



Press Release



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For Immediate Release

HPFI® Introduces Product Video Collection

HPFI® (High Point Furniture Industries) is pleased to announce the latest addition to its library of marketing tools. Over a dozen new videos have been produced for HPFI products, primarily for the healthcare market. Several of these videos will be playing in a continuous loop during the NeoCon World Trade Fair in HPFI's market suite, 8-2062.

There are product-specific videos for reception seating - such as Eve Collection, High Street, and Unos - Harmony sofa bed, day bed and sleeper chairs Haley patient recliners, Hannah treatment recliners and Praxis casegood series. These videos provide clear directions on applications and use of each series.

There are also overview videos for each of the manufacturing facilities as well as for the HPFI corporate showroom. The videos will be available through the company's web sites at www.hpfi.com and at www.hpfimkt.com.

HPFI operates in two manufacturing facilities in High Point, North Carolina with over 440,000 square feet of manufacturing space. With roots in High Point, the furniture capital of the world, HPFI combines the skill and expertise of seasoned furniture craftspeople with modern day technology to deliver exceptional value to its customers.

For more information, please contact Tom Carrigan, Director of Marketing, 1104 Bedford Street, High Point, North Carolina 27263, Telephone: 336-431-7101 Ext 2241, Fax: 336-431-0673, Email: TomC@hpfi.com.

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