

## **Bush Industries ramps up product offering**

JAMESTOWN, NY – January 14, 2016 - - Bush Industries, Inc. a leading manufacturer of case goods and ready-to-assemble furniture designed for office and home announces significant ramp up of new products. Executives of Bush Industries purchased the company in November of 2014 and since taking ownership, the company has increased investments in new products, launching over 900 new SKUs and product bundles in 2015 alone and has another estimated 170 already in the pipeline for 2016.

### **Staying In Sync with Today's Customer**

One of the objectives for the new products launched by Bush has been aimed at increasing efficiency, effectiveness and comfort.

“We have focused our efforts on developing products that support sit to stand functionality and collaborative work applications for office environments. For the home, our new products were created in response to current trends and finishes.” remarked Director of Design at Bush, Joe Ruedinger. “We’re also continuing to explore and develop new formats that cater to the way people are working at home.”

Bush Industries has taken a thorough look at their complete portfolio of products, adding new finish options and extensions to existing product lines while simultaneously introducing completely new SOHO designs such as Broadview and Yorktown that boast new finishes and new storage functionality. For commercial interiors, Bush has launched the next generation of their flagships Series C & Series A lines called Series C Elite which consists of 85 individual products and is available in over 200 pre-configured bundle options for ease of shopping and selection. This extensive small and medium business line expands on the key strengths of its predecessors offering expanded flexibility in sizes, formats & price points; new functionality and a significant improvement in value.

Bush also expanded into new product categories. In February, they launched into the ergonomic office solutions space with their Height Adjustable Standing Desk, a category that is growing in popularity.

“There are several height adjustable products in the market now, but we made ours stand apart with a budget friendly price point and design that fully integrates with other Bush products for a complete and cohesive workspace.” said Joe Ruedinger.

Other categories added include: Privacy Screens, Storage and Panel-Based Workstations.

Bush stands for more than just the products they produce. The company's vision is to provide home & small business furniture customers with a shopping, delivery, and installation experience that is easy, fast and affordable, creating spaces that are appealing, productive and safe.

“Over the past several years we have worked diligently to create both furniture and the operational infrastructure to support this vision.” said Michael Evans, Bush's CMO. “We are now capable of shipping over two thousand individual SKUs the next business day and managing their delivery nationwide all for a flat fixed price per item. This vision is the driver for everything we do and is the reason our supply chain capabilities and service offerings surpass those of other manufacturers in the industry. The new products were all designed to align directly with this model and we are excited to share them with our customers.”

View some of the new designs recently released by Bush here  
[http://s7d5.scene7.com/is/content/BushIndustriesInc/LOOK\\_BOOK.pdf](http://s7d5.scene7.com/is/content/BushIndustriesInc/LOOK_BOOK.pdf)

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#### **About Bush Industries, Inc.**

Bush Industries, Inc. is a leading manufacturer of case goods and ready-to-assemble furniture for office and home applications. The company operates two North American divisions, Bush Business Furniture (BBF) and Bush Furniture, along with its operations in China. Bush Industries is also an authorized manufacturer for *Kathy Ireland*® Worldwide. Copyright kiWW®

The combination of uniquely positioned furniture lines, exceptional price points, responsive customer service and delivery solutions surround their 50-year legacy built on quality, safety, reliability and durability. The company is headquartered in Jamestown, NY, with manufacturing and distribution facilities located in Western New York, Pennsylvania, Nevada and China.

Press Contact:  
Kathy Tucker  
Executive Assistant to the CEO  
[kathytucker@bushindustries.com](mailto:kathytucker@bushindustries.com)  
716-665-2000