

FOR IMMEDIATE RELEASE

Greentouch Updates Showroom, Introduces New Products & Licenses

HIGH POINT, N.C., March 30th, 2023 -- Greentouch, designer and manufacturer of home & bathroom furnishings sold in the U.S., Mexico and Canada, is introducing new bath furniture and electric fireplaces at their showroom in Furniture Plaza, Space #306. In addition to a diverse range of bathroom furniture and accessories under 3 prominent license brands- ED Ellen DeGeneres®, kathy ireland® HOME, and 57 Grand® by Nicole Curtis, Greentouch is excited to debut the Through Lines series, the first of several bath vanities and storage solutions under the Frank Lloyd Wright: USONIA® brand. The Frank Lloyd Wright Foundation worked closely with Greentouch to reinterpret Wright's sketches, photos, and drawings from the Frank Lloyd Wright Foundation Archives as new bath furniture that draws on design influences from his most iconic projects. Electric fireplaces are still a major presence at the showroom, with new models for Greentouch® Home and updates for 57 Grand® by Nicole Curtis, and kathy ireland® HOME branded fireplaces. Innovations in the fireplace category for 2023 include 3 media fireplaces with a brand new 3 sided panoramic insert. Last market added traditional and modern inserts up to 42-inches, integrated Bluetooth® sound systems, and up to 85-inch media mantels. Everything is available on their brand-new webstore at www.greentouchhome.com, and their drop-ship program allows dealers and other retailers to participate.

"Greentouchhome.com's drop ship program is an innovative way for businesses to compete with the big online shopping sites that dominate today's retail ecosystem. Our east and west coast warehouses allow you to offer a total bath solution to your customers without investing in a dollar of inventory." says Jonathan Nussbaum, President of Greentouch. "By offering on-trend new styles, high quality materials and construction, and 3A green packaging that practically eliminates the use of PE foam, we are able to stay competitive with bigger online retailers." he adds. "With our trade program, interior designers and contractors can get involved, too."

About Frank Lloyd Wright: USONIA®



Bath furniture inspired by the legendary architect, designer, writer and educator. Frank Lloyd Wright created all aspects of his homes—including furnishings that transform the spaces they inhabit. The Frank Lloyd Wright Foundation worked closely with Greentouch to reinterpret Wright's sketches, photos, and drawings from the Frank Lloyd Wright Foundation Archives as this new bath furniture that draws on design influences from his most iconic projects.

About ED Ellen DeGeneres

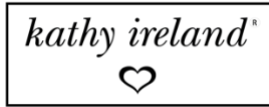
"ED is an extension of my lifestyle and is inspired by who I am as a person. ED is things that I see as a necessity, and things that are playful, too. ED is design that I want to share with everyone."

-Ellen DeGeneres



ED Ellen DeGeneres is a lifestyle brand inspired by the iconic style, values and personality of founder Ellen DeGeneres. With a passion for interior design, architecture and fashion, Ellen brings her unique vision to this beautifully designed, high-quality collection of fashion, home, and pet items. The ED Ellen DeGeneres brand encourages consumers to embrace and express their own sense of style and individuality through all parts of their life.

About kathy ireland® Worldwide (kiWW®)



kiWW® is listed as one of the most powerful brands in the world by License Global Magazine. Kathy Ireland® is named one of the 19 most influential women in licensing by License Global magazine and according to Fairchild Publications, Kathy Ireland® is one of the 50 most influential people in fashion. Furniture Today names Kathy one of the most influential leaders in the furniture industry. Kathy graces the cover of Forbes Magazine twice (2012, 2016). kiWW® is responsible for billions of dollars in retail sales. kiWW® is the recipient of multiple awards including several Good Housekeeping Seals. Kathy and kiWW® support many non-profits including YWCA Greater Los Angeles, for which she is an Ambassador, Dream Foundation, Providence Educational Foundation, 911 for Kids/AEF, and the St. Jude Children's Research Hospital. Kathy is named an Ambassador for the Elizabeth Taylor AIDS Foundation.

About 57 Grand by Nicole Curtis



After years of giving historic homes a new life, discovering antique treasures, and documenting it all on HGTV's hit show *Rehab Addict*, 57 Grand by Nicole Curtis brings her unique vision and DIY attitude to a diverse range of home products. Each bath product from Greentouch Home features vintage design elements, textures and finishes that enhance spaces from any decade.

About Greentouch Home



Greentouch Home was founded in 2014, however its management team has a rich history of manufacturing experience. Greentouch Home's founder, Jonathan Nussbaum, cultivated years of business relationships and expertise in the furniture industry. In 2014, he assembled a global management team with decades of experience in design, in retail channel management, in sourcing, and in logistics. The continued mission of Greentouch Home is to produce premium on-trend designs that are attainable to all consumers, regardless of their budgets.

SOURCE Greentouch Home

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