

Creative
COMMUNICATION SERVICES

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High Point, N.C. — John Thomas Furniture, recognized throughout the industry mainly for its casual dining collection and affordable custom dining program SELECT, will introduce at the spring High Point Market a new segment thoughtfully branded as **ORIGINS**.

According to Bryan Sprinkles, National Sales Manager John Thomas Furniture, the collection is unlike anything the company has ever done.

“Our intention is to inspire shoppers,” says Sprinkles. “Homes are interesting today. They’re homey. Décor is personal, unique and hodgepogded to bring about a look that is a statement, yet at the same time feels very natural in how it’s been put together.”

The collection, which is made up an assortment of solid wood pieces made complete by evocative hardware, as well as upholstered items thanks to the company’s recent acquisition of upholstery manufacturer Custom Contract Furnishings, encompasses accent tables, a desk, a floor poof and chairs, that are meant to be room additions, “add ons” that make any space especially special.

“Retailers today, are looking for solutions...ways of catching the shopper’s eye and attention. Even if a shopper isn’t necessarily in a position to buy a new sofa, bedroom or dining group, they many times are looking to just spruce things up, or add dimension to their home. ORIGINS does just that,” states Sprinkles.

Finished in colors such as Black Onyx, Exhalted Blue, and Lemon Meringue,

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and with an assortment of other painted and stained finishes and fabric choices, the collection has cross-generational appeal.

About Whitewood Inds.

Founded in 1979 as a distributor of ready-to-finish furniture to retail stores throughout the eastern United States, Whitewood Inds. has evolved into a leading supplier of both finished and unfinished furniture sold through leading retailers nationwide.

Today, its three divisions include: Whitewood Ready-To-Finish (unfinished furniture), John Thomas Furniture (casual dining and custom finish programs) and International Concepts (a supplier to specialty retailers). Whitewood is now based in Thomasville, N.C., where it employs 150 workers and has manufacturing, warehousing, corporate office and showroom facilities totaling 400,000 square feet. For more information, visit www.johnthomasfurniture.com.

About Custom Contract Furnishings

Started by husband and wife team Kim and Leslie Crossman, in 1990, Custom Contract Furnishings, also known as Sedgwick Industries, is a mid-to-high-end manufacturer of contract furnishings. Based in High Point, NC, operations include an 80,000+ sq-ft production facility and forty-two superior craftsmen.

The company offers complete custom manufacturing with an in-house sample department, CAD system for detail specifications and product engineering. Custom capabilities include the ability to manufacture from customer specs, color match finishes and a variety of options that meet customer cushion specifications.

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