

# ROOTNOTES

News, Commentary, Insight from

## Mike & Jay Root

FSMA Celebrates 60 Years As the Foremost Authority On Innovative Marketing For The Home Furnishings Industry

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Award Winning Salesmen, Marketer & Entrepreneur

### Mike's Moment: 9 Must See Market Suggestions

The upcoming High Point Market is likely to be **one of the most monumental markets of this century!** Quite a bold prediction, but not without merit. The entire industry has been struggling, with February Furniture retail sales reported down over 10%. There is pain at the manufacturing level, the retailer store level and by default the sales representative level who depend on transactions between factory and store.

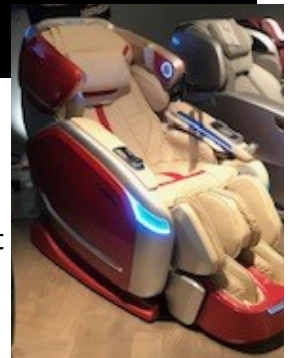
There are many in the industry on the factory side that without some form of new business coming out of April's market, could be in trouble. Bank's are very tight on lending standards, factors are watching retail store credit lines closely and limiting shipments to many, and their suppliers are equally hurting.

On the retail store level, there are many retailers who are watching their inventories very closely having been burned a few years back due to Covid restraints. It's a catch 22 because without inventory, a retailer cannot satisfy a customer quickly, especially container vendors. But with too much inventory a retailer runs the risk of having the wrong product tying up inventory dollars. Of course, as business continues to be soft, there are a number of other concerns many retailers are dealing with including extended receivables, growing payables, and increased advertising costs coming into a wild political season. Many are hoping to hang on until it blows over. Some will not make it.

Smart vendors will be coming to market with sharp new looks, aggressive pricing and advertising ideas. Retailers will be shopping new vendors for different looks and new relationships to grow new business.

With these thoughts in mind I am going to share with you the 9 vendors to shop at market and why.

1. **Cozzia** Massage Chair has to top any list as they have grown to well over 50% market share in this niche category. If you do not offer massage chairs, you have left many big ticket sales for competitors that do offer. If you do sell massage chairs, Cozzia is introducing their newest series of massage experiences called "Quantum". See chairs that justify price tags for \$10,000 **at #515 Furniture Plaza.**
2. There is a company in the Scandanavian Seating category that has displays in many stores. Dealers tell us the chairs are expensive with older legacy features that have been slow to upgrade, and the company is sometimes difficult to work with. **H2** is a newer resource that solves all these issues and more. Now that they have a complete lineup in a West Coast warehouse, there is no reason not to shop **H2 at H738 IHFC, Hamilton Wing** whether you want to buy containers or out of a warehouse.



3. **Hi-Rock Home** is an all leather power motion and recliner resource offering incredible premium leather values as well as cutting edge design. This market, they have announced a brand new leather recliner warehousing program. See what you are missing in leather, power motion **Main Bldg M231**



Continued Page 3.

## Spring Market Coming Soon! Here's where to find Great Deals....

**Progressive Furniture—220 Elm Street #218** Still a leader in Wood Bedroom and Entertainment Direct from Mexico. Occasional Tables, Dining Sets, & Accent Furniture ship from NC

**Mac Motion (by Progressive)—220 Elm Street—** Chair and ottoman sets at an affordable price. Product can ship immediately (small parcel).

**Cozzia Massage Chairs—Furniture Plaza Space #515-517** Cozzia family of products including Ergotec, Brookstone and Svago Zero Gravity Chairs . Health and Wellness category is hot and Cozzia is the industry leader. Stop in for a free massage in the newest massage chair.

**Hughes Furniture —233 S. Main—next to Best Chair** Sofas, sectionals, sleepers, recliners accent chairs and more. Domestically made in North Carolina including all cut and sew. No tariffs to worry about with Hughes! Quick ship program of in stock product is back!

**Hi-Rock Home — IHFC M231 Main** Benchmade Leather upholstered Motion Furniture at disruptive value pricing. Quality leather, unique styling & design, all done with a lower overhead

**H2 Seating— H738 IHFC, Hamilton Wing.** Better than Stressless without the high prices. Euro Comfort styling for Swivel Gliders, Zero Gravity, Lift Chairs, Home Theater and more

**Howard Elliott—IHFC H-324 Floor 2.** Because everyone needs Mirrors, Decorative Accessories, Wall Décor, Accent Furniture and Decorative Pillows

**Lux Lighting—Plaza Suites Temporary Spaces Y1-517 and 1-419A. Right outside the door of the Retailer Resource Center.** Lux is a fantastic promotional lighting resource in-stock in North Carolina. Table and floor lamps galore. Check out their selection.

**Armen Living—IHFC Hamilton wing H721** Barstools, New Dining, and Outdoor galore!

**Motion 1nnovations—138 S. Main St.** The innovator in gadgets built into our transformer power motion sofa collections. Home theater seating, Motion sofas, recliners, and sectionals all with power options, some with massage! Factory direct and quick ship warehouse.

**Rustique—801 Centennial— Space102** New line for FSMA. Fashion forward accent chairs, case goods, occasional tables, entertainment and more all at value pricing.

**Ideaitalia—501 W. Green Dr.** Parts are all manufactured by Italian craftsmen in Italy. The parts are then shipped to North Carolina for assembly and distribution. Quality Bedroom Furniture at promo prices with most sets retailing under \$1000. The laminates used are so good that it is tough to determine if it's wood or not. Stone tops accent some of the groups.

### **SoPoly—300 S. Centennial St. Shuttle Stop: 2**

We'd like to highlight this outdoor furniture manufacturer, located in Georgia. They produce premium, weather resistant, and easy to maintain, outdoor furniture and accessories. Now is the prime time to stock up in the outdoor category. Many options. Give Mike or Jay Root a call, at 402-391-2166, for more information.



Mike's 9 Best Furniture Recommendations For Shopping Market (continued)

Continued from Page 1

4. A new line for us offers a mix of promotionally priced products. Based in Ontario Canada, **Rustique** has a big selection of occasional tables, contemporary dining sets, accent chairs, mirrored fireplaces, and even a mirrored bedroom. Their showroom is **801 Centennial— Space102.**



5. **Progressive Furniture** has been a mainstay for us for over 30 years. The Mexico solid wood bedroom and entertainment offerings continue to sell well at retail. This market there will be several new offerings to consider from Mexico, including a new version of Torreon! Also some great looking tables and dining sets. Make time to see **Progressive Furniture 220 Elm**



6. **Hughes Furniture** has a new showroom across from Furniture Plaza Suites. Rumor has it there will be sofa chair combinations in the \$300 range with hardwood frames, no sag spring construction, 1.8 foam. No skimping on quality even at these prices. New showroom is **233 S. Main** (next to Best Chair)

7. Another First Time Factory Showing this market is **Sopoly**. Quality manufacturer of Adirondack Style Furniture. We have spoken to many of our dealers about this who missed us at the Atlanta market. Many color combinations to choose from with no upcharges. All the lumber is extruded in house. This is a chance to see the quality line that I not only bought for my own house but also sold to my sister-in-law. That's real confidence! **Sopoly is located at 300 S. Centennial St.**

8. **Armen Living** has expanded categories from beyond their barstools and outdoor furniture into casual contemporary dining. Check them out at the **IHFC Hamilton wing H721**

9. Last but certainly not least is **Motion Innovations**, home of the Transformer Power Motion sofa. They have a multitude of new styles to consider. Easy showroom to shop at **138 S. Main St.**



ROOTNOTES Brought to you by Mike and Jay Root

PLEASE JOIN US AT THE  
HIGH POINT FURNITURE MARKET

APRIL 11TH-16TH

220 SOUTH ELM ST  
SPACE 218

Progressive<sup>®</sup>  
furniture

Contact Mike or Jay Root @ 402-391-2166 for more information.



Progressive<sup>®</sup>  
furniture



### FEATURING

- bedroom
- dining
- entertainment
- occasional tables
- youth
- MacMotion



SoPoly<sup>™</sup>  
Quality outdoor furniture

April 10-16

300 S. Centennial St. Shuttle Stop: 2



Contact Mike or Jay Root @402-391-2166



# RUSTIQUE

April 8th–15th  
401 Centennial–Space 102



**Eclectic Products  
Value Pricing!!!**






Hughes Furniture Has New Showroom at 233 South Main Street  
(across from Furniture Plaza)

During Our Grand Opening We Offer Specials Like This Sofa and Chair for \$300



All our sets from the least expensive on up have Hard wood frames, No Sag Spring Construction, 1.8 Density Foam, No cut & Sew kits. They are all Made in America, and Ship Quick

Contact Mike or Jay Root for more information - 402-391-2166

Stop by and  HUGHES FURNITURE  
A Family Tradition of Quality Since 1963  
take a closer look.

We can't wait to show you our redesigned showroom at High Point Market. All the furnishings you love, all the service you count on—now in an exciting new location!

NEW SHOWROOM

233 South Main Street  
High Point, NC  
336-886-8352

LUNCH DAILY

Thursday, April 11 – Monday, April 15

Contact Mike or Jay Root  
@ 402-391-2166 for more information

Over 250 of our most popular styles and fabric options are available for shipment or pick up within 72 hours of your order.



CUSTOMER FOCUSED.  
QUALITY OBSESSED.



CERTIPUR-US®  
CERTIFIED FOAM  
(Seat Density 1836)



CUT AND SEWN  
IN THE USA



CYCLE-TESTED SOLID  
HARDWOODS  
AND STRUCTURAL  
PLYWOOD FRAMES



HAND-TAILORED  
TO PERFECTION



Go on, look closer.

At Hughes Furniture, we've been delivering high-quality furnishings for generations. The closer you look, the more you'll appreciate our superior materials, fine craftsmanship and attention to detail. It's not just a product, it's our heritage. We can't wait to show you our redesigned showroom at High Point Market. All the furnishings you love, all the service you count on—now in an exciting new location!

NEW LOCATION: 233 SOUTH MAIN STREET, HIGH POINT  
Lunch Daily: Thursday, April 11 – Monday, April 15



New Introduction  
Dining Chairs with  
Ergonomic Comfort



**HIGH POINT MARKET**

April 13<sup>th</sup> - 17<sup>th</sup>

Showroom

**H738**

IHFC-Hamilton Wing

## It's all about COMFORT



Crafted with Passion for comfort – since 1941

For more information Contact Mike or Jay Root @ 402-391-2166



Check out the Laminate Bedroom Sets from Ideaitalia that look like wood veneers. Stone tops on some groups, lacquer on others. A must see for bedroom sets retailing under \$1000



Contact Mike or Jay Root  
@402-391-2166  
For more information

Designed and crafted by skilled artisans. Exceptional design, quality, and efficiency in manufacturing, make this value priced Italian furniture, so desirable. Assembled & Shipped from North Carolina in truckloads

501 W. Green Dr.  
Stop: 11  
Russell & Green

**Lots of Power—2023 Readers Choice HI-Rock Home for Leather Power Motion  
And Motion Innovations for All the Gadgets and Transformer Motion Sofas**



Come and explore our unparalleled design



April 13th—17th  
IHFC—M231



Contact Mike or Jay Root for more information - 402-391-2166

New Warehouse



## ***Motion-1nnovations***

Your partner for style, quality, & value



See why our products are unique:

- Transformers
- Motionary
- Home Theater
- H.O.W.A.R.D.
- Shiatsu Mas-  
sage/Heat
- Cooling seat  
Concept
- Standalone  
Recliners
- Side Car Re-  
cliners
- Modulars

\*Warehouse program at 3 U.S. locations!\*

**138 S. Main St. Showroom hours 8:30 a.m.—6pm**

Contact Mike or Jay Root @ 402-391-2166 for more information





Howard Elliott.

THE HOWARD ELLIOTT COLLECTION

April 13th-17th

IHFC-H324

Howard Elliott has been redefining the home furnishing and hospitality industry with innovative designs of decorative mirrors, accessories, and occasional furniture since 2001. Lifestyles change the way we live and Howard Elliott's mission is to create exceptional products which truly finish every room.



Call Mike or Jay Root  
@ 402-391-2166 for more info.

Visit us at



HIGH POINT MARKET



>>> APR 13-17, 2024 <<<

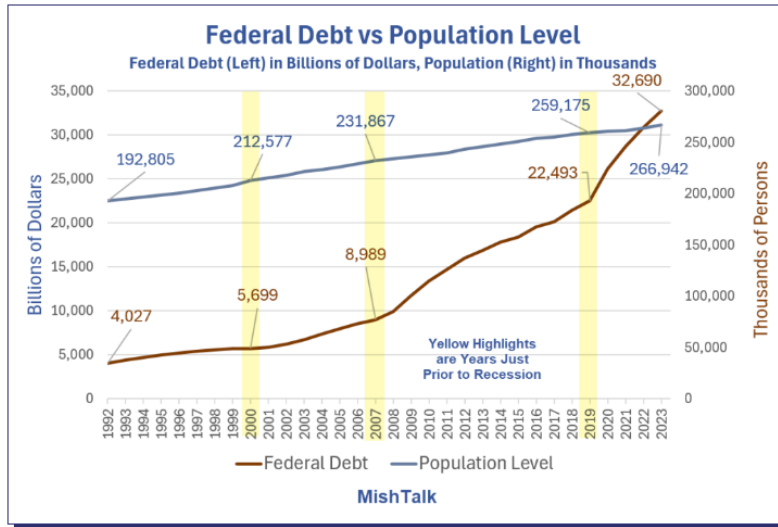
SHOWROOM: IHFC H721



Contact Mike or Jay Root  
@ 402-391-2166 for more information

Bits and Pieces From Around

The following chart shows federal debt vs population growth. It's a vivid reminder of the unwillingness of Congress and either party to put an end to unrestrained spending.



Federal Debt vs Population 1992 vs Now

- In 1992, the federal debt was \$4.027 trillion. The population was 192.805 million.
- At the end of 2023, federal debt was \$32.690 trillion and the population was 266.942 million.
- Between 2019 and 2023, the federal debt rose by 45.3 percent. The population rose by 3.0 percent.
- Yellow highlights are years just prior to recession years. US-born employment is lower now than it was in January of 2020.
- Foreign-born workers make up over 100 percent of the employment gains.

**Yellow highlights are years just prior to recession years. Does anyone see a problem here?**

Above information is from Mish Talk Blog

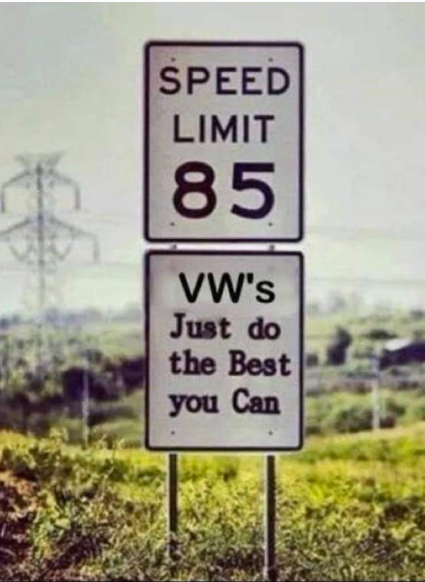
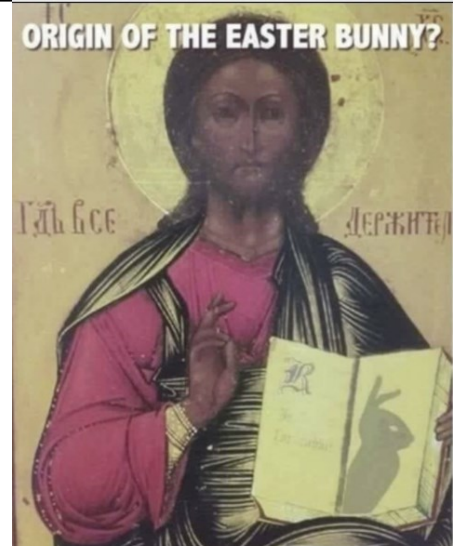
Data from the Treasury Department and the BLS via the St Louis Fed.

**Funny Quote:** Once you've read the dictionary, every other book you read is just a remix.

Funnies off the Internet . . .

Netflix needs to stop asking if I'm still watching, and start asking if I moved the laundry to the dryer yet.

Other People: "I NEVER let my dog on the furniture at home!"  
My Dog at home...



ROOTNOTES Brought to you by Mike and Jay Root

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We Can Customize A Program For You

**COZZIA**



Svago

Ergotec

Cozzia

Brookstone

Ogawa

We offer a family of brands across all style and price ranges, each uniquely designed to meet today's health and wellness demands.



**COZZIA**™

Contact Mike or Jay Root  
Furniture Sales of Mid America

402-391-2166



See us in High Point at Furniture Plaza 515-517



Contact Mike @402-301-9715  
for more information



Contact Jay @402-301-6299  
for more information

**LUX LIGHTING**  
A LINEAGE COLLECTIONS COMPANY

Lux Lighting  
Best Lamps/Lighting Manufacturer

HIGH POINT MARKET  
Plaza Suites | 1-419 & 1-517  
Next to entrance of the Retailer Resource Center

## Jay's Jots: My Two Favorite Picks For Quality Leather Offerings Now Warehoused!

Furniture Sales of Mid-America developed one element that has been critical to our lasting success: No Middle Man... We work direct for the factories whether it be direct from Mexico with Progressive bedroom and entertainment, direct from China factory with Cozzia, or direct from the production lines of Hughes in North Carolina. Factory Direct has worked for 61 years. We have 2 new factory direct vendors with new warehousing stateside.

### H2 shows in main building, M732

Scandinavian Furniture is not new to the furniture industry. The Hjellegjerde group, parent company for Fjords, was formed in 1941. For the past 83 years Scandinavian comfort seating has grown into a mainstream category for retailers and customers across the USA. Currently in the 3rd generation, Nils, who has been instrumental in the growth of this category during his professional career is now at the helm of H2. His pedigree and past experiences have influenced him in how he designs and constructs comfortable, functional furniture. He knows that cold-cured molded foam guarantees absolute comfort, durability and a greener product. An MDI higher grade foam material encasing the metal frame and carbon sinuous springs allow for body friendly curvatures and ergonomic back support. He also knows that this category of furniture needs to have a clean, simple ascetic. Mindful consid-

erations such as adding a vanity skirt to cover the inner frame work when the ottoman is elevated; a clean back profile giving easy access to a glider lock mechanism and access to smart storage battery pack; and a patented dynamic lumber support all elevate the overall value for H2 seating. Those features are standard in all models. This is the first market that H2 will have a warehouse program! We have the teams, the product and programs in place to develop a successful program and partnership with you.

### Hi-Rock Home shows in the Main Building M231

Play to your strengths and everyone will notice. That's an old adage somewhere, someone said; or maybe Emmet made that up! Regardless, the concept holds true with Hi Rock Home. HRH has very prominent strengths: operating factory direct to construct solid furniture frames with unique designs married with the highly grade leathers to produce an exquisite motion, leather furniture.

The leadership team for HRH expands over 7 decades of experience with building upper echelon motion furniture paired with high quality leather hides. They know the styles, grades of leathers and colors that sell.

There has been tremendous momentum the past few markets. We expect that momentum will greatly expand with the addition of the warehouse program!

YOUR NEWSLETTER  
IS ENCLOSED

## FURNITURE SALES of Mid-America | Dedicated to helping you sell more furniture since 1963

7305 Farnam Street Suite 2  
Omaha, NE 68114

Phone: 402-391-2166



Murphy is  
wishing  
you all  
good luck,  
and hopes you all  
find what you are  
looking for at  
Market.

Visit us at [www.FurnitureSales.net](http://www.FurnitureSales.net)