

FOR IMMEDIATE RELEASE

National Casegoods to Unveil Murphy Beds in High Point

American-made, eco-conscious products imbue category with new level of style/ease-of-operation

High Point, NC (PRWeb) March 10, 2010 – In 2009, more than 10 million consumers searched online for Murphy Beds and for retailers in their neighborhood that carried these products. More often than not, they found their options limited. Stores featuring the products were few and far between, and the designs that were available on retail floors were utilitarian affairs that could be difficult to operate. This spring, Indianapolis, IN-based National Casegoods hopes to change all that with the introduction of stylish, furniture-quality Murphy beds at the High Point Market.

Also known as wall beds, hide-away beds, and disappearing beds, National Casegoods' line of real wood Murphy beds and accessories presents furniture retailers with a supplier they can count on and designs they will be proud to display in their showrooms. With five unique collections and a wealth of options, almost any taste can be satisfied. Utilizing a state-of-the-art piston lift mechanism, opening and closing these Murphy beds is nearly effortless and extremely fluid.

Until now, many Murphy beds have suffered from bland designs, using inferior materials, and antiquated mechanisms. They were hard to install, hard to operate, and most importantly hard to sell. To customers looking for something that complemented their home's décor, these drab pieces had little to offer.

"This new line offers retailers the opportunity to present customers with an attractive product they want, in a setting where they are comfortable shopping," says Chris Fahy, Director of Sales and Marketing for National Casegoods. "Even if Murphy beds have never been in a retailer's regular line up, our program is so simple and straightforward, they can get started immediately."

There have been two major points of emphasis for the company in terms of manufacturing, Fahy notes. "We are extremely proud that our products are made right here in the United States, utilizing American materials and American manpower. We think it is equally important that we maintain a high level of environmental consciousness. All of our plywood products are CARB Phase II compliant and sourced from sustainable forests. In addition, all of our finishes and coatings are free of hazardous air pollutants."

The company will be displaying all five of its new collections at High Point Market, April 17 – 22, 2010. Their showroom is located in the SHOWPLACE building, booth 2136. There, retailers can see all of the Murphy beds and side storage cabinets. They can also learn more about all of the products, options, accessories, and colors by visiting www.NationalCasegoods.com or by calling (317) 782-9230.

About National Casegoods Corp.:

Operating from their state-of-the-art manufacturing facility in Indianapolis, IN, National Casegoods Corp specializes in real wood, space saving furniture – specifically Murphy beds and storage cabinets. The company focuses on middle and upper-middle price points with no minimum order and very short lead times. For more information, visit <http://www.NationalCasegoods.com>. Media contact: Chris Fahy, National Casegoods Corp., (317) 782-9230, cfahy@nationalcasegoods.com.

###