

Press Release: Aug 2021



Maxwood - In-stock & Launching New Lines at Low Price Points!

Maxwood Furniture is a leading manufacturer of wood furniture with over 17 years' experience producing a diverse range of youth & master bedroom collections, including private label lines for large retailers.

Maxwood rose to recent challenges by taking several bold moves to ensure future success. While producing at full capacity Maxwood invested in a new 600,000 sq ft factory that tripled production capacity starting March 2021. As a result, Maxwood has a healthy inventory of stock available to its network of dealers. Maxwood also launched a B2B website providing access to inventory information, in addition to quick & easy ordering.

"We feel incredibly lucky to have experienced limited interruptions in factory or warehouse operations, enabling us to meet ongoing demand." – Peter Schliinssen (Global Sales Manager)

Not only has Maxwood been able to keep supply of existing products moving, but also quickly responded to rising shipping costs by developing new lines that ship in single, smaller boxes. As a result, Maxwood is launching two new solid wood lines, including KD case pieces, at extremely attractive price points.

"With our new factory came opportunity to expand offerings to both wholesale & container direct customers. So, this year we're launching new products across existing collections, in addition to new container direct export products at extremely sharp price points." – Anne Jensen (CMO).

This Fall High Point Market Maxwood Furniture is showcasing its new Core & Modern line with Twin beds as low as \$69 FOB VN, bunks from \$165 FOB VN, desks from \$41 FOB VN & case pieces from \$95 FOB VN - these are deals not to be missed!

"We saw opportunity in lower price points post pandemic and leveraged new capabilities in finishes and materials and out scale in purchasing to give best in class quality and value with our new collections." – Anne Jensen (CMO).

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

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