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EASYWAY
PRODUCTS CO.

EASY WAY PRODUCTS ANNOUNCES UPHOLSTERY EXPANSION

Easy Way Products, a long-time textile market leader focused on elevating the luxury outdoor furniture experience, has announced it is bringing its 14-day special order capabilities, and near shore manufacturing model to the indoor upholstery market.

Rather than designing a line of products to take to the broader market, Easy Way Products prefers a fully collaborative product development process to ensure exclusivity, differentiation, and full customization. This thought process continues with their new upholstery division. The initial focus begins with stationery fabric covering indoor and outdoor upholstery collections for the living room and bedroom.

“With Easy Way’s existing large scale cut and sew operations, premium cushion manufacturing capabilities and industry leading speed to market, we were already 70% there. Strategic hires in product development and manufacturing have rounded out the team and put us in the indoor and outdoor wood frame upholstery business out of Mexico. To further differentiate ourselves, we will also bring certain critical material production in-house this fall to further control cost and quality. We now have the expertise in-house to produce leather goods as well, where that is preferred and important,” said Dave Lueder, Chief Commercial officer.

“Encouragement from Easy Way Product’s existing outdoor customers seeking to shorten lead times, mitigate finished goods inventory risk and related carrying costs, while improving differentiation stories and increasing customer personalization opportunities in their indoor upholstery business really drove our timing”, explained Lueder. “The residual business impacts of the past three years have created retailer and brand pain points for which Easy Way Product’s model provides an ideal solution to current and future market needs.”

For further information, contact Dave Lueder, Chief Commercial Officer, Upholstery at dlueder@easywayproducts.com