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celebrating one hundred years of
THE HICKORY CHAIR FURNITURE CO.
 since 1911

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Then & Now: Milestones in Hickory's Hundred-year History

	then	now
1911	A team of visionary businessmen relocate the Surry Chair Company to Hickory, North Carolina; the name of the expanded operation is changed to reflect its new location.	<i>The Hickory Chair Furniture Co. celebrates 100 years of furniture manufacturing in Hickory, North Carolina.</i>
1920s	The company participates in the South's earliest furniture market events — and emerges as a resource to dealers and consumers across the country.	<i>Today, the brand is distributed through strategic alliances, making North Carolina craftsmanship available to consumers around the world.</i>
1930s	Tenacious and resourceful in the face of the Great Depression, Hickory merges with Martin and Hickory Manufacturing for stability, then opens the factory to showcase its commitment to American craftspeople.	<i>The company's focus on education continues with Hickory's 'University' program — which has introduced 2500 graduates to all facets of the company's commitment to domestic manufacturing.</i>
1940s	Hickory builds on their groundbreaking approach to licensed furniture (which began in the 1930s with a category-first: <i>The Dorothy Robinson Collection</i>) with the launch of the historic <i>James River Collection</i> .	<i>Hickory continues to draw on prominent historic and design authorities, as well as from its own archives, with introductions like the new rooted, yet relevant collection '1911'.</i>
1950s	By the middle of the Twentieth Century, the company's capacity for stylistic range is demonstrated with the introduction of bold, modern designs that connect the company to younger consumers.	<i>Today, Hickory produces a wider range of styles and tastes than ever before — a range which is growing again with the addition of a new accessible portfolio of upholstery.</i>
1960s	The brand's appeal broadens as demand for classic American style is sparked by Jacqueline Kennedy's redesign of White House interiors.	<i>The brand continues to be an American — and White House — favorite. Enjoyed by various presidents, the company was recently tapped to craft custom chairs and beds for President Obama.</i>
1970s	The company refines manufacturing processes and starts development of a state-of-the-art wood products facility noted for innovations in efficiency and air-quality.	<i>Hickory continues pioneering ways to pair classic craftsmanship with innovative manufacturing, health and safety technology — resulting in 7,019,000 hours without a loss-time injury (an industry record).</i>
1980s	The company debuts a ground-breaking relationship with legendary designer Mark Hampton, and relocates its Hickory showroom to a larger, flagship High Point location.	<i>The brand recently moved to a new 35,000 sq ft showroom that showcases what has become their hallmark style: thoughtfully customized product in genre-blending, era-mixing assortments.</i>
1990s	Hickory defies convention by partnering with modern designer Thomas O'Brien; similarly, its <i>EDGE</i> program (Employees Dedicated to Growth and Excellence) defies convention with efficient manufacturing that reduces waste and lead times, while opening doors to customization.	<i>Today, Hickory continues responding to the marketplace with acclaimed designs by its internal creative team as well as through collaborations with top designers (including Thomas O'Brien, Mariette Himes Gomez, Alexa Hampton and Suzanne Kasler).</i>
2000s	The company continues to refine its manufacturing by consolidating operations in a single, streamlined facility (the only one of its kind); the result is standard-setting efficiency that affords vast customization and earned EFEC and SBD registration and the first-ever AHFA Sage Award for sustainable manufacturing.	<i>Employee-led teams continue identifying new ways to provide more options to consumers and designers — now including custom finishes and upholstery as well as COM hardware and configuration options — all with dramatically less waiting and waste.</i>

2011 *Building on these remarkable milestones, The Hickory Chair Furniture Co. is proud to begin its next hundred years... releasing new products within its centennial 1911 Collection, as well as special commemorative introductions in the Winterthur Country Estate, James River and Albert Sack Collections — and centennial contributions by its cast of design leaders Thomas O'Brien, Alexa Hampton, Mariette Himes Gomez and Suzanne Kasler.*