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**NORWALK FURNITURE TO OPEN SECOND HIGH POINT MARKET SHOWROOM IN INTERHALL**

**‘NORWALK DESIGN LAB’ WILL SHOWCASE COMPANY’S EXPANSIVE CUSTOMIZABLE PRODUCT LINE & DIGITAL DESIGN TOOLS**

**NORWALK, Ohio –** Custom upholstered furniture industry leader, Norwalk Furniture will open its second High Point Market showroom at the June High Point Market to highlight its expansive custom upholstery programs. Located in InterHall, the 850 square-foot space, coined the “Norwalk Design Lab,” will utilize the company’s newly launched digital design tools to showcase thousands of different configurable seating options, ottomans and upholstered beds with buyers who may not regularly visit its 10,700-square-foot showroom in the International Home Furnishings Center (IHFC), space M-108.

Utilizing its new state-of-the-art website that includes a 3D product visualization tool, the InterHall space – located at IH501 – will prominently display the company’s ‘360 Design Tool,’ which provides customers a digital platform to customize a number of its upholstery pieces, enabling them to preview designs prior to placing an order. The showroom will also highlight the company’s top-selling Kent, Leo and Twilight Variations programs which are highly customizable and designer-friendly.

“Interhall is a great location for us to showcase our design-oriented programs and expand our reach to new buyers who may not regularly visit our flagship showroom,” said Caroline Hipple, president of Norwalk Furniture. “By utilizing technology to maximize the space, we’re able to showcase thousands of design options that highlight our industry-leading custom capabilities and truly put the spotlight on what we do best. Whether buyers are looking for

NORWALK FURNITURE INTERHALL

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comfortable sectionals, stylish headboards or functional ottomans, our design lab can provide a fully customizable experience with a few short taps to the screen.”

The company will also replicate the “Norwalk Design Lab” idea in its main showroom in IHFC. In addition to the ‘Norwalk 360 Design Tool,’ the 450 square-foot space will include three display walls featuring the company’s customizable options including its more than 800 fabrics, 40 leg options and 40 finishes. A ‘pillow bar’ highlights more than 30 toss pillow options and a ‘cushion bar’ allows customers to test out the company’s various seating options. The design lab will also include two large work areas for customers and sales representative to collaborate on custom orders.

“Incorporating the lab into our flagship showroom is another great way for retailers and designers to create a personalized upholstery piece to meet their individual design aesthetic and work with our sales team through design consultations to help them create the best products for their projects,” Hipple continued.

The ***Twilight Variations Program*** offers the ability to design custom upholstered beds with a selection of bed sizes, styles, heights, upholstery treatments, fabric and nail head options. The ***Leo Variations Program*** offers a wide variety of customizable ottomans with the choice of shape, size, upholstery treatments and legs, as well as fabric and nail head options. With an extensive number of combinations available, the ***Kent Variations Program*** offers a variety of sofa frames, arms, bases, legs, lengths, seat depth and back height to choose from along with fabrics and wood finishes to the mix and match.

Norwalk Furniture offers great design, customizable options, high quality, competitive pricing and quick delivery. Upholstered products are free of toxic flame-retardant chemicals and are offered in more than 800 fabrics and 150 leathers. The privately held Norwalk, Ohio, company manufactures upholstered seating in its 440,000-square-foot facility, shipped consistently within 10 to 12 weeks. For more information, visit [www.norwalkfurniture.com](http://www.norwalkfurniture.com).

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