



HIGH POINT MARKET AUTHORITY

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FOR IMMEDIATE RELEASE

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High Point Market Product Search & Planning Tool Launches on Steelyard

- High Point Market Authority partners with Steelyard to assist professional designers in planning and navigating the world's largest furnishings industry marketplace -

High Point, NC, October 1, 2015 – In an ongoing effort to attract more of the \$68 billion dollar professional design industry to Market, the High Point Market Authority and Steelyard (formerly TODL) have launched the High Point Market Product Search & Planning Tool within Steelyard's proprietary web and mobile commerce platform. The Steelyard platform was designed to exclusively serve the product search, specification, and procurement needs of the professional design industry, as well as the brands that serve that industry. Steelyard has long collaborated with the High Point Market Authority to enhance the year-round experience of Market for exhibitors and design industry attendees. This latest tool continues to transform that experience.

"Working with Steelyard enables us to further enhance our value for our attendees and exhibitors - not just during Market, but between Markets as well," said Tom Conley, CEO of High Point Market Authority. "Our collaboration on this new search and planning tool enables designers to more effectively prepare for and experience Market, making High Point not only more successful for the professional designer, but for our exhibitors as well."

The new High Point Market Product Search & Planning Tool enables professional designers to browse products and brands by category on Steelyard or to search by keyword and filter based on specific needs. A single click enables them to self-select those brands that fit their buying needs and add the brand to their "Must See" list. From there, they can organize the list alphabetically, by building and location, or by their newest additions. Maximizing High Point Market becomes a much more organized and productive experience.

"I've been going to Market for years, but even with my familiarity, navigating 180 buildings and 2,000 brands in five days can be overwhelming," said Kelli Ellis, celebrity lifestyle interior designer. "Too often professional designers miss out on great brands simply because there is no way to really pre-plan without understanding the type and price point of the products. The new search and planning tool on Steelyard is unbelievably easy – it changes Market from overwhelming to exciting in just a few clicks."



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Since its founding in 1997, Steelyard has remained focused on the needs of professional designers. The launch of this new functionality is the latest of the technology innovations that continue to streamline and support all facets of the residential and commercial design industry.

“Our purpose is to support the entire process of the professional designer. In doing so, it naturally results in commerce between designers and the brands that serve them,” said Stacey Tiveron, founder of Steelyard. “Connecting the online to the in-person experience at events like High Point Market is just one more part of the natural process of transforming professional design through technology innovation.”

Interior designers can immediately search through hundreds of High Point Market products from fantastic brands including Arteriors Home, Noir, Jaipur Rugs, Theodore Alexander, VIG Furniture, Gabby Home, Eleanor Rigby Leather Co, Peninsula Home Collection, Distinctive Designs International and many more.

About the High Point Market Authority

The High Point Market Authority, www.highpointmarket.org, is the official sponsor and organizer of the High Point Market in High Point, N.C. Featuring an extensive selection of exhibitors spanning every category, style, and price point, and attracting tens of thousands of visitors from more than 100 countries twice each year, the High Point Market is *the* driving force of the home furnishings industry. Find the High Point Market anywhere online, and follow on Twitter using the hashtag #hpmkt.

About Steelyard

Steelyard is an 18 year-old company that is a pioneer in leveraging technology to power design-industry commerce. Our online and mobile platform connects professional designers with compelling brands - blending inspiration and efficiency to create the commercial and residential design industry's premier online marketplace. For more information, please visit us at www.SteelyardAccess.com or connect with us on [LinkedIn](#).

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