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Malouf™ Launches New Weekender™ RTA Furniture Line

LOGAN, Utah—To build on their successful furniture expansion, Malouf™ is launching seven new furniture items under the Weekender™ line. Each new piece was designed to meet the current industry demand for entry level pricing, easy shipping, and elevated style. The new ready-to-assemble furniture has an opening price point at \$299.99 for an entire upholstered bed or \$89.99 for a headboard.

Product Development Manager Ryan Carlisle said, “Customers want RTA furniture because it’s affordable and accessible. We’ve put our efforts into making a line of beds and headboards that will work for many different customers and their unique style.”

The Weekender™ Gale and Reed Upholstered Headboards are an easy addition that elevate a customer’s bedroom. With a mid-rise height, they work in every space without being overwhelming, and the four colors match any décor.

The all-steel Weekender™ Miller and Taylor Metal Headboards embody simple style with a classic, matte-black finish. Designed to attach directly to the Weekender™ Modern Platform Frame, customers can completely upgrade their bedroom furniture at an unbeatable price.

Weekender™ Upholstered Beds are designed with three distinct looks—the modern Beck, the elegant Wren, and the classic Hart—to match any customer’s style. Each option comes in four color options with linen-like fabric and wooden accents. The beds eliminate the need for a box spring, and the easy assembly only requires a Phillips-Head screwdriver and the included Allen key—all backed by a three-year warranty.

“We’re really excited for these new products. They’ve got the benefits of a Malouf™ product, with our warranty program, customer service, and fast shipping, but offer huge value to customers,” said Eric Holmstead, national sales manager. “This is a great opportunity for our accounts to reach a more price-conscious shopper. Based on the market trends, this is just the beginning for Weekender™.”

The Weekender™ furniture line is now available for ordering through the Malouf™ Wholesale Resource Center. For more information or a full product catalog, contact a Malouf™ sales representative at 800-517-7179 or sales@maloufsleep.com.

About Malouf™

A leader in the furniture and bedding industry, Malouf™ offers a wide range of innovative products including mattresses, adjustable bed bases, furniture, pillows, sheets, mattress protectors, bed frames and mattress toppers. Malouf™ products are available in over 15,000 retail partner locations in the U.S. and its growing international team now serves over 25 countries. Known for its commitment to quality, pricing and service, Malouf™ continues to expand its vertical integration and technology capabilities to

better serve its customers with more than 335 global patents and trademarks. Malouf™, a Certified B Corporation®, was founded in 2003 by Sam and Kacie Malouf and is headquartered in Logan, Utah. To learn more, visit maloufsleep.com.

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