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Manna to Exhibit at Casual Furniture and Accessories Market

MENDOTA HEIGHTS, MN—Manna Distribution Services is introducing high speed, white glove home delivery to the casual furniture industry at the International Casual Furniture and Accessories Market in Chicago next month.

While the concept of high speed, white glove delivery might feel new to the industry, company officials say it's a practice that has earned Manna leadership amongetailers and manufacturers since the early years of this decade. And it's a key link in the current trend among furniture retailers as they shift away from the high cost of carrying inventory and reposition as gallery sellers.

"We recognize that the season for casual furniture sales is typically very short, depending on where in the country you're located," says Manna EVP Robert J. Masters. "A short selling season means that you have limited time to turn inventory. A high speed factory-direct home delivery approach is really the key piece that allows retailers to turn inventory again and again without the added risk of carrying it," he says.

Masters cites several benefits of such a shift to both manufacturers and retailers. "Manufacturers will get much more accurate forecasting data by tracking pieces shipped from their docks," he says. "Retailers can spend more time selling and taking custom orders because they will spend less time unloading trucks, deluxing furniture, and making scheduling calls to their customers. We take care of all those things."

In business since 1991, Manna earned its reputation by capturing a 20% market share of flat panel TV delivery as early as 2002. The company, headquartered in the Minneapolis/St. Paul metro, delivers nationwide in 2 to 5 days, offers deluxing services, and packaging consultation along with its high speed, white glove delivery service.

For more information contact Manna Distribution Services at 800-394-3949.