

Maxwood Doubles Production With New 600,000 Square Foot Factory

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By Nic Ledoux on 3/24/2021



Maxwood recently reported that its investment into a new 600,000 sq ft factory has already doubled production capacity. As a result, stock levels improved through the first quarter of 2021 & are projected to be fully back in stock by the end of second quarter. And, despite increased cost of raw materials & shipping disruptions, price increases have been kept to a minimum to support the rebound of valued retail customers.

"We feel incredibly lucky to have experienced limited interruptions in factory and warehouse operations due to safe practices & great teamwork. And we continue to coordinate with shipping partners to meet challenges head on to ensure goods keep flowing to meet ongoing demand" states Global Sales Manager Peter Schlunssen.

Maxwood specializes in wood furniture manufacturing in Vietnam and has enjoyed strong annual growth for over 15 years; diversifying youth brands, expanding into master bedrooms, in addition to producing custom products & private label lines for large retailers. In 2021 Maxwood continues its expansion with the introduction of new products & finishes to Jackpot & M3 youth lines. The popular Jackpot All-In-One Lofts are now available in Full Size, and a trendy new stone finish has been introduced to the line. After proving popular factory direct High Lofts & Low Bunks with stairs are also being added to the M3 line – designed to ship in a single box! And in the second half of 2021 Maxwood plans to bring the new Modern Farmhouse collection into warehouse stock.

CMO Anne Jensen says "We're excited to be launching new products this year! We delayed New Product launch in 2020 to focus on maintaining stock levels of existing products. With our new factory comes opportunity to expand offerings to both wholesale & container direct customers. Economic indicators project a strong year of sales & Maxwood is poised to support the rebound".

Maxwood has focused on ways to make life easier, launching a b2b website providing dealers with access to stock availability, ordering direct & faster turnaround. Dealers also have access to new image & video assets, including new assembly videos designed to make the end customers life easier! And Maxwood continues to offer both in person & virtual appointments at High Point Market.

Explore Maxwood's new Youth Products, Master Bedroom Collections & Custom Manufacturing Capabilities at High Point: Space 226 & 222, Center Point on Hamilton or visit them at www.maxwoodfurniture.com.

To make an appointment, contact Peter at 203 916 2075 or online at <http://www.maxwoodfurniture.com/dealer-information>.