

# Superior Furniture NEWS

Abbington Office Collection



DINING



OCCASIONALS



OFFICE



BEDROOM



BOOKCASES

## In this issue...

Updates from Aden . . . 2  
**NEW** Koehler Road  
 Collection . . . . . 2-4

## Notes from the Owner...

Summer is here and so is the joy of gardening, making hay, mowing lawn and all of the splendid things that Mother Nature brings.

The journey for the first quarter of 2020 has been one to remember. We were shut down for two weeks due to the pandemic. After that we operated with a skeleton crew for a short period and currently we are back in full production with normal lead times. Order receiving is strong and lots of quote activity is happening. The rebound after the initial pandemic has been encouraging for us. We have many blessings to count.

We can either say the opportunities are nowhere or the opportunities are now here. We are adjusting to the new normal and there certainly are opportunities here.

At Superior Furniture we have evaluated where we are and what is best for our future. The new manufacturing facility will move to the same location as our finish shop. The custom finishing service we currently offer will be discontinued. Our focus will be solely on Superior Furniture products and the finish shop will only provide finishing for our own product line. This will streamline our production and make it more efficient and provide better service for our customers.

In the last newsletter I introduced some key members of our team. They remain dedicated to serving you in spite of time off and the challenges we've faced due to the coronavirus pandemic.

I hope you are all safe and healthy and that your business is coming back stronger than ever.

Sincerely,

*Erwin A. Yoder*

## Dining Collection Options Tower

Swivel display features our options displayed on each side including a storage compartment.

Contact us to see how you can get this helpful sales tool on your showroom floor.



## Updates from Aden...

I hope this newsletter finds everyone healthy, your business back open and operating at full capacity. At Superior Furniture we have been busy working on many different ways to better serve our customers. I will briefly outline each area we have addressed:

### New Fax and Email

We have switched to a new provider so that faxes and emails come directly into our office. Please make note of this important change.

Fax Number: **740.623.0670**

Email: **superiorfurniture@ibyfax.com**

We trust this will cut down on our response time and eliminate/reduce lost orders. Please note that we send out a confirmation for every order we receive, so if you place an order, be sure to watch for the confirmation. This has two purposes. 1) It gives you the opportunity to double check the order and make sure we haven't made any mistakes and 2) confirms that we received your order.

### Bookcases Catalog & Price List

We have been working on updating the bookcases catalog and price list for quite some time. It should be available very soon and you will notice many

new sizes and options. All styles will now be available in all the sizes we offer and pricing will be simplified. We hope that by the time you receive this newsletter we will be ready to send out the new and improved bookcases catalog and price list.

### Private Membership Website

This is a new service that I am really excited about! We've not had an online presence where our customers can go to download catalog images, price lists, etc. We are in the process of creating such a place. The way this will work is there will be a form on the home page that you must complete and submit. With the information from that form, you will be issued a user name and password. This will give you full access to all photos, price lists and electronic catalogs. You can download, print or do whatever you need to do with the files. Hopefully this will also be up and running by the time you receive this newsletter. We welcome any feedback as you begin to use the website.

### New Products

We have a new line of dining room furniture, TV stands and occasional furniture called Koehler Road Collection. The dining tables have a variety

of round tables, square leg tables and counter height tables. They feature our distressed, hand planed tops. The occasional collection offers some round and square options with distressed, hand planed tops as well and include metal accents below the tops. TV stands also feature the distressed, hand planed tops. This is a proven seller and we look forward to getting this collection onto your showroom floor before the fall selling season. A bedroom collection with the same features may be available by late fall. Stay tuned!

### Shows

We plan to attend both the Ohio Hardwood Furniture Market and the High Point Furniture show this fall. Dates for the shows are:

**Ohio Hardwood Furniture Market:**

September 15-16, 2020

**High Point:** October 14-21, 2020

We look forward to seeing you at one or both of these events.

### New Manufacturing Facility

As many of you know we had planned to put up a new manufacturing facility this summer. Due to the unforeseen

continued on page 4

## Koehler Road Dining





## Koehler Road Dining



## Koehler Road TV Stand / Occasionals



**6116**  
Round Coffee Table



**6194**  
TV Stand  
2 sliding doors,  
2 adjustable shelves in center



**6170**  
Coffee Table



**6112**  
Round End Table



**6156**  
End Table



## Updates from Aden continued...

coronavirus pandemic those plans changed. We were scheduled to start excavating in early May but we decided to postpone the project until we had a better idea how the pandemic would affect the furniture market. We have considered a variety of options and have come to the conclusion that our finish shop will only finish our own products and will no longer do outside finish jobs. We will build an addition onto the existing finish shop and move the entire manufacturing operation into the new addition. This will allow us to streamline our production flow with the convenience of having everything in one location. We anticipate starting this project and make the move by late 2020 or early 2021.

Aden Hershberger

## Koehler Road Dining

