

Novikoff

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NOVIKOFF AQUIARES PRODUCT LINES OF SEATTLE-BASED J&J FURNITURE & FIXTURES

Fort Worth, Texas –Novikoff Furniture Limited is pleased to announce it has purchased the intellectual property of Seattle-based J&J Furniture & Fixtures (J&J), including all product lines manufactured and marketed by the company. As a result of this acquisition, Novikoff will begin manufacturing orders for J&J Furniture & Fixtures' product line immediately at its Fort Worth manufacturing facility.

Gary Vrba, President and CEO of Novikoff commented, "We are very excited with the addition of the J&J product lines. Their history of building high-quality wood furniture for the contract industry will complement our product offering and capability. This continues our strategy of adding value to our product offering at Novikoff."

"Currently the banking industry is our largest market and with the addition of the J&J tellerlines, we expect to continue our rapid growth in the banking and financial markets," says Novikoff Vice President Doug Gregory. In addition to the tellerlines, J&J product a full-line of reception stations, casegoods and conference products. "We also expect to see add-on sales opportunities with the reception and conference products," added Gregory.

Over the coming weeks and months, J&J's sales, marketing and product lines will be integrated into Novikoff's operations. During this time, J&J customers are encouraged to contact their J&J Sales Representatives or contact Novikoff for information regarding this acquisition and how existing product needs can be met. Novikoff will also be at Neocon in Booth 7-3094 for anyone who would like to visit with representatives of the company.

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About Novikoff Furniture Ltd.

Novikoff Furniture Ltd., originally founded by Leon Novikoff over 40 years ago, started with only six employees in a 2,500 square foot facility and a vision to become known as a leader in design and quality within the contract furniture industry. Today, Novikoff has a 100,000 square foot manufacturing facility in Fort Worth, Texas and discerning clients across the country. Solving clients' needs and unmatched customer service is Novikoff's top priority. We offer a complete line of high quality wood casegoods, seating and conference products as well as custom solutions and capability from design through final manufacturing. Novikoff's creativity and problem-solving skills teamed with our craftsmanship can turn a client's ideas, visions and dreams into reality. At Novikoff, the possibilities are limitless.

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