

HICKORY CHAIR

made to order



MADE TO LAST

HICKORY CHAIR – MADE *not* Manufactured

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High Point, NC – (April 16, 2010) – Hickory Chair began 99 years ago in Hickory, North Carolina with a single product and a simple vision. The product was a made to order dining chair. The vision was to combine the authenticity and passion of classic craftsmanship with the efficiency and capabilities of modern manufacturing. In the decades since, our company’s product range has evolved into an inspiring assortment of timeless designs drawn from significant periods and places, and from the talents of some of the world’s most respected designers. But our original vision remains unchanged. Our company is guided by a genuine commitment to personal service and craftsmanship. Our style is distinguished by an authentic, timeless spirit. Our personalized furniture is made to order and made to last in our Hickory workroom by a team of talented and attentive artisans who work together to make heirloom quality pieces while preserving natural resources and reducing our environmental impact by reducing waste, re-purposing scrap and designing waste out of the product and process itself.

“The classic style, clean lines and elegant proportion of Hickory Chair’s diverse product offerings make each piece timeless. Integrity in the design and construction allows each piece to be so well made that the pieces become generational. Each piece we make is distinctive in form yet harmonizes in a wide range of environments. We know our customers yearn to personalize their home. Each piece we make is made from the finest materials. The resulting piece is sustainable because its integrity and form allows it to complement evolving home furnishings trends for today and into the future,” states Jay Reardon, President. He continues, “The cost improvements that have eliminated unnecessary waste in material useage has allowed us to focus our labor on the product attributes valued by consumers while eliminating the waste they refuse to accept, like rework and repair cost, which some companies have built into their cost. This edge has allowed Hickory Chair to serve the needs of an ever increasing base of discriminating consumers who desire a stylish, personalized piece for their particular home’s décor.

Hickory Chair’s talented artisans have transformed the factory floor to a workroom with their ability to carefully make one of a kind pieces to order. Reardon continues, “Every day we have the pleasure of making personalized wood pieces for their home with door panel options, dining table base and top choices, and optional size ranges with their choice of 68 different finish colors, contrasting finishes, hand striping, and Customer’s Own Hardware™. They may order their favorite classic upholstered piece, Made to Measure upholstery in their choice of width or Silhouettes Upholstery where they can design their one of a kind piece beginning with the width of the piece as well as the height, depth, arms, back, seat and base construction. The most amazing offering of all, is if a piece is not just right with the options we offer, they may request a Special Construction. When approved, we will make a one of a kind custom piece that we may never make that way again. This is our competitive edge that has built the foundation for our 100th anniversary next year. This will allow future generations of artisans and craftsmen to make special pieces for years to come as we enter our second century making *not* manufacturing furniture.”

ABOUT HICKORY CHAIR

For almost 100 years, Hickory Chair has been crafting custom wood and upholstered furnishings in a wide range of classic styles. Inspired by such historical sites as Winterthur Country Estate and the James River Plantations, as well as by noted furniture authorities such as Thomas O’Brien, Mariette Himes Gomez, Alexa Hampton, Albert Sack and Suzanne Kasler, the company’s hallmark is luxurious yet livable furniture that’s made to order and made to last.

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Additional Hickory Chair press information and high resolution images can be found online at www.hickorychair.com. Log into “my Hickory Chair” (for access during Market, press may use the temporary id press@hickorychair.com and password ‘hccil’). Click on Press Releases.