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Press Release

For Immediate Release

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HPFI's Redesigned Showroom Reopens

(High Point, NC) HPFI (High Point Furniture Industries) announces the reopening of its recently redesigned showroom. The over 4,000 sq. ft. space was updated as part of HPFI's rebranding effort reflecting a commitment to become a leader in the mid-market contract and healthcare furnishings industry. With business partner Mayer Fabrics' similar marketing direction in textiles and an established graded-in program with HPFI, the showroom became an opportunity for both companies to showcase examples of their latest products.

"We are excited to continue our relationship with HPFI" states Mayer Fabrics' Vice President of Sales and Marketing, Rob Mayer. "Mayer and HPFI have made sweeping changes to our companies. We are now receiving accolades for our efforts and seeing the rewards through market share growth."

"The showroom was a collaborative effort between interior designer, Austin Rese and HPFI's internal team of project coordinator Tammy Watkins, President Spencer O'Meara and me" stated Tom Carrigan, Director of Marketing. "Mayer Fabrics is a key business partner for HPFI. Roughly half of the graded fabrics in the HPFI upholstery books are provided by Mayer Fabrics. It was a natural choice that much of the upholstered furnishings in the remodeled showroom utilize Mayer materials."

HPFI is a privately-held U.S. manufacturer of commercial office casegoods, seating and healthcare furniture. Founded in 1958 in High Point, NC, the company operates two manufacturing facilities with over 440,000 square feet of manufacturing space.

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