting your preferred comfort. Consumer testing confirmed that each comfort level feels noticeably different, and shoppers found the naming system easy to understand.

Instead of overwhelming consumers with too many choices, Flexsteel makes it simple: shoppers pick their preferred furniture style and then select the cushion comfort level that suits them best

“There’s no way you could confuse them. You could change them around; I’d sit on them, and I’d know which one was soft, which one was standard, and which one was firm. It’s very distinct.” — Jannine M., Flexsteel customer

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Designed With the Retail Floor in Mind

For retailers, Comfort Choice is designed to turn one of furniture's most subjective attributes into a simple, demonstrable selling story.

In-store point-of-sale materials, including spring and cushion demonstrations, will help retail associates guide shoppers through Flexsteel's unique Blue Steel Spring and the three comfort options, encouraging customers to experience the differences firsthand.

Flexsteel will introduce five new stationary upholstery collections at October Market: **Leland, Greer, Shiloh, Eloise, and Roscoe**. Each collection will be offered in more than 700 fabrics, and customers can upgrade their cushion comfort at no extra cost.



Flexsteel will showcase SixFlex, Comfort Choice and the new upholstery introductions at its High Point showroom, **IHFC C601**, during Fall High Point Market, Oct. 17–21.

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About Flexsteel Industries, Inc.

Flexsteel Industries, Inc., and Subsidiaries (the “Company”) is one of the largest residential furniture manufacturers, importers, and marketers in the U.S., known for crafting comfortable, durable seating and timeless designs for rooms throughout the home. For more than 130 years, Flexsteel has built furniture with care, highlighted by its patented Blue Steel Spring technology that delivers lasting comfort and support. Today, Flexsteel products are available nationwide through retail partners and online channels, helping people create inviting, livable spaces they can enjoy for years to come.