

PRESS RELEASE

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FLEXSTEEL®
Industries

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The Right Partner for Retailers - Flexsteel

DUBUQUE, IOWA | June 6th, 2025 – Flexsteel Industries recognizes the challenges facing many retailers and is accelerating efforts to drive traffic and convert sales. The company continues to strengthen its role as a trusted partner to independent furniture dealers by delivering high-impact sales and marketing tools that boost visibility and turn consumer engagement into sales. The company continues to strengthen its role as a trusted partner to independent furniture dealers by delivering high-impact tools that boost visibility and turn consumer engagement into sales.

“We start every campaign with the consumer in mind. Once we have our insights, we immediately shift focus to how we can best support our retail partners with turnkey, ready-to-use content and tools,” said Laura, Senior Marketing Manager at Flexsteel. “Our goal is to make execution easy and impactful for every dealer, no matter their size or market.”

Flexsteel believes that their success is built on yours. Flexsteel uses its retail-ready strategy to develop marketing toolkits that are easy to activate. Across every consumer touchpoint, both in-store and online, they help retailers display with confidence.

- Customizable landing page templates and digital display ads
- Social media content through Promoboxx and influencer platform Popfly
- Pre-built TV spots and branded video assets
- Lifestyle photography, B-roll, and showroom-ready imagery
- Co-Op eligible promotional materials and point-of-sale support

Flexsteel builds every resource with the retailer in mind. The tools simplify execution, align with consumer behavior, and come fully supported by their in-house marketing team.

“We use just about all the marketing materials Flexsteel provides. The content makes it so much easier to produce our social media posts, and it offers a great variety of product information,” said Barrow Fine Furniture. “What sets Flexsteel apart is that it’s one of the few vendors offering consistent marketing support beyond just major sales events. Having engaging content to share year-round helps drive business every day.”

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“Flexsteel makes it easy for us to stay active on social media. The content is simple to share, and Promoboxx has become one of our favorite tools,” said Jerseyville Flooring & Furniture. “We’ve also really appreciated the quality of the video production. It gives our marketing a professional edge without the extra work.”

Flexsteel’s marketing approach focused on long-term visibility and daily engagement, helping retailers stay top-of-mind with their consumers through high-quality, frequent, and relevant messaging.

Flexsteel combines decades of craftsmanship with modern marketing and sharp strategy to become the most complete partner in the industry today. This is a brand that knows your customers, supports your showroom, and delivers real results.

For more information about Flexsteel’s marketing support programs, contact marketing@flexsteel.com.