

July 7, 2020

MALOUF®

Salt Flat™ Furniture Makes Debut in Malouf™ Showrooms

LOGAN, Utah—Malouf™ unveiled its Salt Flat™ furniture line at High Point Market last month, which received a positive response from the company's retail partners. The comprehensive furniture collection consists of hundreds of products, ranging from living room sofas and sectionals to bedroom dressers and nightstands to dining room chairs and tables.

"Retailers were so excited about the Salt Flat™ line at High Point. They loved the high-end feel and impressive construction of the products," said Eric Holmstead, national sales manager for Malouf™. "We received valuable feedback from our partners that we'll bring back to our product development team to keep enhancing and adding on to the Salt Flat™ collection."

Katy Law, owner of Sweet Dreams Mattress in North Carolina, commented, "Salt Flat™ is the furniture line we've been waiting for. It has a natural feel and designer look, and each piece tells its own story. The upholstery line is on point with the style and comfort, and having the option of performance fabrics is a huge selling factor."

Malouf™ will continue to showcase Salt Flat™ furniture at industry trade shows, including the upcoming Las Vegas Market. From Aug. 30 through Sept. 3, market attendees can visit the Malouf™ showroom in B1350 to explore the company's new furniture in addition to other product releases, which will be announced at a later date.

Malouf™ acquired Salt Flat™ in April 2020 to expand its brand expertise in the home furnishings category. As of right now, Salt Flat™ products are offered through Malouf's container direct program, with other inventory options available in the future. To learn more, visit saltflathome.com or contact a Malouf™ sales representative at 800-517-7179 or sales@maloufsleep.com.

About Malouf™

A leader in the furniture and bedding industry, Malouf™ offers a wide range of innovative products including mattresses, adjustable bed bases, furniture, pillows, sheets, mattress protectors, bed frames and mattress toppers. Malouf™ products are available in over 15,000 retail partner locations in the U.S. and its growing international team now serves over 25 countries. Known for its commitment to quality, pricing and service, Malouf™ continues to expand its vertical integration and technology capabilities to better serve its customers with more than 350 global patents and trademarks. Malouf™, a Certified B Corporation®, was founded in 2003 by Sam and Kacie Malouf and is headquartered in Logan, Utah. To learn more, visit maloufsleep.com.

About Salt Flat™

Salt Flat™ is a home furnishings company that emphasizes expert craftsmanship, thoughtful details, and enduring materials. The Salt Flat™ product line has been honed through 30 years of commitment to high-quality pieces, and today's offerings include more than 150 options. Products included in the lineup are upholstered, full-grain leather, and motion furniture; solid-wood dining and occasional sets; and solid-wood and wrought-iron bedroom sets. The full catalog includes sofas, sectionals, loveseats, ottomans, accent chairs, occasional tables, storage and office solutions, dining tables, dining chairs, dining benches, buffets and sideboards, dressers, nightstands, and beds. For more information or to receive an FOB catalog, contact info@saltflathome.com.