

# PRESS RELEASE

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FLEXSTEEL®  
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## RELEASE DATE:

October 6th, 2025

### ***Flexsteel Expands Health & Wellness Offerings with New Product Introductions at October Market***

**[DUBUQUE, IOWA | October 6th, 2025-** At Flexsteel, innovation starts with listening. Recent consumer research shows that today's furniture buyers are searching for more than style. They want comfort, functionality, and solutions that support evolving lifestyles. Guided by these insights, Flexsteel is introducing a new suite of Health & Wellness products designed to meet this demand. From advanced recliners to versatile sleep solutions, each introduction reflects the company's commitment to meaningful innovation in wellness-driven design.

#### **Luma Lift Chair: Assistive Comfort with Style**

The Luma Lift Chair balances independence with everyday comfort. Available in standard and petite sizes, it combines power lift functionality with zero gravity positioning, heat, and massage. Designed for style-conscious homes, Luma offers peace of mind for individuals seeking assistive seating with a soft, approachable look.

#### **Zecliner® Modular: Configurable Sleep & Seating**

Zecliner® Modular expands the Zecliner® collection into versatile multi-seat configurations – including loveseats, sofas, and sectionals. With zero gravity positioning, heat, massage, integrated speakers and smart fabric technology, it transforms seamlessly from daytime living to nighttime sleep. Both the left and right facing units feature lift capable models, offering flexibility in the number of lift seats in the home. Zecliner® Modular is an adaptable solution that supports wellness without sacrificing style.



#### **Zecliner® Model 3+ Petite: Scaled Comfort for Smaller Users**

Building on the success of the Zecliner® 3+, the 3+ Petite model introduces a compact solution without compromising features. Zero gravity positioning, heat, massage, and a Technogel® head support pillow deliver restorative rest, while Nanobionic fabric and app integration make this chair a wellness tool for daily relaxation and overnight sleep.

#### **Zecliner® / Bedgear® Sleep Accessories: Performance-Driven Sleep Enhancements**

Two new accessories for Zecliner®, created in partnership with Bedgear using their patented Dri-Tec® technology, enhance the Zecliner® sleep experience. Moisture-wicking performance sheets and a waterproof

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chair protector keep seats cool, dry, and protected. Easy-care solutions that enhance overnight comfort and preserve long-term durability.

### **Ziggy: Full-Body Wellness in a Contemporary Sofa Group**

Developed in collaboration with Cozzia, Ziggy brings the first integrated foot massage to traditional motion seating. The collection includes a sofa, loveseat, console loveseat, and recliner, all designed with refined styling and advanced comfort technology. A Comfort Dial controller offers simple access to reclining, heat, and massage features, while the innovative patting footrest and three-zone back and seat system provide a full-body wellness experience in a modern, design-driven package.



### **Zen Series: Premium Wellness Recliners**

The new Zen Series bridges the gap between high-design seating and wellness chairs. Featuring adjustable heat, ventilation, air massage, and ergonomic adjustability, the Cove and Haven models deliver spa-inspired relaxation in a refined silhouette. Wrapped in premium Italian leathers, Zen offers a modern alternative to bulkier massage chairs and positions Flexsteel to compete directly with leading wellness brands.

“Zen is designed to help people truly relax and restore. It combines advanced wellness features like comfort, climate control, and easy adjustability, all within a sleek, contemporary silhouette that looks as good as it feels.” – Anthony Ash, Flexsteel Product Business Manager.



These introductions reflect Flexsteel’s commitment to turning consumer insights into innovation. By listening first and then designing with purpose, the company is delivering Health & Wellness solutions that meet people where they are and elevate everyday living.

To experience Flexsteel’s Health & Wellness new product introductions, visit the showroom at **IHFC Space C-601** during High Point Market, October 25–29, 2025. To schedule an appointment or request product information, contact [marketing@flexsteel.com](mailto:marketing@flexsteel.com)