

# PRESS RELEASE

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## RELEASE DATE:

**April 7th, 2025**

### ***Flexsteel Introduces 'Statements' – A Positioning for a Casegoods Collection Designed to Speak Volumes***

**DUBUQUE, IOWA | April 7th, 2025** - Flexsteel Industries, Inc. continues to expand its case goods product portfolio and launching at April High Point Market, is debuting *Statements™* - a fresh and fashion-forward case goods positioning designed to turn heads. This collection of bedrooms, dining, and occasional pieces brings Flexsteel's craftsmanship into sharper focus with trend-aware silhouettes, clever storage, and finishes that balance form with function.

*Statements™* marks a bold step into design-driven furnishings that deliver more than just utility. Each piece combines Flexsteel's commitment to comfort, quality, and innovation with eye-catching design elements. The timeless finishes, unique details, and practical features of *Statements™* offers enduring style that complements any décor, giving customers a refined sense of individuality in their living spaces.

**Flexsteel *Statements™* is more than a furniture collection—its where bold design meets lasting quality. *Statements™* ensures every room tells a story for years to come.**

"Statements are all about thoughtful, human-centered design paired with the quality and durability people expect from Flexsteel. Each piece blends fashion-forward style, standout features, and customizable finishes—all backed by the kind of long-lasting construction we are known for," says **Courtney Rounfort, Sr. Director of Product Management**.

## COLLECTION OVERVIEW

### **Bedroom**

- Designed as peaceful escapes that create a calm connection to the natural world.
- Features earthy color palettes, rich textures, and timeless finishes.
- Smart functionality includes hidden charging ports and mood lighting.
- Luxurious yet minimalist designed for both serenity and style.

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## Dining

- Built to make a statement with organic, fashion-forward aesthetics.
- Tables double as hubs for eating, working, and entertaining.
- Includes soft, round curves and mixed materials for a warm, modern look.
- Storage solutions blend beauty with utility.



## Occasional

- Features nesting pieces for flexible arrangements.
- Simplistic shapes with soft curves and organic forms.
- Functional coffee tables that double as footrests, workspaces, or entertaining surfaces.
- Crafted with mixed materials like wood, marble, metal, and glass.



Created with retailers in mind, *Statements* opens new opportunities for design-savvy customers looking to build out their spaces with cohesive, high-style pieces. Whether it is a standout nightstand or a full dining setup, these case goods offer layered storytelling and strong floor appeal.

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With *Statements*, Flexsteel is not just expanding its product line, it is redefining what case goods can be. This collection invites retailers and customers alike to embrace furniture that is as expressive as it is enduring. From serene bedrooms to bold dining spaces and functional everyday accents, *Statements* delivers design with purpose—crafted to leave a lasting impression.

For more information about Statements and other Flexsteel products, please contact [marketing@flexsteel.com](mailto:marketing@flexsteel.com) or visit the Flexsteel showroom at High Point Market, April 26<sup>th</sup>-30<sup>th</sup>, 2025, IHFC Space C-601.



Make your space a statement.