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SELECT BY JOHN THOMAS FURNITURE EXPANDS CUSTOM FINISH
PROGRAM WITH NEW HD FINISHES

High Point, N.C. — This High Point Market the John Thomas Furniture SELECT program will add 6 heavily distressed finishes to its custom finish program.

The program, a step-off of Whitewood Industries' casual dining source, John Thomas Furniture, is a solid wood, custom finished casual dining and accents program.

According to company officials SELECT quickly became the company's sweet spot upon its introduction in 2007.

"In 2007, when we introduced SELECT by John Thomas, we knew immediately that we'd touched on something deeply needed and sought after in the industry; a practical, mix-and-match assortment of solid wood product, affordably priced, quality built and delivered in thirty days," says Bryan Sprinkles, National Sales Manager John Thomas Furniture.

Though the program has evolved through-out its seven year life, at the same time, it has remained true to its initial vision of offering shopper's an assortment of colors to select from, yet not so much that they are overwhelmed with options.

This High Point Market, the company will take a much larger shift in the program's direction by offering heavily distressed finishes.

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Sprinkles states the leading differentiator in the SELECT HD program being the hand finished, hand distressed element.

“Distressed finishes look beautiful when they look natural, like the finish has been worn down from years of use on areas where it's been touched or used heavily. That type of finish can't be manufactured. It's truly a process, an art that can only be achieved by hand. Our HD finishes are hand rubbed, hand applied, and hand distressed individually on a per piece basis.”

The six inspired color additions, Autumn, Cavier, Hazelnut, Ivory, Nickel, and Truffle are being introduced during the High Point Market at their 215 South Main Street showroom and will be available for order immediately at a minimal upcharge.

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.

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