

# PRESS RELEASE

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FLEXSTEEL®  
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### ***Flexsteel Introduces Health and Wellness positioning with New Product Introductions at April Market***

**DUBUQUE, IOWA | April 15th, 2026** - As health and wellness continues to shape the consumer mindset, Flexsteel is building on that momentum with an expanded lineup of products that translate evolving consumer insights into purposeful, design-driven innovation.

Grounded in research, Flexsteel has identified a clear shift in how consumers define wellness at home. Today's consumers are prioritizing comfort, relaxation, rest, and recovery as essential to everyday life.

Consumers are also seeking solutions that support physical, mental, and emotional well-being in the home.

#### **From Insight to Innovation**

In response, Flexsteel has evolved its product and positioning strategy with the introduction of **Flexsteel Wellness**, an elevated, unified platform that brings together key categories under a single philosophy:

#### **Comfort that does more than feel good. It helps you live better.**

As homes serve as spaces for working, resting, recovering, and caregiving, comfort takes on a deeper role.

This approach reinforces Flexsteel's core beliefs:

- Furniture should support the body, not just style the room
- Comfort should adapt to every stage of life
- Great design should contribute to daily well-being

Wellness reflects how people live every day:

- How well you sleep
- How fully you recover
- How confidently you move

The April Market introductions represent the next phase of this strategy, expanding key categories and delivering solutions that balance performance, durability, and design.

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## Wellness Products at April Market

Flexsteel brings this strategy to life through expanded and new product introductions across three core wellness pillars:

### Sleep

*Focused on deeper rest and recovery with Zecliner®*

Sleep remains the foundation of overall wellness. Flexsteel's sleep solutions are designed to support full-body comfort, promote proper positioning, and create a more restorative rest experience.

- **Zecliner “Toast” Fabric Introduction**

A warm brown neutral that adds depth and versatility to the Zecliner line. Designed to complement a broader range of home interiors, Toast offers a softer alternative to gray tones while maintaining the durability and performance retailers expect.

- **Zecliner Model 4+ and 4+ Petite**

Builds on the collection's established wellness features, including zero gravity positioning, heat, massage, and underframe lighting, with added convenience elements such as in-arm storage, wireless charging, and a built-in cupholder.

### Restore

*Focused on relaxation and stress relief with Flexsteel Zen™*

This category focuses on turning everyday sitting into recovery. Flexsteel's restorative solutions combine advanced comfort features with design-forward aesthetics.

- **Cove**

A wellness recliner that pairs adjustable heat and air massage with a unique tilt functionality for personalized comfort. A five-star swivel base and premium Italian leather upholstery deliver a clean, contemporary look.

- **Haven**

Designed for full-body restoration, Haven expands on the category with integrated ventilation for cooling comfort, along with heat and air massage. Its ergonomic design and premium materials support extended relaxation.



### Assist

*Focused on mobility, independence, and confidence with Flexsteel Rise™*

As consumers look for solutions that support independence, assistive furniture continues to evolve. Flexsteel Rise™ delivers mobility support in a residential design.

- **Breeze Lift Chair**

Combines smooth power lift functionality with plush cushioning, ergonomic positioning, and

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integrated heat, massage, and ventilation, offering support and all-day comfort in a streamlined silhouette.

- **Rivo Lift Chair**

Designed to promote ease of movement, Rivo features power lift functionality paired with tailored styling that integrates into modern living spaces.

- **Vesper Lift Chair**

A contemporary assistive design that blends supportive positioning with a clean, modern profile, helping users sit and stand with confidence.



Across all categories, Flexsteel Wellness delivers beautiful, high-performance solutions that support everyday life without tradeoffs between function and design.

No clinical feel. No compromise. Just elevated comfort designed for real life, because feeling your best starts at home.

### **A Strategic Opportunity for Retailers**

For retailers, Flexsteel's wellness-driven approach creates an opportunity to align with evolving consumer priorities. Shoppers are seeking products that not only look good, but also support how they feel physically and mentally.

By combining consumer insights with purposeful innovation, Flexsteel offers a differentiated assortment that supports better sleep, recovery, relaxation, and mobility, while maintaining a cohesive design story across the floor.

This unified platform also enables clearer merchandising and storytelling, helping retailers connect with consumers through solution-based merchandising.

### **Defining the Future of Wellness in the Home**

For Flexsteel, comfort has always been more than a feeling. It is a responsibility. For over a century, the company has engineered furniture that holds up to real life. As homes evolve into spaces for working, resting, recovering, and raising families, comfort carries deeper meaning.

Wellness reflects Flexsteel's core beliefs:

- Furniture should support the body, not just style the room
- Comfort should adapt to every stage of life
- Great design should actively contribute to daily well-being

With continued product expansion and clear positioning introduced at April Market, Flexsteel is reinforcing its commitment to the health and wellness category and helping define what wellness looks like in the home. This marks a natural evolution of its legacy, where craftsmanship, innovation, and human-centered design come together with purpose.

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FLEXSTEEL® | Wellness

### **About Flexsteel Industries, Inc.**

Flexsteel Industries, Inc., and Subsidiaries (the “Company”) is one of the largest residential furniture manufacturers, importers, and marketers in the U.S., known for crafting comfortable, durable seating and timeless designs for rooms throughout the home. For more than 130 years, Flexsteel has built furniture with care, highlighted by its patented Blue Steel Spring technology that delivers lasting comfort and support. Today, Flexsteel products are available nationwide through retail partners and online channels, helping people create inviting, livable spaces they can enjoy for years to come.