



High Point, USA

Press Release

For Immediate Release



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HPFi[®] Announces New Representation in Southeast

HPFi (High Point Furniture Industries) has made the following representation appointments in the southeastern markets of Alabama, Tennessee, Florida panhandle and Georgia.

Keat de la Torre Associates, will represent HPFi in the state of Alabama, Tennessee and the Florida panhandle. Cheryl Himes, based in the Nashville, TN area will continue to cover the state of Tennessee. Keat de la Torre, based in Birmingham AL, will manage Alabama and the Florida Panhandle for HPFi with administrative support from Ashley Moore.

Mid-South Associates-Atlanta will represent HPFi in the state of Georgia. Deedee Burton and Al Worley, principals, will lead their sales and support team of David Montgomery (Sales Representative), Shelley Prather (Sales Support), Amy Myers (Sales Support) and Bob French (Customer Service) as the new HPFi representatives for the state of Georgia.

“I am pleased to have **de la Torre Associates** and **Mid-South Associates** join the HPFi team,” said Doug Gaines, Vice President of Sales for HPFi. Both organizations bring extensive industry experience and a superior level of service and support to their respective markets. Coupled with the ability to focus on the continually expanding HPFi product line, **de la Torre Associates** and **Mid-South Associates** will be able to offer casegoods, seating and healthcare expertise to the A & D community and our dealer partners as we all work together in providing solutions for our end users.”

HPFi operates a 4,100 sq. ft. showroom and 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 additional information on **Keat de la Torre Associates** and **Mid-South Associates**, visit www.teamkeat.com and www.midsouthassoc.com. For further information on HPFi, contact Tom Carrigan, Vice President 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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