



Jennifer Green
jgreen@bdiusa.com
469-209-9944

FOR IMMEDIATE RELEASE

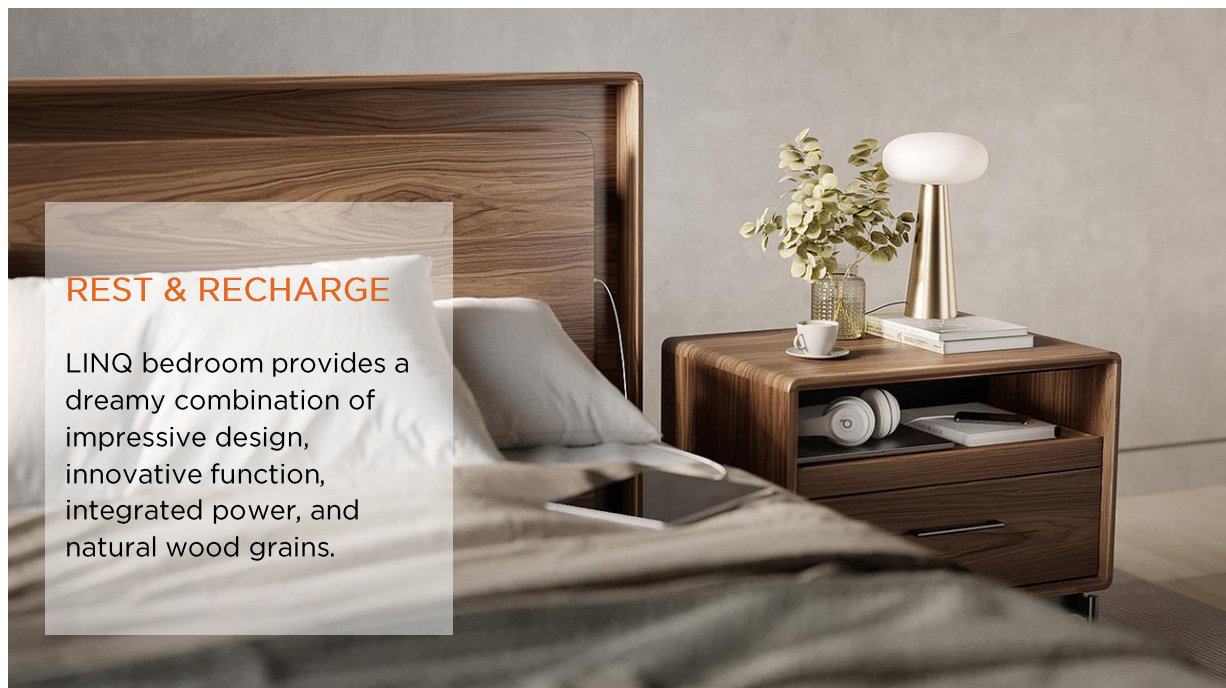
BDI Provides New Ways to “Connect” in the Bedroom

Industry Leader in Home Tech Integration Enters a New Category with LINQ

CHANTILLY, VA — April 22, 2023 — For decades, **BDI** has been an industry pioneer in innovative furniture that is designed to integrate technology into the way that we work, live and play. The company’s media furniture and office designs have redefined the home entertainment and work-from-home experiences, ensuring that today’s technological needs do not mean that you must sacrifice on style and comfort.

This Spring, BDI brings this passion for integrating technology into the home to a new category: Bedroom. With the introduction of **LINQ Bedroom** the BDI design team has reimagined the bedroom experience with the needs of the connected lifestyle in mind. Some of the unique features that LINQ introduces include versatile beds that adjust for any size mattress, power centers that ensure a charging solution is never far away, uniquely accessible motion nightstands, and ample storage cabinets that are STURDY-ready.

The LINQ collection will be showcased in BDI’s *new* High Point showroom, IHFC, D-724.



“Debuting our first bedroom group, we knew we had to design a collection that would stay true to the brand while bringing something that only BDI could offer into the bedroom,” said Bill Becker, BDI’s CEO and Design Director. “That’s why we are so proud of this collection that includes such unique features and the advanced safety elements that it does – it’s unlike anything available in the market today.”

Designed by BDI’s Associate Design Director Matthew Weatherly, LINQ includes two beds, two motion nightstands, and two storage cabinets. Each piece has its own element of surprise about it. “Watching retailer’s eyes light up as we reveal the hidden features has been the real delight!”, says Weatherly. “People just don’t seem to realize that they should expect more from their bedroom furniture.”

LINQ Beds

The foundation for a complete bedroom, LINQ beds are available in two striking designs – Up-LINQ and Cross-LINQ. Both beds feature a height-adjustable upholstered slat platform that can be positioned at four heights to accommodate mattresses 8”-16” deep, keeping the mattress at the ideal height (usually around 24”). Both beds are available in Queen and King sizes and are constructed of an intelligent combination of natural hardwoods and wood veneers.



Up-LINQ features a floating panel that conceals a recessed power center on both sides of the bed for convenient charging (includes three outlets and a USB-A and a USB-C port).

Cross-LINQ boasts striking lateral hardwood details, along with charging stations neatly concealed in both sides of the headboard for easy connectivity (includes a USB-A and a USB-C port).



Thoughtful design elements on LINQ’s bed frames include rounded outside edges and recessed feet to minimize tripping hazards and bruised shins. Contoured inner edges simplify the task of making the bed.

LINQ Nightstands

Available in two sizes and configurations, LINQ nightstands are equally at home nestled next to the bed as they are sofa-side serving as the recharging hub of the living room. Tables include an integrated power center (includes three outlets and a USB-A and a USB-C port), a sliding top panel and generous storage.

LINQ 22" Nightstand features a unique sliding top that provides easy access to the table's power supply in the back and extends the top surface forward.

LINQ 28" Nightstand features both the sliding top as well as a lower pull-out tray with an integrated wire management back panel to keep charging cables organized.



LINQ Cabinets

LINQ bedroom is completed with a 5-Drawer Chest and 6-Drawer Dresser that are engineered to meet the demanding requirements of the forthcoming Stop Tip-overs of Unstable, Risky Dressers on Youth (STURDY) Act legislation. Both feature a proprietary interlocking drawer system that allows only one drawer to be opened in any column of drawers, helping prevent tip-overs. Included wall-mounting straps provide added security.



LINQ 5-Drawer Chest is a tall, elegant design resting on a sturdy metal foundation. The roomy drawers slide effortlessly on hidden drawer glides, self-closing with a gentle push.



LINQ 6-Drawer Dresser is a wide, elegant cabinet for a full wardrobe. Drawers are sized in graduated depths, providing more space for larger, bulky items in the lower drawers.

All pieces in the collection are available in Natural Walnut finish. LINQ will be available in retail stores and select online retailers Summer of 2023.

###

About BDI:

BDI is a premier designer and manufacturer of innovative home furnishings. Guided by the philosophy that everything has its place, BDI furniture combines original design with innovative function to seamlessly integrate technology into the home and office environments. Collections include media furniture, home entertaining, office solutions, modular storage systems and more. BDI products are available through leading furniture and electronic retailers throughout the United States, Canada, and abroad. To learn more, visit www.bdiusa.com, or follow BDI on [Facebook](#), [Instagram](#), [Twitter](#), [Pinterest](#) and [YouTube](#).