

MaxWood
FURNITURE INC.

FOR



OVERVIEW



KIDS FURNITURE SPECIALISTS

Kids furniture is all we do! We have designed a wide range of furniture & solutions just for kids. From beds, bunks and lofts to matching case goods, storage & accessories.



SAFETY FIRST

Our patented Maxtrix "Rock-Lock" Hardware makes strong, ultra-sturdy connections. Our furniture consistently meets and exceeds all US Federal + EU Safety Standards.



KIDS LOVE US

Kids love our fun Beds, Lofts & Bunks. From castle or princess theme beds for toddlers, to slides to study lofts for older kids.



1 STOP YOUTH DEPARTMENT SOLUTION

Family of 4 brands covering various price points and styles across the Youth Furniture Market.



QUALITY IS OUR TRADEMARK

We manufacture our furniture with quality hardwoods such as Maple, Ash and Birch. We do not accept knots in the hardwoods we use in our beds frames or case goods. Maxwood furniture is made to last!



PARENTS TRUST US

Parents trust us for quality, craftsmanship & safety. Parents also appreciate the long term value of our beds & furniture.

MAXWOOD BRANDS

Jackpot!



JACKPOT

Key Features

- Great Quality Bunks and Lofts at an excellent value
- Beautiful, solid wood, no hardware showing
- Rock solid construction
- Easy, Fast assembly
- Optimized design & manufacture to be eCommerce friendly

Target Consumers/Users

- Value conscious shoppers
- Motivated by hot price points/sales
- Appreciate quality but would never cross certain \$ thresholds
- Comfortable with simple designs, go with popular choices
- Parent Centric decisions: Strongly influenced by Mom & Dad

[Jackpot catalog](#)

www.jackpotkids.com

MAXWOOD BRANDS

Jackpot!



MAXWOOD BRANDS



CRAFT

Key Features

- Beautifully Designed, Expertly Crafted Youth Bedroom Furniture
- Customizable underbed storage (Captains Beds + drawers/cubbies)
- Coordinated bedroom sets with dressers, desks and storage units
- Unique curved molding, storage headboards make Craft stand out
- eCommerce friendly – ships in fewer cartons

Target Consumers/Users

- Buy for looks, “fall in love” with a style and are willing to pay for it
- Inspired by Designers/Instagram and Pinterest/Celebs
- Follows trends closely
- Interested in customization
- Mom-centric decisions: Strongly influenced by her design ideas/preferences

[Craft catalogs](#)

www.craftbedrooms.com

MAXWOOD BRANDS



MAXWOOD BRANDS

Max&Lily



MAX & LILY

Key Features

- Kids furniture easy as 1-2-3
- Well designed solutions for everyday kid's rooms
- Colorful & young
- Made to fit young family's budgets
- Ground shippable – eCommerce friendly
- Launching summer 2016 – Introductory offers available

Target Consumers/Users

- Simple solution seekers
- Want straightforward way to furnish their child's room
- Discouraged by complex choices
- Appreciate pre-determined 'menu' of options
- Value conscious
- Price-centric decisions

MAXWOOD BRANDS



MAXWOOD BRANDS



MAXTRIX

Key Features

- The world's largest kid's furniture system
- A bed kids love today, a system that grows up with them: Can be adjusted to fit children's changing needs over time
- Top quality, built to last, lots of case-goods and fun accessories available
- Thousands of unique combinations possible such as triples, quads, corner beds etc.

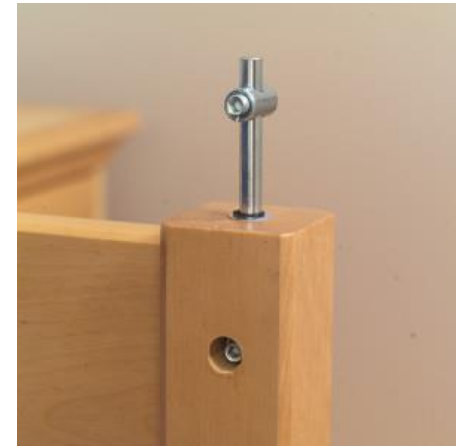
Target Consumers/Users

- Practical Quality Conscious Planners
- Prefer to invest in quality pieces that will last
- Appreciate Quality and Safety details
- Appreciate design, but value functionality over frill
- Love feeling savvy and "in the know"
- Kid-centric decisions: influenced by their child's opinions and preferences



www.maxtrixkids.com

MAXWOOD BRANDS



MULTI CHANNEL



WHOLESALE BRICK & MORTAR

Maxwood has wholesale dealer roots. We sell to independent brick & mortar furniture dealers and chains. We ship factory container-direct and white-label furniture lines for large furniture chains.

We service hundreds of dealers in the US + a number in Canada and overseas.



QUALITY PARTNERS

We drop-ship for significant eCommerce channels and sell direct-to-consumer from multiple owned eCommerce properties.

Quality eCommerce partners in the furniture & consumer retail space include: Wayfair, Hayneedle, Rooms to Go, Sams Club, Walmart, Toys R Us, Amazon....



hayneedle



amazon

Toys R Us



Walmart

WORKING WITH US



DEPENDABLE SUPPLY CHAIN

Our products are manufactured in our dedicated factory in Vietnam.



FAST SHIPPING

Distribution & shipping is from our warehouse in Lexington, NC.

Existing wholesale & drop-ship distribution to Canada.



KNOWLEDGIBLE DEALER SERVICE

Excellent customer service teams who know the product standing by to assist.



DEALER SUPPORT

We offer a full array of marketing materials including: TV and in-store commercials, print catalogs, hand-outs, mailers and a broad selection of POP materials (posters, catalog stands, free handouts etc.).

CONTACT

ECOMMERCE CONTACT

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