

# PRESS RELEASE

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### ***Flexsteel Evolves the Meaning of Comfort with Consumer-Inspired Introductions at October High Point Market***

**New collections reflect evolving consumer expectations around wellness, personalization, technology and whole-home design while giving retailers stronger stories to tell on the sales floor.**

**DUBUQUE, IOWA | September 24th 2026** – At October 2026 High Point Market, Flexsteel will introduce a wide range of new products, reflecting the company's ongoing focus on comfort and meaningful innovation shaped by customer feedback.

Based on extensive consumer research, this Market's introductions span Flexsteel Wellness, Flexsteel Pulse®, Latitudes, Statements®, and Made-to-Order, with products designed around what consumers want today: better comfort, wellness, personalization, and entertainment, and coordinated design throughout the home. Flexsteel also supports retailers with marketing, merchandising, and point-of-sale tools that bring these product stories to life on the retail floor in a turnkey manner.

#### **Expanding the Flexsteel Wellness Platform**

**Flexsteel is building a wellness platform that supports consumers through every stage of life, rather than creating one collection of wellness products.**

Built around the belief that comfort should do more than feel good, **Flexsteel Wellness** brings together products that help people care, recover, sleep, and move with greater comfort throughout everyday life. The platform includes four pillars: **Care** through **Embrace®**, **Restore** through **Zen®**, **Sleep** through **Zecliner®**, and **Assist** through **Rise®**.

**Mira and Esme introduce the Embrace® brand**, expanding Flexsteel Wellness into the new Care category with nursery gliders developed through extensive consumer research to support parents and caregivers during feeding, soothing, and bonding. ***Made for Moments that Matter.***

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The **Restore** category adds **Retreat** to the line-up, along with new **Haven** sofa and loveseat options that bring wellness-inspired comfort to shared living spaces.

While Zecliner and Rise won't introduce new products at this Market, Flexsteel will showcase both collections' top-performing SKUs and display enhanced marketing support. They're focused on driving consumers to retail by highlighting products that meet their everyday needs.

To help retailers bring the Wellness story to life, Flexsteel is supporting the platform with branded wayfinding, signage, and merchandising materials that were developed to intentionally communicate the experience and benefits, creating a more engaging in-store experience.



### Technology That Enhances Everyday Living

More consumers are using the living room as their entertainment hub, creating demand for furniture that delivers both comfort and technology without compromising design. That insight is driving the introduction of Flexsteel's latest **Flexsteel Pulse®** and **Latitudes**.

**Stratus** is leading the expansion as the newest addition to the Pulse portfolio. Featuring Flexsteel's most advanced immersive sound experience to date, **Stratus** combines integrated speakers, a surround-sound soundbar, and enhanced sound technology to create immersive 4D realism that consumers can hear and feel—zero-gravity positioning, heat, massage, and CloudLux™ cushioning complete the experience.



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Flexsteel is also broadening its **Latitudes**, in-stock portfolio with the **Jude, Edmond, Ledger**, and **Hollis** sofa groups; **Wyatt** and **Brio** swivel gliders; and **Monty** and **Joyner** accent chairs, giving retailers a broader assortment of seating solutions to quickly meet consumers' demand with refined residential design.

### Whole-Home Design Made Simpler

Flexsteel continues to grow its whole-home goods collection, debuting new bedroom and occasional pieces informed by research on how consumers shop for and select furniture.

Research shows that **quality remains paramount**, with consumers willing to invest more in furniture built to last. Simplicity is also highly valued—coordinated collections and matching sets eliminate the guesswork from room design, boosting consumer confidence when choosing pieces that work together.

Today's shoppers often start their search online and then visit retailers to experience products in person. Statements support this cross-channel journey with unified product stories and marketing resources to help retailers communicate quality, design, and value both online and on the retail floor.

At the October Market, Flexsteel will introduce the **Hadley, Ellington, and Arden** bedroom collections, as well as the **Azalea, Serena, and Horizon** occasional collections. These additions further elevate Statements with quality craftsmanship, timeless design, and functional pieces that simplify merchandising for retailers and help consumers create a cohesive home.



Competitive pricing and flexible fulfillment make it easier for retailers to meet consumer expectations, all while keeping the whole-home shopping experience straightforward and accessible.

Consumer-facing marketing and merchandising resources also help retailers communicate the quality and lifestyle benefits that resonate most with today's shoppers, reinforcing Statements as the go-to solution for complete-room design.

### Personalized Comfort, Simplified

Flexsteel is expanding its **Made-to-Order** upholstery collection with five new groups—**Leland, Greer, Shiloh, Eloise**, and **Roscoe**—offering greater opportunities for personalized comfort and style on the retail floor.



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This expansion is guided by extensive consumer research confirming that comfort and quality are top priorities for furniture buyers. Shoppers increasingly seek out furniture that reflects their personal preferences, but they value a thoughtfully curated selection of meaningful choices over an overwhelming array of options.

These insights led to the development of **Comfort Choice™**, a three-level cushion program that lets consumers choose the feel that best matches their comfort preference: **Soft, Balanced, or Supportive—at no added cost**. Consumer testing validated that each option provides a distinctly different sit, and straightforward naming makes it easy for shoppers to compare and choose on the retail floor.



At the heart of Comfort Choice is **SixFlex™**, the next generation of Flexsteel's iconic Blue Steel Spring technology. Building on more than a century of spring innovation, SixFlex delivers a redesigned comfort experience that responds **50% faster** than Flexsteel's current DualFlex® Spring, creating a softer, more inviting initial sit. It also reduces breakover by about 30%, allowing the spring to conform better to the body while maintaining the durability, support, and quality the Blue Steel Spring is known for.



By combining SixFlex with three distinct cushion feels, Comfort Choice empowers consumers to personalize not just the look but also the feel of their furniture. Paired with Flexsteel's Made-to-Order fabric selection, this program delivers a tailored upholstery experience while keeping the decision-making process straightforward for both consumers and retailers.

Flexsteel's October Market introduction reflects the company's continued commitment to designing products around the way consumers live today while equipping retailers with stronger merchandising stories, consumer-facing marketing, and innovative solutions across every category.

Visit Flexsteel during Fall High Point Market, October 17-21, in IHFC Space C-601 to experience the complete Fall 2026 product lineup. To schedule an appointment or request additional product information, **contact [marketing@flexsteel.com](mailto:marketing@flexsteel.com)**.

**About Flexsteel Industries, Inc.**

## **PRESS RELEASE**

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.