



Superior Furniture NEWS

DINING



OCCASIONALS



OFFICE



BEDROOM



BOOKCASES



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Notes from the Owner...

We want to thank you, our customers, for your loyalty to Superior Furniture in 2019 and years past. In 2019 our sales were strong, resulting in a nice increase from 2018.

We had some personnel changes in 2019. Manelius Yoder has been with us for 17 years and worked in the Finishing Department and in Shipping and Receiving. He was instrumental in helping us switch from batch to lean manufacturing. He was also the Warehouse Manager. All this has given him a broad view of our company. He has transitioned to purchasing for our manufacturing shop. We look forward to utilizing his skills in his new role.

Andrew Yoder, our son, has taken Manelius' position as the Warehouse Manager. He has been with the company for 4 years and has worked in the finish shop in a variety of positions during that time.

Fannie Troyer has been with us for 12 years. She enters your orders and sends your confirmations. She is also the person who will respond to your status checks or questions on orders.

Henry Zook has been with us for 3 years and is responsible for drawing and building our custom orders. He is the one who will call you if there are any questions on your custom pieces. He owned a furniture shop in the past and has lots of experience with custom furniture.

Aden Hershberger has been with the company for 6 years. He is our Sales Manager and responsible for product development. For the past 4 years he was also doing the purchasing for the manufacturing shop. He has now turned that over to Manelius, and has taken on the responsibility for custom quotes and customer service. His past experience in the furniture industry brings great value to our company.

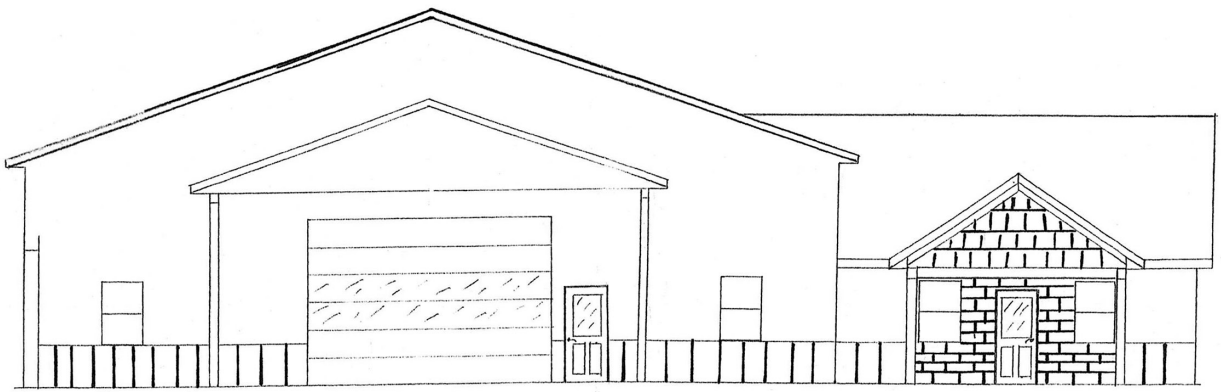
Behind these people is a crew of hard working and dedicated employees that diligently do their job to satisfy you.

In 2020 we plan to move our manufacturing from a rented building to a new 10,000 square foot building ¼ mile from our Finish shop. This will enable us to work out of one office and bring our 2 locations closer. This will also allow more space to utilize our growth. This is a major project for us but a very positive move for the future of Superior Furniture.

My role as the owner is to stay focused on the big picture of the company. Delegating responsibilities to key people is essential to keep things running smoothly. We are very blessed with a good team of employees.

On a personal note, we live at the location where the finish shop and showroom is on 52 acres. We also own 94 acres, ¼ mile

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Front view of projected new manufacturing facility

New Facility...

As many of you already know, in February of 2015 Superior Furniture purchased the bookcase line and manufacturing from David Yoder at Wonder Wood. We leased the land and buildings from David on a 5-year lease. With the first option to buy the shop and land, the decision was made

not to purchase these but to relocate. In 2018 we purchased land a quarter of a mile from the finish shop. Plans are to start digging/excavating in May of 2020 and to build a 10,000 square foot manufacturing facility. This will more than double the size of the building we are currently working in. This will

allow us to bring more manufacturing in-house and allow us to serve our customers better. We hope to enhance our Quick Ship dining options. Stay tuned for more information in our next newsletter.



The historic Radio Building in High Point, NC.

High Point Market...

As Superior Furniture continues to grow and as we evaluate our growth and marketing strategies, we've had various opportunities present themselves. Recently, we were approached by Millcraft Furniture asking if we would join them in showing our furniture at the High Point Market. After some consideration, we have made the decision to do so. Beginning in 2020 we will be showing twice a year with them at High Point. We will showcase our Dining, Occassional, Bookcase and Office product lines. We are very excited about this opportunity.

In readjusting some of our advertising dollars, we have decided to no longer host an open house dinner at our showroom the evening before the Ohio Hardwood Furniture Market. Our showroom at the finish shop will be open any time you wish to stop by. We do plan to participate in the Ohio Hardwood Furniture Market and hope to see you there.

Notes from the Owner

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down the road where the new manufacturing shop will be built. My wife Mary and I are blessed with 9 boys and one girl. Five of our boys are currently

employed in the company, and one is a timber cutter. The rest are still in school. Our daughter is mom's good helper. Outside of working in the business we do a little farming, make hay, and grow fresh produce in our garden. We raise some colts with several of our horses

and also raise some dogs. The boys enjoy hunting in the wooded areas on our acreage.

Sincerely,

Ervin A Yoder

New pieces added to Denmark & Lehigh Occasional Collections...



Coming Soon ... Abbington Office Collection



2019 Sales Statistics...

DINING

1. Millcreek
2. Abbingdon
3. Boulder Creek
4. Belmont
5. Suburban



OCCASIONALS

1. Denmark
2. Newport
3. Somerset
4. Oceanside
5. Lehigh



OFFICE

1. Cherry Valley
2. Salem
3. Cortland
4. Capri



BEDROOM

1. Choices
2. Bloomfield
3. Springfield
4. Birmingham
5. Madison



BOOKCASES

1. Salem
2. Doughty Ridge
3. Candler
4. Country Lane
5. Mission

