

## PRESS RELEASE

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FLEXSTEEL®  
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### RELEASE DATE:

**March 29th, 2024**

## ***Flexsteel Announces Blue Ribbon Product Launches at High Point April Market***

**[DUBUQUE, IOWA | March 29, 2024]** — Flexsteel Industries is excited to introduce its Blue Ribbon product launches at the April 2024 High Point Market. The initiative represents Flexsteel's commitment to enriching retailer offerings with products that captivate customers, stimulate demand, and boost sales through exceptional design and craftsmanship.

The Flexsteel Blue Ribbon initiative goes beyond a simple product launch; it embodies a strategic effort to enhance retailers' demand and profitability. By offering top-notch content and point-of-sale materials, ensuring stock availability, and prioritizing outstanding service, Flexsteel aims to support this initiative comprehensively. These measures are designed to guarantee these offerings' immediate and lasting success on retail floors.

### **Key Enhancements of the Blue Ribbon Launch:**

- Showcasing products with professional showroom photography and B-roll videos.
- Facilitating promotional campaigns via Promoboxx, bolstered by Flexsteel's advertising investments.
- Providing pre-designed direct mailer through via LS Direct.
- Offering incremental promotional periods for the next calendar year.

### **Spotlight on Blue Ribbon Products:**

**Dawson Sofa Group:** This line features a contemporary, modular design, offering flange-trimmed back pillows and low-maintenance seating solutions. It is customizable for any space and incorporates Flexsteel's patented Blue Steel Spring, ensuring durability and comfort.

**Leo Sofa Group:** Tailored for larger areas, the Leo combines luxury with clean lines. It features white performance fabric and plush feather-topped cushions. Recessed legs complement its modern aesthetic, and softly flared arms for a refined look.

**Gianna Sofa Group:** Exuding timeless elegance, the Gianna showcases English arms, welt trim, and customizable accents, including four pillows in various fabrics. Built on a sustainably sourced, kiln-dried frame, it offers durability alongside high-performance and eco-friendly fabric choices.

**Alister Motion Sofa Group:** Redefining comfort, the Alister introduces advanced gliding seats and customizable tech features such as integrated power controls for reclining, headrest adjustments, lumbar support, and USB ports. It also maintains style with top-grain leather upholstery.

With the launch of Blue Ribbon products, Flexsteel demonstrates its commitment to excellence and innovation by delivering superior quality, design, and comfort to any space. Flexsteel invites retailers to discover the innovative Blue Ribbon launches and other new collections at the upcoming High Point Market.

## **PRESS RELEASE**

Visit the Flexsteel showroom at High Point April Market, Space C-601 at the International Home Furnishings Center, April 13th – 17th. Buyers interested in viewing Flexsteel Industries' brands and products can contact [retail-development@flexsteel.com](mailto:retail-development@flexsteel.com).