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**SAM MOORE EXPANDS “SIMPLY ME LOFT LIVING” UPHOLSTERY PROGRAM**

**NEW STYLES, PRODUCT CATEGORIES, CUSHION CHOICES & POP DISPLAY ADD TO EXPANSIVE CUSTOMIZATION OPTIONS**

**BEDFORD, Va. –** Driven by the rise in popularity of individualism in design and a more modern design aesthetic, custom upholstery specialist Sam Moore is expanding its *Simply Me* *Loft Living* upholstery program at the upcoming High Point Market. Along with a new modern track arm style and a luxury cushion option that will be available across all items, the company is also adding recliners, loveseats, cuddlers for sectionals and a larger-scale sofa to the assortment.

The expanded customization options allow the company to better serve its interior design partners as well as design-oriented consumers. In addition, a customizable point-of-sale display has been developed to support retail sales.

The additions come on the heels of the successful launch of *Simply Me* *Loft Living* at the Spring High Point Market. *Loft Living*, asub-category of *Simply Me,* was introduced to add more modern styles the best-selling collection that has been a top performer for the company for more than four years. *Loft Living* made its debut with three transitional upholstered arm styles and a smaller scale Studio Sofa, adding modern style and a wider selection of sizes to appeal to a broader target audience.

“Adding a modern track arm style, a premium cushion option and the new product categories rounds out our program and provides our customers with a broader selection so they can easily personalize their product, no matter their style preference or room size,” said Sandi Teague, vice president of sales and merchandising at Sam Moore. “This turnkey program not only benefits interior designers and consumers with the vast customization options it provides, our dealers will also benefit from the opportunity to sell hundreds of products in a small retail

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SAM MOORE ADDS TO SIMPLY ME LOFT LIVING PROGRAM

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footprint. Paired with our new point-of-sale display, retail associates will have plenty of sales tools to present the program to the end consumer.”

The point-of-sale display can be customized with the retailer’s logo and includes an overview of the *Loft Living* program, along with seat cushions samples and cut-aways that demonstrate the quality construction of the new *Classic Comfort* cushion, a premium cushion featuring a 2.0 high resiliency polyurethane foam core wrapped in a down-proof ticking.

Recliners in the program feature high-leg silhouettes and power dual motion **–** a new capability for the company **–** with a power adjustable headrest in addition to the reclining leg mechanism.

All items in Sam Moore’s product line are available in a choice of more than 500 leather and fabric options, with more than 35 new performance fabric additions this Market, bringing the total to approximately 100. In addition, 20 multi-step hand finishes are available for exposed wood on select seating pieces, and some models allow consumers to pick the upholstery stitching pattern and/or the nail head trim. Pieces in the *Simply Me* *Loft Living* collection allow further customization with a choice of arm and back options.

Sam Moore’s High Point showroom is located in space C-1058 of the International Home Furnishings Center.

Sam Moore Furniture is a leader in crafting quality, custom upholstery. In 1940, a young Sam Moore and four of his friends bought the Delaware Chair Co. in Delaware, Ohio. A tough economy and a looming war forced Sam to relocate. The company moved south to Christiansburg, Virginia, in 1943 and to its current home in Bedford, Virginia in 1960. Through the years, the company expanded to a 300,000-square-foot facility that is a balanced blend of state-of-the-art technology and hand craftsmanship. In 2007, Sam Moore was acquired by Martinsville, Virginia-based Hooker Furniture, one of the world’s largest and most respected furniture companies, founded over 90 years ago in 1924. Like Sam Moore, Hooker is known for quality furnishings of exceptional value. For more information, please visit [sammoore.com](http://www.sammoore.com).

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