

PRESS RELEASE

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Flexsteel® Expands Statements® Case Goods with Consumer-Informed Strategy and Six New Collections

Guided by the voice of our consumers, Flexsteel continues to grow its Statements® case goods collection with an emphasis on quality craftsmanship, distinctive design, purposeful functionality and coordinated solutions for the home.

DUBUQUE, IOWA | October 6th, 2026 – Flexsteel® is continuing to expand its Statements® case goods business with new bedroom and occasional collections debuting at October High Point Market®. Guided by the thoughtful feedback of consumers into how they shop for, evaluate, and live with case goods, the introductions reflect a broader strategy focused on elevated construction, differentiated design, purposeful functionality, and stronger retail storytelling.

These insights from our consumers have shaped decisions across product development, merchandising, and retail support, creating a more complete case goods program for retailers.



Make your space a statement.

Consumer Insights Drive the Strategy

As Flexsteel® expanded its Statements® business, the company first sought to understand better what consumers value most when shopping for case goods.

Our consumers helped us understand how important craftsmanship and material quality are, being among the strongest purchase drivers, while modern styling and solid wood construction have become expected by today's shoppers. Consumers also shared a clear preference for coordinated collections that simplify the shopping experience and create a cohesive look throughout the home.

Consumers also reinforced the importance of shopping both online and in-store. While consumers rely on online resources to research and compare products, the showroom remains critical for evaluating quality, finishes, materials, and craftsmanship firsthand.

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Turning Consumer Insights into Product Strategy

These findings shaped a product strategy centered on quality construction, purposeful design, and everyday functionality.

The Statements® assortment now includes **7 dining collections, 13 occasional collections, and 7 bedroom collections**, giving retailers a cohesive assortment that spans multiple rooms and design styles while making it easier for consumers to furnish their homes with confidence.

Across the assortment, Flexsteel® has standardized key quality features, including solid wood construction in key structural components, hardwood materials such as maple, cherry, and oak, dovetail drawer joinery, undermount soft-close drawer glides, and custom multi-step finishes with durable protective topcoats designed to resist everyday wear.

Many collections also incorporate the features consumers value most, including integrated storage, lighting, power, and charging solutions that enhance everyday living without compromising design.



Expanding the Statements® Collection

At October High Point Market®, Flexsteel® will introduce six new Statements® collections across the bedroom and occasional categories. Each introduction reflects the consumer feedback that shaped the Statements® strategy by combining distinctive design with thoughtful features that help consumers better organize, personalize, and enjoy their homes.

- **Hadley** integrates hidden storage, accent lighting, and organization features that help create a more functional, clutter-free bedroom.
- **Arden** pairs sophisticated styling with concealed storage solutions that support everyday organization.
- **Ellington** incorporates integrated storage, hanging organization, and LED accent lighting to simplify everyday routines.
- **Serena** combines timeless design with lasting craftsmanship, giving consumers confidence in a furniture investment built to endure.
- **Horizon** transforms unused corner space into a functional destination with charging, storage, cord management, and expanded surface space designed for today's sectional living.

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- **Azalea** blends authentic hardwood craftsmanship with practical mobility features that add flexibility to everyday living.

Together, these introductions demonstrate how Statements® continues to evolve beyond beautiful furniture, delivering coordinated collections that combine craftsmanship, purposeful functionality, and consumer-informed design solutions throughout the home.

Make Your Space a Statement

The feedback from consumers also helped shape how Flexsteel® positions the collection to consumers.

The Statements® name reflects Flexsteel®'s approach to case goods by combining quality craftsmanship with distinctive design and practical functionality. Guided by the idea, **"Make Your Space a Statement,"** the collection helps consumers create spaces that reflect their personal style while meeting everyday needs.

The concept has resonated strongly with consumers. In Flexsteel®'s research, 81% of respondents found the Statements® positioning appealing, while 66% reported increased interest in Flexsteel® products after learning about the brand story.



Supporting Retailers Beyond the Product

Flexsteel® has paired the expanding Statements® assortment with a comprehensive merchandising and marketing program designed to help retailers consistently communicate the brand story.

Resources include a dedicated Statements® digital landing page, product/category tearsheets, social media content, and category-specific point-of-sale materials. Bedroom collections feature bed wraps and easel boards; dining collections include tabletop displays; and occasional collections use easel boards that highlight key product features. The entire portfolio is supported with wayfinding signs and removeable stickers that highlight key functionality or design features in each collection.

Together, these tools help retailers communicate quality, craftsmanship, design, and functionality while highlighting product features that may not be immediately visible on the showroom floor.

With a growing assortment, standardized quality features, and a consumer-informed product strategy, Statements® continues to strengthen Flexsteel®'s position in the case goods category while giving retailers a more compelling story to bring to market.

The six new Statements® collections will debut at **High Point Market®, Oct. 17-21, 2026**, in the Flexsteel® showroom at **IHFC C-601**.



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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.