

# Creating Jobs in Davie County Once Again ~ Boyles Furniture and Rugs Grand Re-Opening



Boyles Furniture & Rugs is creating jobs in Davie County North Carolina once again. A Grand Re-Opening of the longtime Boyles location at 182 Farmington Rd. in Mocksville, NC, centrally located in North Carolina directly off of Interstate 40, is scheduled for May 23.

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.

Driving the jobs in this story are millions of dollars in private money currently being invested in the region by the new Boyles owners. Mr. Bannon states, "We believe the economy in this area is poised for rapid growth and there is a need to satisfy the unmet demand for quality mid- to high-end furniture offered at a value. 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 being actively explored.

"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 ahead of the Grand Openings of the Mocksville and Connecticut stores," 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.

## Grand Opening May 23

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 in North Carolina and the surrounding states to come and celebrate this great American comeback story with us on May 23."