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# Press Release

## For Immediate Release



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## HPFi<sup>®</sup> Profile Now on DesignBoardz.com

HPFi (High Point Furniture Industries) is pleased to announce another tool to assist designers and dealers in specifying its products. HPFi now has a profile listed on designboardz.com. Design Boardz is a new contract furniture industry platform with a freemium business model. It is a marketing and sales tool that is free for any user to access and view after registration. Anyone can also create their own individual or company profile, then add images and content from other Design Boardz profiles or any other source which can be shared with clients and colleagues.

The HPFi profile on Design Boardz which includes:

- HPFi Culture, Markets, Resources
- Casegoods
- Healthcare
- Resources - Materials
- Seating - Guest
- Seating - Lounge
- Seating – Office
- Tables

Dealers and designers can save time by viewing, saving and presenting HPFi product literature from anywhere at any time using Design Boardz.

“We are excited about this opportunity to collaborate with the team from DesignBoardz,” according to Doug Gaines, Vice President of Sales for HPFi. “their platform gives us another virtual tool to further enhance our brand awareness with the commercial furniture marketplace.”

HPFi operates a 4,100 sq. ft. showroom and two manufacturing facilities in High Point, North Carolina with over 400,000 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 HPFi, please 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](mailto:TomC@hpfi.com).

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