

Greenington Brings Modern Bamboo Furniture to Life with New Website

Immersive video, rich lifestyle imagery and thoughtful new tools invite discovery while strengthening connections with Greenington's retail and trade partners.

TUKWILA, Wash., October 6, 2026 — Greenington, a manufacturer of modern furniture crafted from 100% solid bamboo, announces the launch of its new website at greenington.com. Bringing fresh energy to the brand's online presence, the site pairs an immersive homepage video and expressive lifestyle imagery with intuitive navigation. Designed to inspire and inform, the website helps consumers discover Greenington and connect with its retail partners, while giving design professionals convenient access to trade and contract resources.

"We wanted the website to capture what people love about experiencing Greenington in person—the warmth of the bamboo, the beauty of the design and that spark of possibility," said Troy Lerew, Vice President of Sales at Greenington. "An incredible amount of care went into the imagery and the experience. We're proud of what our team has created and excited to give our retail and trade partners a fresh way to bring the Greenington story to their customers."

In a first for the brand, a dealer locator helps visitors find Greenington retail partners by ZIP code, city or state. The tool gives dealers greater visibility and connects consumers with the retail partners who can help them experience, select and purchase Greenington furniture.

For interior designers and architects, the Trade Program section provides a convenient starting point for applications, trade pricing inquiries, finish samples and project quotes. Dedicated Contract resources introduce hospitality and commercial clients to Greenington's capabilities, including custom furniture, design development and solutions tailored to specific project needs. Retailers can also explore partnership opportunities, marketing support and digital assets through the Retail Partner section.

The website also brings Greenington's sustainability story into focus: 100% solid Moso bamboo, a rapidly renewable resource that regenerates naturally after harvest; manufacturing that makes use of every part of the bamboo culm; and furniture designed for lasting beauty and performance. Together, these principles give added depth to the brand's guiding promise: "Beautiful by Design. Sustainable by Nature."

With its new website, Greenington opens the door to a richer experience of the brand—one that celebrates the furniture, supports its retail and trade partners, and invites new ideas for the spaces where people live and work.

Explore the new website at greenington.com.

About Greenington

For more than two decades, Greenington has designed and manufactured award-winning modern furniture for the bedroom, dining room, living room and home office. Crafted from 100% solid Moso bamboo, its collections combine distinctive design and craftsmanship with a rapidly renewable material. Greenington works with a network of retail partners and supports design, hospitality and commercial projects through its trade and contract programs.

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BDNY – Space #1144, Javits Center, NYC, USA. November 8 - 9, 2026

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