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United/Simmons Upholstery takes bigger High Point showroom

Will have entire sixth floor of National Furniture Mart

HIGH POINT, NC (September 20, 2011) - Full-line upholstery source United Furniture Inds. will be in a new and larger showroom at the October High Point Market, occupying the entire sixth floor of the National Furniture Mart.

According to company President Larry George, the expanded space will allow the company to show retailers the full depth and breadth of the company's furniture, which includes stationary and motion upholstery, sectionals, recliners, hide-a-bed furniture as well as a full complement of Beautyrest by Simmons upholstery goods, also manufactured by United.

"In our former showroom, we were only able to show a portion of each of our categories, but as part of an ongoing effort to support our dealers, we've taken this new space, which will allow our customers to see our expanded product selection," George said.

The company also said it intends to use the expanded space to showcase major introductions in virtually all of its core categories.

While acknowledging the ongoing challenges presented by the economy, George said that by investing in new items throughout its category lineup, United continues to equip its dealers for success.

"According to our dealers, consumer reaction to our products continues to be very strong and we believe that the best way to support our dealers' ongoing success is by continuing to bring fresh looks and compelling values to the market," he said.

The company will celebrate the new showroom with a ribbon cutting ceremony followed by a customer appreciation party from 5 p.m. to 7 p.m. Friday, Oct. 21.

National Furniture Mart is a property of International Market Centers, L.P. (IMC), the world's largest operator of premier showroom space for the furnishings, home décor and gift industries. International Market Centers owns and operates 11.5 million square feet of world-class exhibition space in High Point, N.C. and Las Vegas. IMC's mission is to build and operate an innovative, sustainable, profitable and scalable platform for the furnishings, home décor and gift industries. For more information on IMC, visit imcenters.com.

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