



BROYHILL INTRODUCES NEW MIXABLE BEDROOM GROUPS: BROYHILL ESSENTIALS

HIGH POINT, NC – April 2, 2011 – [Broyhill Furniture](#) is introducing new [bedroom](#) groups as part of the Broyhill Essentials line, a wide range of furniture that offers an attractive price for the value-conscious consumer. The retailer benefit of Broyhill Essentials is that all collections under the Essentials label are available mixable at the factory, giving retailers a better way to manage inventory and get the right product mix on the floor faster. All of Broyhill's Essentials Casual Dining and Essentials Bedrooms groups are being offered to retailers with full mixability in ordering and shipping between the categories of product.

Broyhill Essentials Bedrooms includes four groups, three being shown for the first time at High Point Market. All are designed to offer the consumer a 4-piece bedroom set for a targeted retail price of \$1,699 - \$1,999 (retail price range varies depending upon whether retailers are buying wholesale or by direct container). All feature [Broyhill quality](#), including dovetailed drawers and full-extension drawer guides. Highlights of the individual groups include:

Primo Vista

Broyhill's Primo Vista bedroom collection is an updated contemporary design of cathedral ash in a brown amber finish. Blackened pewter hardware gives a beautiful and modern touch to the overall look. The group includes a panel [bed](#), [dresser](#), [drawer chest](#), [mirror](#), [night stand](#) and [media chest](#). The design allows for the legs and posts to be visible on top surfaces, giving a handcrafted detail to a contemporary collection.

Farnsworth

Broyhill's Farnsworth Bedroom collection is an English Country design constructed of birch in an inky black stain, featuring charming details like wood turned feet and knob pulls. The collection offers a bed, drawer chest, drawer dresser, nightstand, mirror and media chest. Drawers have a curved silhouette with beveled ends, giving added detail and dimension. The bed is also available with optional footboard drawer storage.

Hayden Place

Broyhill's Hayden Place Bedroom collection features traditional design offered in four popular finishes: dark cherry, light cherry, oak and white. The signature bed has a curved headboard with a beautiful panel design. As an option, a sleigh bed is also offered. In each of the four finishes, a [bed](#), [dresser](#), [night stand](#), [mirror](#), drawer [chest](#) and [media chest](#) are represented. Optional underbed storage is offered as an upgrade. To illustrate the range of finishes on the retail floor, retailers who purchase the collection receive a free point-of-purchase drawer chest with each finish displayed on individual drawers. This gives stores a way to display finish options without giving up floor space.

Eastlake

Broyhill's [Eastlake](#) Bedroom collection is an established group, featuring a panel bed, drawer chest, mirror, drawer dresser, night stand and media chest. The Eastlake collection has been integrated in the overall Essentials collection so that it may be mixed with other merchandise for shipping advantage.

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Broyhill Furniture offers furniture for every room in the house, including the [living room](#), [dining room](#), [bedroom](#), family room, [home entertainment](#) area, [home office](#) and [kids rooms](#). Sold in [retail stores](#) in all 50 states and 35 foreign countries, Broyhill is one of the largest home furniture producers in the world. For over 100 years, Broyhill continues to be one of the most recognized furniture brands. Headquartered in Lenoir, North Carolina, Broyhill is a subsidiary of Furniture Brands International (NYSE:FBN), which produces, sources and markets six of the best-known brand names in the industry – *Broyhill, Lane, Thomasville, Henredon, Drexel Heritage and Maitland-Smith.*

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