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For Immediate Release

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## Kincaid Showroom Emphasizes ‘More Than You Think’ for High Point Market

### *Upholstery Options Expanded; Solid Wood Styling Evolves Toward Transitional*

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Kincaid, a furniture industry leader well known for its traditional solid wood furniture, is introducing a “more than you think” theme in its showroom for the Furniture Market in High Point this spring, focusing on several new solid wood offerings with transitional styling as well as expanded options in upholstery.

“Styling evolution, new product introductions and sales support tools are all part of our strategic response to changes in the marketplace,” said Max Dyer, vice president of marketing for Kincaid. “Anyone who hasn’t been to our showroom during past markets should plan to visit us to see how we offer much more than they may think.”

Leading the list of new news in the Kincaid showroom is a new upholstered collection called **Studio Select**, created on a smaller scale and ideal for smaller living spaces increasingly popular today. The new line is a companion to Kincaid’s existing **Custom Select** upholstery and is also supported by the company’s “build-your-own” interactive furniture design software, a favorite of retailers for its real-time pricing and availability features.

“During market we will highlight our touch-screen interactive retail support system, which is available as a showroom kiosk and as an app for smartphones and tablets,” Dyer said. “It’s an incredibly powerful, easy-to-use sales tool that makes custom orders fast, accurate and most of all fun for consumers.”

An important part of Kincaid's expanded upholstery offerings this market is its extensive line of **Sunbrella®** fabrics, which the company introduced during the 2012 fall market. Renown for durability, fade resistance and easy care, the newest Sunbrella upholstery fabrics offer styling and a soft hand comparable to the finest interior décor offerings.

"Our retailers who have adopted the Sunbrella program are reporting great results," Dyer said. "Consumers today are looking for easy-care lifestyles, and with the new Sunbrella styling they can have the aesthetic they want and not have to worry about messy adults, active kids or pets."

Kincaid's theme of "more than you think" is also reflected in new introductions of solid wood furniture, including **Vintage Cherry**, **Montreat** and **Edgemont**. Each of these new collections emphasizes Kincaid's well-known attention to craftsmanship and value-added details, while featuring colors and styling for today's homeowners.

The **Vintage Cherry** whole home collection is based on the long-term popularity of classic solid wood cherry furniture, but updated with a sleeker, more transitional vibe. **Montreat**, also a full line of bedroom, dining and living room pieces, is based on the growing popularity of gray tones in home décor, but with a warmer cast that emphasizes wood texture. **Edgemont**, Kincaid's opening price point bedroom suite, features sustainably-grown, quality hardwoods.

"Hand-crafted solid wood furniture is certainly the DNA of Kincaid, but with this market we're evolving the look with small changes in design and colors that result in a more transitional style, while we also expand our upholstered offerings," Dyer said. "Based on feedback from retailers, the new direction will be well received by consumers who appreciate the heirloom value of solid wood and who are drawn to a more modern look."

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## About Kincaid

Founded in 1946, Kincaid Furniture Company is the nation's leading manufacturer and marketer of solid wood furniture. Kincaid's growth is based on a commitment to quality solid wood case goods, fashionable upholstery, and the best service the industry has to offer. Kincaid Furniture Company is part of La-Z-Boy Incorporated's family of companies. For more information on Kincaid, please visit [www.kincaidfurniture.com](http://www.kincaidfurniture.com).