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Response positive to Pride's expanded showroom

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Retailers were impressed by the relocated **Pride Family Brands'** showroom on the 17th floor of the Chicago Merchandise Mart during the 2009 International Casual Furniture Market.

Attendance in Pride Family Brands' showroom was up for this year's market, and buyers reflected the positive attitude that was evident throughout the market. Encompassing more than 12,000 square feet of display, Pride was able to feature expanded collections in enhanced trend-setting vignettes.

"The showroom looked like it had been set up for years, not days," said Keith Kennington of Dallas Texas' Casual Living Patio. "The look is of a very nice retail store." Kennington's comments were echoed by others visiting the not only relocated, but expanded showroom of Pride Family Brands, manufacturer of high quality casual furniture.

"Throughout the market, our retailers were very complementary of the expanded showroom as well as our efforts to provide each with a better understanding of the Pride quality of design and depth of selection for their customers," said Jamie Lowsky, CEO of Pride Family Brands.

"Beautiful, very impressive" said Frank Alfarone of Seasons Too, a long-time customer of Pride Family Brands when asked about the showroom and the products on display. New for the 2009 market were additional collections from Pride's Summer Winds brand including aluminum, steel and all new wrought iron. "I am looking forward to checking out the new wrought iron pieces," Alfarone said. A video playing within the showroom featuring a look inside the Pride manufacturing operations was well-received by buyers.

"We are committed to meeting design as well as marketing demands of our retailers," said Rory Rehmert, vice president of sales and marketing for Pride Family Brands. "We have taken ambitious steps to fully display and further educate our customers on our products in an effort to provide the opportunity to increase sales within their stores."

For more than 30 years, Pride Family Brands has been a family-owned manufacturer of quality outdoor furniture. For more information, visit www.pridefamilybrands.com or contact 954-735-9800.



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