

NEWS RELEASE
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Contact:
Robert Nurney
757.934.9229
rwn@flexafurniture.com
www.flexafurniture.com

Contact:
Suffolk Media & Community Relations
757.514.4106
www.Suffolk.va.us

FLEXA Furniture Opens First Children's Furniture Outlet Store in Suffolk

FLEXA Furniture, an environmentally conscious children's furniture maker, will open its first outlet store Friday, November 27, 2009 at 6:00 a.m. Located at 1201 N. Main Street, in the Suffolk Specialty Shops, the store will offer discounted prices on their furniture in a retail setting near their U.S. Headquarters in Suffolk, Virginia. A ribbon cutting ceremony will be held Monday, November 30, 2009 at 11:00 a.m. to celebrate the opening.

Based in Denmark, FLEXA Furniture has been an innovator and manufacturer of modular children's bedroom solutions since 1972. It recently entered the U.S. retail market with the opening of stores in Las Vegas, Honolulu, Miami, Boston and now Suffolk.

FLEXA offers solid wood, modular beds and accessories for toddlers to teens that are colorful, functional and flexible. The FLEXA system allows users to convert a twin bed into a bunk bed or a loft bed, with the ability to add in a kid-sized desk, book shelves, a dresser and as much storage as desired. Everything that FLEXA builds is modular and interchangeable. It's popular among buyers who want quality furniture to grow with their children through the years by simply adding various parts to current systems.

"We are really excited to open a store for our local and extended communities," said Robert Nurney, Store Manager for the Suffolk location. "The home office for the North American division is located here in Suffolk, and our community did not have access to our product

except for the online store. Now our customers will be given a chance to purchase our fantastic products that grow with your child at a discounted price.”

“I am proud that FLEXA is adding retail operations in our community to their existing administration and distribution facility in Suffolk Industrial Park,” said Mayor Linda T. Johnson. "It is great that customers now have the opportunity to support a local furniture company and purchase quality furnishings at reasonable prices.”

An environmentally friendly company, FLEXA only uses Nordic pine from sustainable forest in Northern Europe – approved by organizations conscious of their eco-responsibility, such as the Forestry Stewardship Council. The FSC is an independent, non-governmental, not-for-profit organization established to promote the responsible management of the world’s forests.

The FLEXA Outlet in Suffolk is going to be open daily Monday through Saturday 10am-8pm and Sunday 11am-5pm. For more information call 1-888-FLEXA-US (353-9287) or visit www.flexafurniture.com



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