

Boyles Furniture and Rugs ~ Grand Opening This Weekend!



A Grand Re-Opening of the longtime Boyles Furniture and Rugs location at 182 Farmington Rd., directly off of Interstate 40 in Mocksville is underway.

The parking lot was packed with overflow parking on the lawn for the first night of the grand opening on Friday evening, May 23 with live music, hors d'oeuvres and refreshments from Nobles. The grand opening continues throughout this Memorial Day weekend.

Bringing Furniture Jobs Back to NC

Mark Bannon, President of the new Boyles Brand Holdings company says, "We're hiring back the very people who lost their jobs when this industry faltered, we are helping to put North Carolina back to work."

After winding down their 13-store chain in early 2011, the 60-year old brand has been revived through the formation of a joint venture between the Boyles Furniture & Rugs brand owners and a group of furniture industry veterans. Mr. Bannon states, "Our team has worked hard to develop a new retail business model that we feel will be very well received by our loyal Boyles customers." Following the Mocksville, NC store launch, plans are in place for opening of another newly-purchased store in Connecticut, with additional retail locations in the works.

Poised for Growth

"Along with the lease and renovation of 50,000 square feet of retail space in Mocksville, NC and the purchase of a retail facility in central Connecticut, we've opened two new corporate offices, hired over 25 former and new employees, and we're in the process of hiring many additional employees" says Bannon, who continued to remark on the warm reception Boyles has received since his group's investment, "We've been overwhelmed by the positive response from our customers, employees, and the industry as a whole. We encourage our customers to check our website, <http://www.Boyles.com>, on a regular basis or "like" us on [Facebook](#) to keep up to date on all that we have going on."

The new Boyles retail concept, being rolled out in Mocksville, is centered around three main ingredients; a 5,000 square foot, high-end Boutique shopping experience; an additional 35,000 square feet of mid- to high-end special order product and in stock goods available for immediate delivery; and 10,000 square feet of opportunity buys and closeouts of quality furniture at up to 80% off of suggested retail price, which changes on a daily basis.



New Store Layout is a Win-Win

Chad Hendricks, Executive Vice-President of Sales, explains, “This new layout is truly a win for the customer because in the past we only offered one shopping experience in our stores. Now we are able to offer sales on a daily basis, with truckloads of amazingly discounted furniture, while still serving our design clients through a broad selection of special order and showroom furniture along with the largest rug and mattress galleries we’ve ever had. We invite everyone to come and celebrate this great American comeback story with us this weekend.”