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New Brand Identity Change for Samuel Lawrence Reflects Company's Rapid Rise in the Home Furnishings Industry

(PHOENIX) – George Revington, president and CEO of Samuel Lawrence Furniture, announced today that the company has changed its name to SLF as part of its new brand identity campaign.

In less than three years, SLF has transformed itself from an Arizona-based manufacturer of promotional pine furniture (under the Samuel Lawrence Furniture brand), to a multi-divisional, global design, sourcing and marketing company. SLF now sells to nearly all of the major independent retailers in the U.S., who have the market power to choose the best designs and best service providers in the industry. Revington said the rapid evolution of his company's business model necessitated the brand change to SLF.

“If you designed a company today, to compete in the home furnishings industry, you would build SLF,” Revington, who was involved in the early phases of the globalization of the furniture industry, said. “Our management team has created a company that abandoned the old school models in order to create a business that is low-cost, nimble and more responsive to the retail environment and provides consumers the products they demand. This company has quickly evolved into a major player with the strategy for rapid growth and securing significant market share. The change to SLF clearly mirrors this evolution.”

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The new brand identity was unveiled simultaneously at all of the company's showrooms worldwide. Sleek, sophisticated, modern environments of gray, black and accents of red now greet visitors as they enter SLF locations. The logo and signature entrance designs will be used for the corporate website, as well as an entrance to the distribution center in Phoenix, and its offices in Asia.

As part of its "rapid transition," SLF is now building a reputation as a design leader with one of the fastest new product development processes in the industry – going from design concepts to production in as little as 60 days. To position the company for continued growth, SLF is globally connected, and has established low cost sourcing partnerships."

"This contemporary, streamlined look in our brand identity clearly signals the change in this company's direction. Our customers have supported us as we've modernized this company, so the identity change is clearly appropriate," he added.

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