

Abbyson Expands into Smartphone Technology for Motion Upholstery Line

Monday, March 25, 2019 - (Los Angeles) – Following the success from their Winter Las Vegas Market product introductions, industry leader Abbyson will expand their motion technology and Modern Traditional collections for High Point Market, April 6-10. The company will showcase hundreds of new products, across 10 lifestyle categories, with never-before-seen designs and exclusive technology at the grand opening of their new High Point showroom.

“This past Las Vegas Market was a great success with the first introduction of incorporating technology into our modern traditional upholstery collections,” said Rodd Rafieha, Senior Vice President. “For this upcoming Highpoint Market we are taking the next step and introducing smartphone technology and product innovations that have never been seen before in our industry.”

Style and design of motion upholstery has never been more important in the home furnishings industry. Consumers want the functionality that is being incorporated into motion upholstery paired with modern style. Abbyson has partnered with the multiple talented designers from Europe to create stylish collections, coupled with generous scaling for North American retailers that feature state of the art technology.

Abbyson is launching brand-new, state of the art technology into its motion upholstery line that is first of its kind. The “Abbyson iTron Series”, a smartphone pairing technology, was introduced at Las Vegas Market and was well received by retailers. Additional smart features such as voice-controlled motion, massage and heat were also introduced this past Winter Market that will be on display in High Point and in select furniture stores across the country later this year. This new technology will be exclusive and can be incorporated into any of Abbyson’s motion upholstery groups. It appeals to all demographics and solves many needs in home entertainment and product functionality.

In addition, Abbyson will be expanding their Modern Traditional collections, showcasing a very clean style that allows consumers to experiment with, mix and match, and blend different looks in their homes, creating their own unique styles. The new product designs will include upholstery groups, bedroom, dining, case goods, occasional and more. Abbyson is offering all of these new collections at value driven prices to provide their Retail partners with the most competitive pricing to pass onto their customers.

The new Modern Traditional collections reflect the industry-wide transition from Baby Boomers, who comprised the top percentage of consumers for so many years, to the Millennial generation. The furniture industry has seen a shift in consumer demographics and Abbyson is well-prepared for that transition, ensuring that their product line is accessible across all generations and suits the needs of all customers.

About Abbyson

Abbyson unites stylish designs and statement looks through an integrated model to fulfill savvy costumers that seek value, speed and quality. With our strength and experience in supporting today’s largest e-commerce retailers, we offer a state-of-the-art infrastructure and customer service to enable today’s demanding multi-channel retail models. As a family company, Abbyson believes its relationships and strategic partnerships are of the highest value. ###