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Contact:

DVG Group

336-885-0202

DVGgroup@aol.com

SLF Unveils New Organizational Structure

(PHOENIX) – In a move designed to make it more responsive to its customers, Samuel Lawrence Furniture announced today that it will structure its company into three major business units: SLF Asia, SLF Signature and SLF Select.

“We are creating a multi-divisional, globally connected, design and marketing company that is low-cost, nimble, and responsive to our customers,” said George Revington, the Arizona-based company’s president and CEO. “This non-traditional structure positions each of these business unit managers in a way that empowers them to determine what customers’ needs are, and then allows them to create the best product designs rapidly through our fully integrated development process.”

SLF Signature, Revington explained, will develop “better” and “best” products. Guy Walters III, an industry veteran with more than 26 years of furniture experience, will serve as vice president and general manager for SLF Signature. Walters came to SLF from Thomasville and Schnadig Furniture, where he spearheaded some of the industry’s most successful lines, including The Ernest Hemingway Collection and Humphrey Bogart along with being responsible for all wood introductions for Schnadig.



In his role as vice president of SLF Signature, Walters said he is responsible for the P & L and product development. “This is a flat organizational structure versus the old school model, pyramid organization chart,” said Walters “This allows each team to be fast and proactive regarding customers’ needs. We want our team to not only take advantage of new opportunities with retailers, but we want the execution of these opportunities to be extremely fast. This rapid evolution of our business model is key to our success.”

Creating the right products and delivering them quickly is paramount for development teams. “With SLF Signature, we are creating and offering collections that are unique and fashion-forward – bedroom, dining room, entertainment and occasional. We are looking to offer the leading retailers in the country a sourcing, design, and supply chain that is unparalleled in our industry,” Walters said.

SLF Select focuses on starting price points or the “good” category. Joe Keveryn is the vice president and general manager for SLF Select. Keveryn previously worked for companies such as Lexington Home Brands, Benchcraft Upholstery, Bernhardt, Universal and Trade Masters.

SLF Select, Keveryn said, will enable the company to address a void in its product line: promotional items. “This is an extremely important category to many of the large chain and independent retailers in the United States. This division gives our company unlimited potential to become a major case goods supplier for the largest retailers in the country. With the assistance of SLF Asia, we can react faster and produce products quicker than our competition, at better price points.”



SLF Asia, Revington said, has the responsibility for sourcing, quality control and executing great designs for both product divisions. “SLF Asia’s sourcing is based on long term relationships and on low cost, quality, and service performance standards.”

Dwayne Wood brings to the table extensive manufacturing and sourcing experience to his role as vice president and general manager of SLF Asia, having worked for Miller Desk Company, Universal Furniture, and Furniture Brands Import Services. His division is responsible for the sourcing, quality and on-time delivery for both SLF Signature and SLF Select products. “Our primary goal is to provide quality products when the customer wants it, by reducing lead times. All three divisions will work closely in the product development process, giving us the ability to develop new products, from concept to samples, faster than the competition.”

Revington added that in addition to the product development process, each division will handle the sales efforts for their respective product segments. By integrating the design and sales function, he said, SLF is able to respond fast and easily to customer requests and style changes. “Combining this new business process with our web-based work software and low cost Asian sourcing, SLF has created the lowest cost and most effective business model possible.”

In addition, Kevin Ehle has joined SLF and will serve as vice president of sales

Ehle has more than 23 years experience in the home furnishings industry, having spent the past 13 years at Fashion Bed Group -- a division of Leggett and Platt -- working in product development, marketing and managing a sales force of 125 people.



"While the furniture industry struggles to compete in this fast-evolving environment, I am confident the SLF business model is the right formula. SLF has the ability to source products at the lowest-cost possible, it's fast, nimble and responsive, and offers its customers great product designs. This company is becoming a major force in the industry," said Ehle.

"Kevin brings tremendous experience to SLF," said George Revington, president and CEO. "He's very effective at leading aggressive sales forces, and brings a wealth of knowledge in new product categories. We are excited about the opportunity to expand our sales into new product categories. Kevin's experience will allow us to achieve these goals. We are very fortunate to have him as part of our senior management team. "

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