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MASSOUD TAPS THE GERBER SALES GROUP TO EXPAND DESIGNER BUSINESS FROM MAINE TO VIRGINIA

DALLAS, TX (November 25, 2013) – As part of a long-term growth strategy to further strengthen brand awareness for its designer friendly upholstery line and versatile style offerings, Dallas-based upholstery manufacturer Massoud has engaged the services of The Gerber Sales Group. Specializing in sales representation for lines related to the residential interior design business, The Gerber Sales Group team will cover Maine to Virginia for Massoud.

“We have reached a point in our growth where we offer more business and creative opportunities than ever for interior designers,” explains Chuck Massoud, CEO, Massoud. “So we wanted to find a sales partner with well-established designer relationships and a solid understanding of their specialized needs and business challenges. After meeting with company principals Larry and Jesse Gerber, I knew we’d found the ideal team to help take our design business to the next level.”

“Massoud may be the industry’s best kept secret when it comes to designer-friendly offerings. In discussing Massoud’s growth plans and opportunities with Chuck Massoud, we felt that Massoud offered the perfect complement to other lines we represent and that there is a tremendous, untapped designer market that would find strong appeal in its impressive custom capabilities, quality fabrics, leathers and frame styles,” explains Jesse Gerber, The Gerber Sales Group. “Massoud’s ‘Custom Choices’ program, in particular, gives designers the opportunity to custom-tailor upholstery designs for any project -- offering the flexibility to select everything from fabrics, leather and seat depth, to arm, back and base styles.”

The Gerber Sales Group has a sales force of more than 30 representatives who call on the residential interior design market from Maine to Virginia, including members of the American Society of Interior Designers (ASID), specialty boutique stores, architects and specifiers. The agency represents a number of mid to high-end designer quality lines on the road and in trade showrooms in a variety of categories ranging from furniture, bedding and fabric, to wallcovering, rugs and more.

In business since 1963, Massoud built a strong reputation in its early years as a quality line serving furniture dealers with a solid selection of primarily traditional, grand scale designs. Never losing sight of the company’s popular traditional offerings and established customer base, Chuck Massoud embarked on new directions in recent years. He brought industry veteran Ronna Griest to the company in early 2011 to oversee the creative direction of the line, as well as sales, marketing and merchandising strategies. In her role, Ronna continues to surprise and delight designers and dealers alike with fresh twists she has brought to the classic styles that have defined Massoud over the years -- adding stunning new color stories, designs and styles season after season.

In addition, Massoud’s investments in state-of-the-art, fully automated factory systems have streamlined and accelerated production and delivery, while significantly reducing overhead costs. Chuck Massoud and Ronna Griest have used these savings to seek out and invest in better fabrics, leathers,

new frame styles and custom capabilities to offer a wide and diverse selection at very competitive price points that appeal to a national audience.

“The fact that all Massoud designs are made in the USA -- in the company’s Dallas plant -- is a tremendous plus and strong selling point to our designer clientele,” adds Gerber. “Domestic production, together with the fact that Massoud stocks at least 90 percent of its fabric offerings, ensures that designers can expect reasonable delivery times on special projects, easy access and design flexibility.”

ABOUT THE GERBER SALES GROUP – Headquartered in New Jersey, The Gerber Sales Group was founded by sales representative Larry Gerber. From the beginning, Larry focused his efforts on servicing and representing a variety of manufacturer lines related to the interior design business. Over the years, the agency has grown to include a sales force of more than 30 representatives and has built a solid reputation by matching interior designers’ needs with quality lines and unrivaled customer service. For more information, visit www.gerbersales.com , email: larry@gerbersales.com , jesse@gerbersales.com or info@gerbersales.com or call 973.335.7430

ABOUT MASSOUD - Now celebrating its 50th anniversary, Dallas-based, family-owned upholstery manufacturer Massoud has built a solid reputation during its rich history by offering top quality designs, exceptional value, quick delivery and dependable service. With virtually unlimited customization options, the line includes a wide range of sofa, loveseat, chair, bench and other frames, 1200+fabrics in fresh patterns, dramatic colors and textures, a tremendous selection of luxurious leathers and hundreds of design details. Virtually any Massoud fabric, leather, frame, trim or finish can be combined to create a personalized, one-of-a-kind design statement. www.massoudfurniture.com | 800.762.2797.

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