

NORWALK FURNITURE

Made in the USA – Inspired by the World

Norwalk specializes in the production of stylish, custom-order upholstered furniture.

Our unique manufacturing processes, vast resources and dedicated craftspeople allow us to provide you with well made, one-of-a-kind pieces that meet your customer's needs.





Our long tradition of handcrafting fine custom upholstery began around 1902 when the founders, the Gerken family, newly arrived from Germany, began to upholster buggy seats for carriages.

In 2008, the fourth generation of the family decided to close the company. But, twelve community-minded families banded together to buy the facility in order to keep jobs in our town.

In 2021 we
became an
employee
owned
company



MADE IN THE USA

Norwalk can proudly claim that nearly everything under the fabric covering of a style is made in the USA.

We source locally! All exposed wood product is produced by local craftsmen that reside within 100 miles of our plant.

Norwalk has a very high percentage of fabrics that are made in the USA. Roughly, 43% are from domestic mills. The fabrics are identified with the “Made in USA” icon on the swatch label.



TODAY

Frame Construction/Warranty
Fabric Content
+ Performance Fabrics
Variations & Options
Website & 360 Tool

Fabric Trends for Spring 2023
World Influences

Exploring the DESIGN LAB



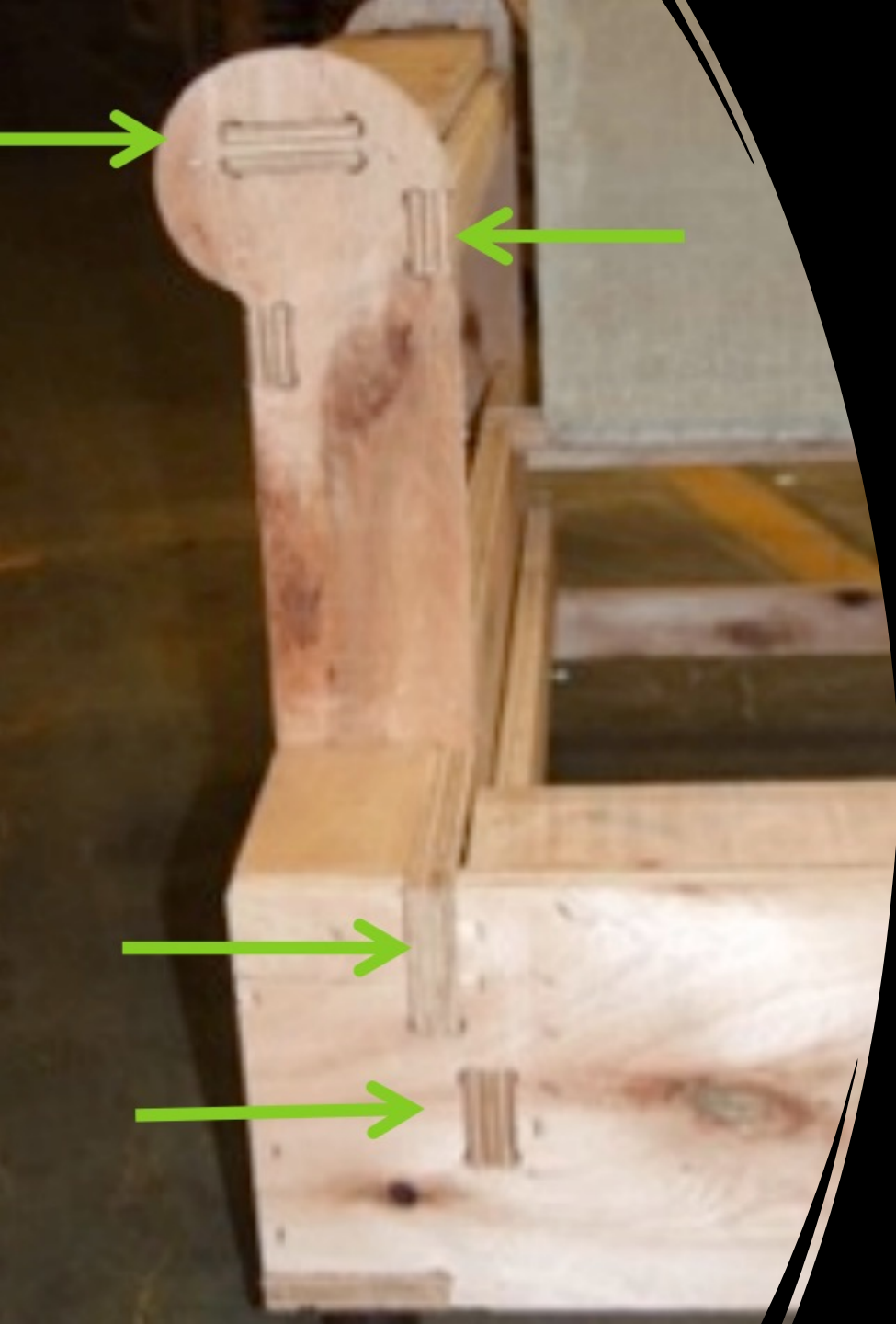
A close-up photograph of a wooden surface, showing vertical wood grain patterns. The image is partially obscured by a black circular shape on the right side, which serves as a background for the text.

Norwalk Frame Construction

① Kiln – dried hardwood components

7 thin layers of hardwoods which can adapt to intricacies of the most stylish shapes -- From fastest growing trees – environmentally friendly - Frames are $\frac{3}{4}$ " to $\frac{7}{8}$ " thick - Grain runs in alternate directions - Glued together under pressure - glues which are stronger than the actual fiber of the wood itself

Strong, lightweight and won't warp, split or crack



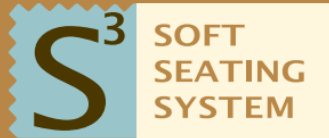
Norwalk Frame Construction

② Mortise & tenon joints

Used in the best quality furniture • Keeps frame solid and square
• Allows for lifetime frame warranty

③ Removable legs

Easier to repair • Allows to change the style, finish or height of frame • Can be removed to go through narrow doorways
• Can adjust to level on uneven floors



WHAT IS S³?

An advanced, state-of-the-art 8-way hand fabricated **Soft Seating System** that's proprietary to Norwalk.

IS IT BETTER?

Absolutely! It creates the most durable, resilient, and comfortable design possible.

S³ coil gives you the finest seat in the market.

UNIFORM SEATING The comfort is permanently maintained by ultimate individual springs that comprise the completed coil seating system. The entire double-cone Soft Seating System is carefully arranged so that every square inch of seating area receives the necessary and anticipated comfort and support.

ENVIRONMENTALLY RESPONSIBLE The coil comes from recycled wire and steel. This allows us to complement our role in partnering with the protection of the earth, and inhibits the continued digging of new, unearthed raw materials.

LONG-LASTING will not lose its shape, dimensions, height, coil support, comfort, or resilience. The consumer will have a consistent look and comfort for many years.



Our Warranty

Our consumer protection warranty is our promise to you, the original purchaser, that each piece of furniture will be free from manufacturing defects for its useful life, provided the furniture is used in a residential application. All warranty periods begin on the date of delivery to your home. Please be prepared to provide proof of purchase on a warranty claim by keeping your original paperwork.

Frames and Springs: We warrant to you, the original retail purchaser, lifetime protection against manufacturing defects of frames and springs.



“If you can’t
see it, we
guarantee it”

We stock 90% of
our fabrics in house

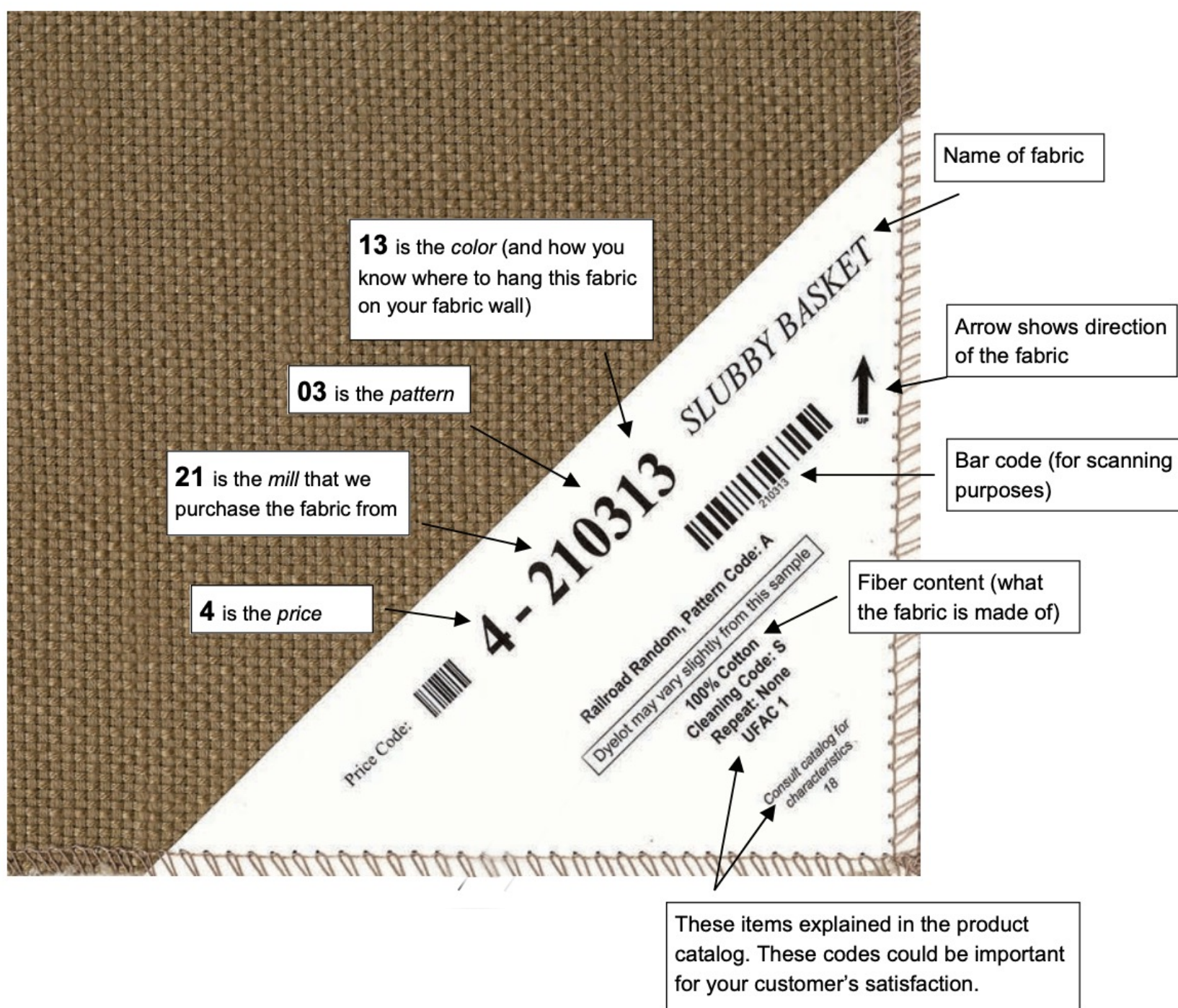
www.NorwalkCover.com



NORWALK FURNITURE

850+ fabrics in the line





Each fabric has important information on the pin ticket

Performance Fabrics





Stain resistant & release • Microbial resistance • Odor control • Freedom & Flexibility • Soft & Durable • Easy to clean



Enduring color • Sumptuous Hand • Dramatic Effects • Worry Free • Stain resistant



Stain resistant for life • No chemicals applied; no PFC • Easy to clean & bleach safe • Resists fading in sunlight • Small carbon footprint • Made in the USA



Stain resistant & release • Microbial resistance • Easy to clean • Exceptional durability • Resists fading in sunlight • Made in the USA

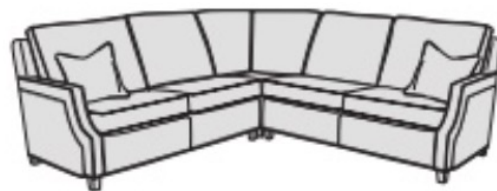
Now that you know a bit about us...
let me show you what we can do



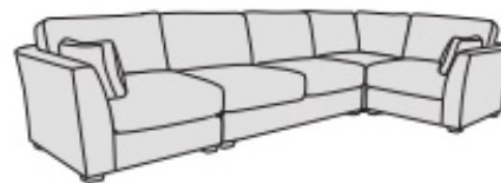
We love Sectionals



KENT VARIATIONS
pages 109-113



KOBE
pages 57-58



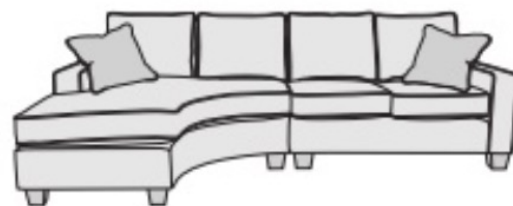
LIAM
pages 61-62



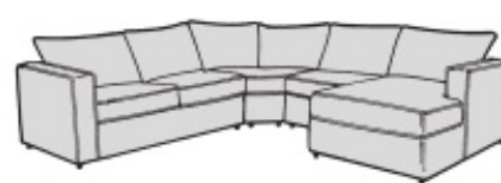
LINKIN
pages 63-64



LOUISE VARIATIONS
pages 114-118



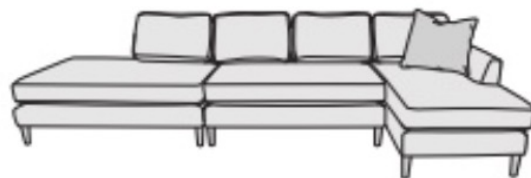
METRO
pages 67-68



MILFORD
pages 70-72



MILFORD MODULAR
page 73



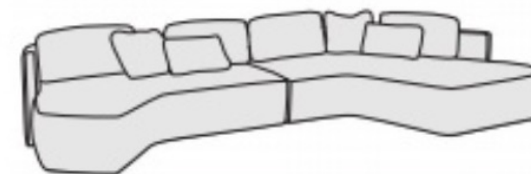
NASSAU
page 74-75



NEPTUNE
page 76



ORLEANS
pages 77-78



PARIS
pages 79-80



Milford

Laguna



Colton

HOME TREND: Socializing at home has gotten a significant boost in recent years. For this reason, 2023 interior design trends see unique layouts and maximized seating on the rise.



Prescott



We make GREAT chairs



Sally



Jamaica

Annette

We have 100 +
chair styles in.
the line



Benson



Ryder



Let's RELAX...

Our collection of
recliners are stylish
and comfortable





We craft gorgeous sofas



Kaden



Rondo



Chester

So many sofas & so many styles!



Abaco

A woman with long, wavy blonde hair is sitting on a brown couch, smiling at the camera. She is wearing a black sleeveless top and a long, braided necklace. Her hands are resting on her lap. The couch has several pillows, including one with a colorful geometric pattern and another with a purple and yellow design. Behind her is a large window with white frames, showing green foliage outside. Yellow curtains are visible on either side of the window. The text "We value partnership" is overlaid in white on the image.

We value partnership



© KIM SALMELA *for* NORWALK FURNITURE

[Norwalk Furniture](#) and Los Angeles-based designer Kim Salmela have entered into a partnership to create a line of chic lifestyle upholstery products with a modern bohemian vibe, inspired by Salmela's extensive world travels.



Nash



Somerset



The collection combines a bold and stylish mix of textures, colors and patterns with fresh seating silhouettes to create a distinctive aesthetic targeted towards a younger audience and was launched at the October 2018 [High Point Market](#),



Nelson



Laguna



We do more...



We make more...

Ottomans & Benches

Beds & Headboards

Dining Chair & Barstools





We give you options

KENT



VARIATIONS

Making UNIQUE furniture is our specialty!

VARIATIONS allows your client to customize their furniture by choosing the arm, the seat depth, the back height, the base type and the leg.



KENT VARIATIONS

Select your style choices for Cover (A) - Arm (B) - Seat (C) - Back (D) - Base (E)

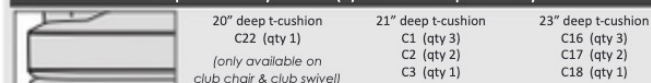
ARMS B15, B19 & B21

Choose these codes to create your arm style with t-cushions

Step 1: Choose your arm (B)



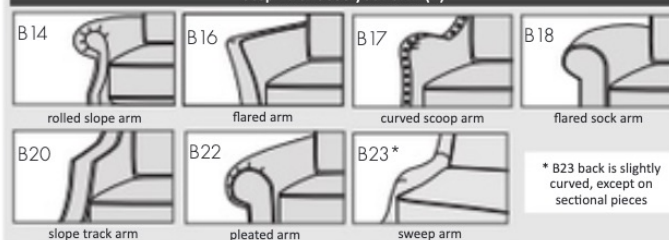
Step 2: Choose your seat (C) T-Cushion Options Only



ARMS B14, B16, B17, B18, B20, B22 & B23

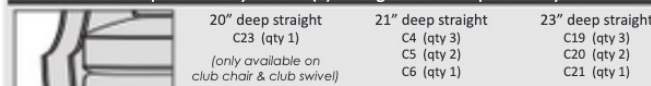
Choose these codes to create your style with straight cushions

Step 1: Choose your arm (B)



* B23 back is slightly curved, except on sectional pieces

Step 2: Choose your seat (C) Straight Cushion Options Only



Step 4: Choose your base (E)



Notes:

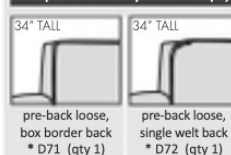
- 4395L standard leg on 123499 (no options)
- E24 is not available with arm B21

Optional leg choices for Bases E21 & E22 (front only)

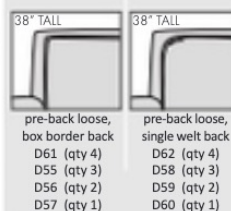
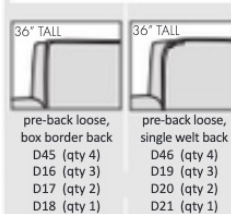


- ** to choose cup caster color on the 4218L, order these specific leg numbers:
4218LA - Antique Brass
4218LP - Pewter
4218LS - Silver

Step 3: Choose your back (D)



D71 & D72 are only available on club chair & club swivel



LOUISE VARIATIONS

Start your style based on group number with back height choice

1375 group has a back height of 35"

1407 group has a back height of 37"

Important!
Sectional pieces MUST be ordered in the same style group, as well as with welt or without welt codes

Select your style choices for Cover (A) - Arm (B) - Seat (C) - Back (D) - Base (E)

WITH WELTS - Choose these codes to create your Louise style with welts

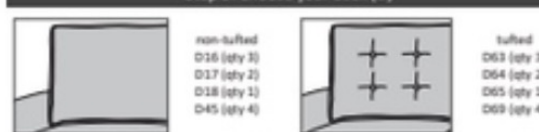
Step 1: Choose your arm (B)



Step 2: Choose your seat (C)



Step 3: Choose your back (D)



WITHOUT WELTS - Choose these codes to create your Louise style with no welts

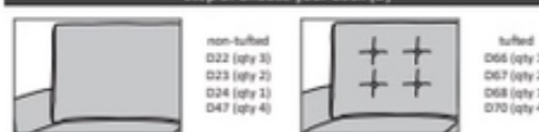
Step 1: Choose your arm (B)



Step 2: Choose your seat (C)



Step 3: Choose your back (D)



Step 4: Choose your base (E)



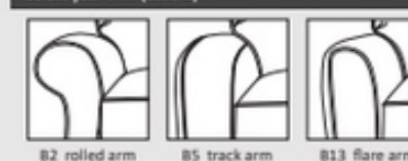
LUKE VARIATIONS

Select your style choices for Cover (A) - Arm (B) - Seat (C) - Back (D) - Base (E)

STYLE CHOICES BELOW ARE USED TO CREATE THE STYLE NUMBER.

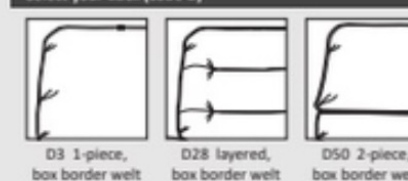
Enter code A1 for Fabric

Select your Arm (code B)

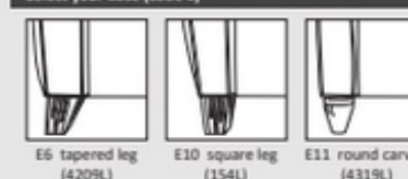


Enter Seat code C6 (straight cushion)

Select your Back (code D)

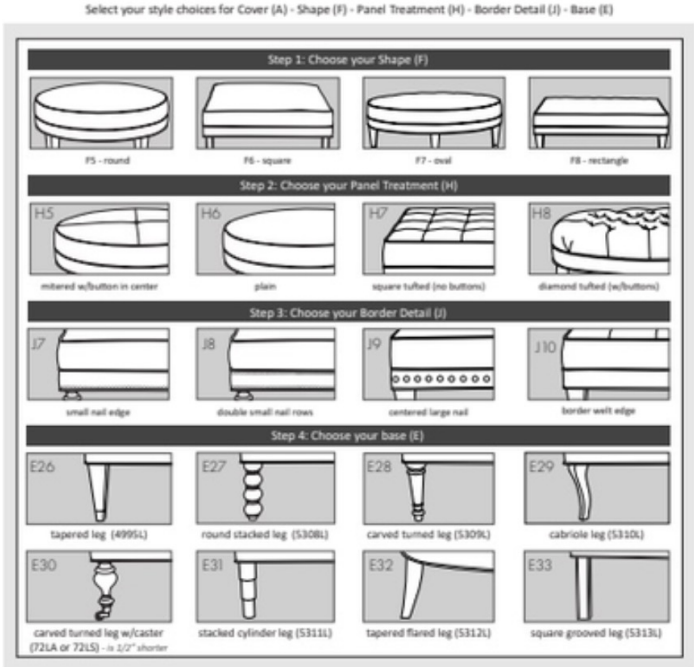


Select your Base (code E)



LEO VARIATIONS

You can use the 360 tool on our website to design each of these variation styles to suite your customer!



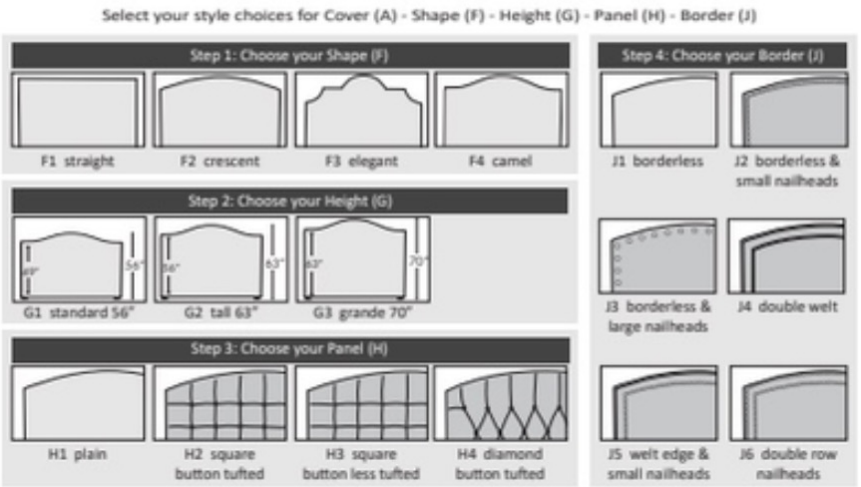
KENT

Style No. 123430

GENERATE PDF



TWILIGHT VARIATIONS



Let's talk TRENDS!

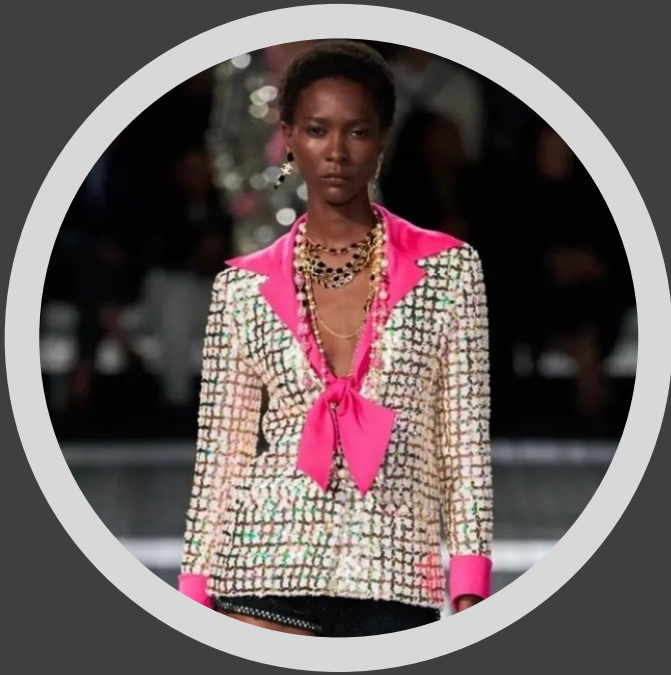
Here are NORWALK's Spring 2023
Fabric Trends



Ivory & Onyx

Decorative schemes that feature shades of black and white, accented with a bold third color, are chic, modern, and endlessly flexible. For Spring 2023 Norwalk is featuring several vignettes that explore the variations of this theme. Anchored with base cloths of snow and charcoal, salt and licorice, or ivory and onyx, each group gets its rosy color punch from a dash of flamingo, cameo, or blush. Furniture in these vignettes tend toward the contemporary, while Cocteau-esque smiling faces add a major touch of whimsy.





Ivory & Onyx







Sand Dunes

In these groupings Norwalk features base cloths in taupe, khaki, and biscuit. These deepened ecru shades are a rising trend in home furnishings as the pallet warms away from the cooler greys and bright whites. Supporting our beachy theme, accent colors of cerulean, pine green, Aegean blue, and even a touch of lilac add vibrancy to the mix.





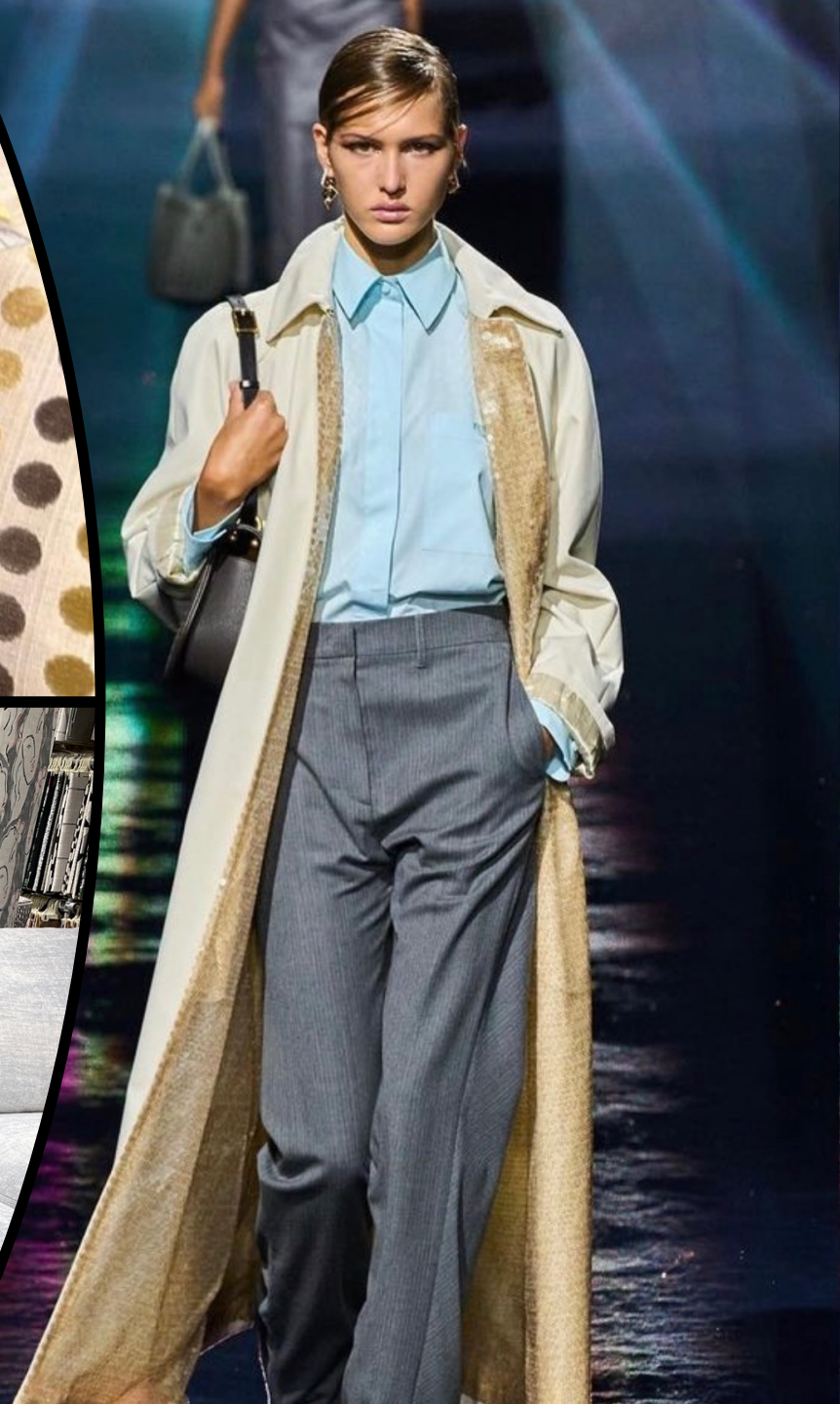
Touches of lilac



Spring Color Trend
Blue Stone

Blue Stone

The many shades of blue are perennially popular for home décor. For Spring 2023 we are featuring blues that are anchored with a soft grey undertone. Slate blue, harbor blue, and ice blue are all descriptive names that describe not only the color, but the restful, tranquil tone of these hues. Perfect for a Zen vibe, these shades of blue are equally at home in a bedroom or quiet sitting room. On-trend coral accents give a touch of deeper color and energy to these groups, while tigers, butterflies, and happy faces add a “smile” to each of these vignettes.



Blues that are anchored with soft grey undertones.



On-trend coral accents give a touch of deeper color and energy to these groups



Magic Mushroom

Nature derived color tones are a decidedly rising trend. We've seen shades of clay, green, and brown all moving forward in home furnishings décor. For Spring 2023 we're showing three vignettes that explore the deeper tones of mocha, shitake, and oyster for an earthy color mix. Boucle and chenille constructions add texture and a soft hand to these groups. Dark obsidian gives boundary and definition to these deep neutral tones, while touches of dove grey lighten the decorative pallet.





Earthy tones like mocha,
shitake, oyster, dark obsidian
with touches of dove grey



MAISON&OBJET

MAISON&OBJET PARIS

MAISON&OBJET
ACADEMY

mom^h
MAISON & OBJET AND MORE

MAISON&OBJET
IN THE CITY

PARIS
DESIGN WEEK

Every year our design team goes to Paris for inspiration

Maison de Objet is a major French trade fair for interior design. Held bi-annually in Paris, it has been described as "among the 3 most important European events for interior design ... a huge collection of innovation and talent all in one place.



Curves, curves, curves...



Arcs and curvy shapes have been making their way into interiors for a while now. First, crescent sofas, tulip and egg chairs, and round rugs took centerstage bit by bit.

Now, 2023 home décor trends are moving further than curved furniture. Say hello to oblong mirrors, architectural details, and mushroom lighting. Cabinets, credenzas, and nightstands also have a curvier outlook for the future. From round furniture legs and softer edges – curved interior design is here to stay!



A modern living room interior featuring a curved orange sofa, a patterned ottoman, and a plaid ottoman. The sofa is a deep orange color with a plush, curved design. It has two large, light brown square pillows and a dark grey spherical decorative object. In front of the sofa are two ottomans: one with a light grey and white plaid pattern and another with a brown and white geometric pattern. The background shows light grey curtains and a white wall.

Curves in all the right places

Curves first popped onto the interior scene as an ode to retro-modern luxury. Now it's a refreshing change from straight lines, curved décor is an ideal way to mix things up.





Among the favorite living room ideas for 2023, soft curves are playful in a minimalist way. Moreover, they can be calming due to their gentle and inviting appeal to the human subconscious.





BOLD Pattern





BOLD has never looked better...





WE LOVE color
and pattern...



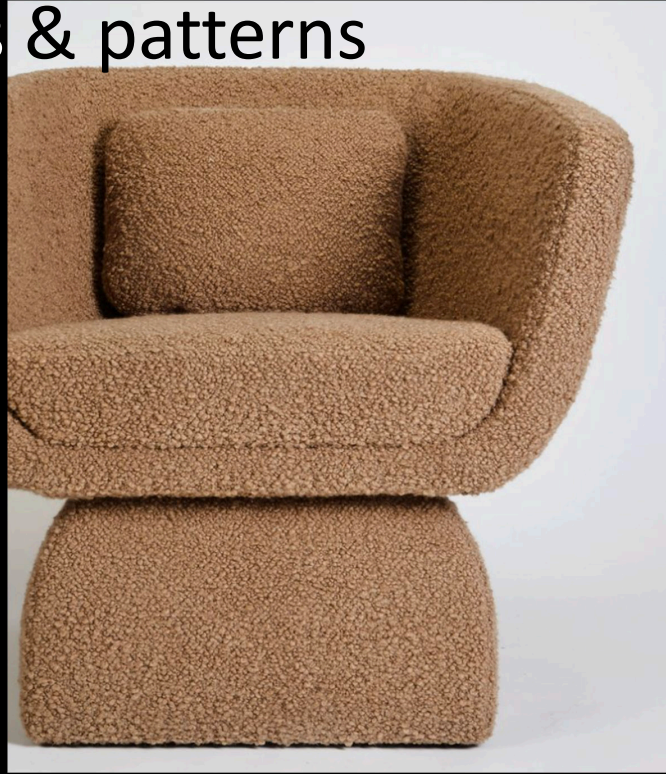
We love
Oversized
florals &
Bold Plaids



We think
stripes are
sexy!

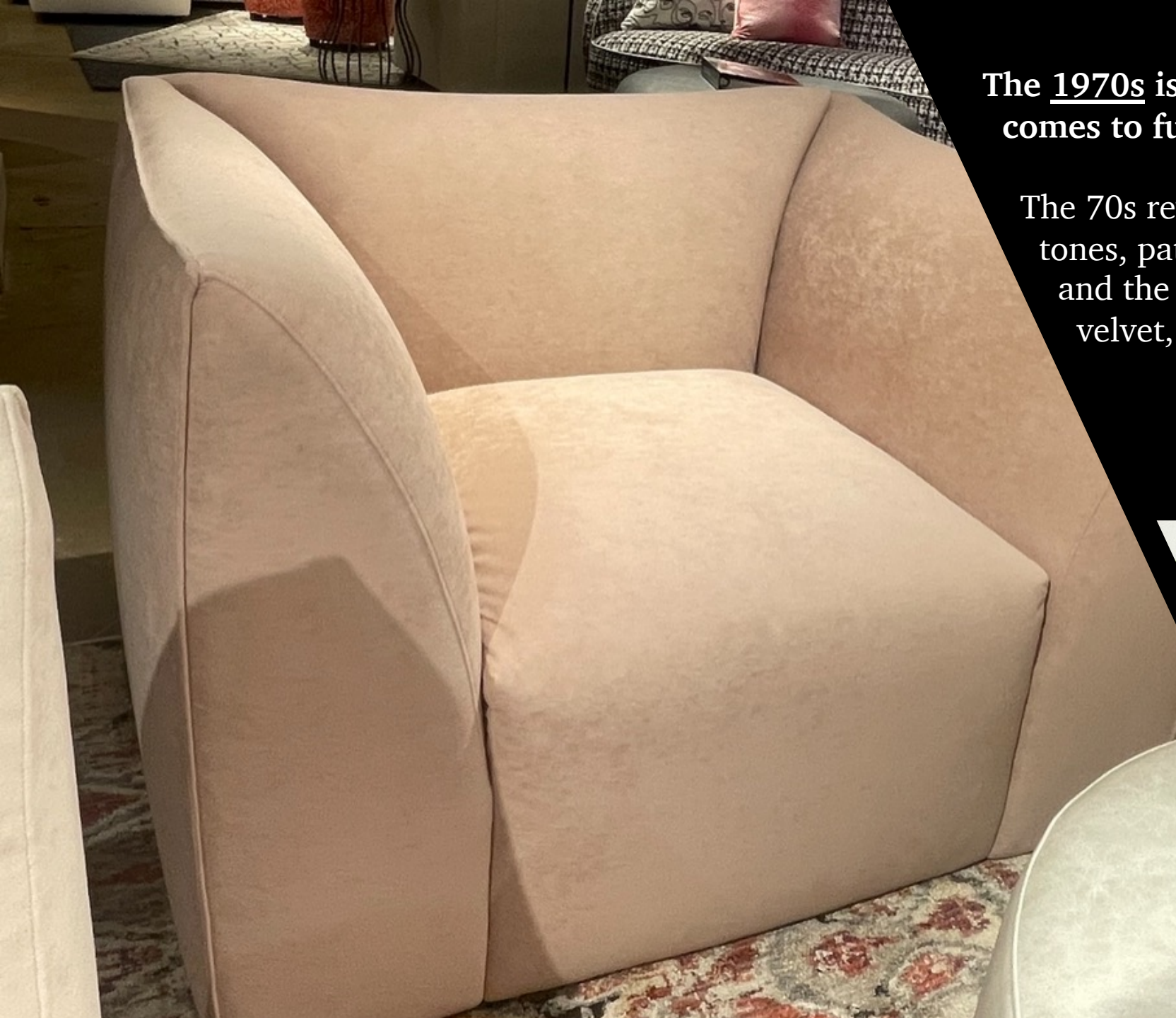


RETRO inspired shapes & patterns



A modern living room interior featuring a curved, light beige sofa with several decorative pillows. The pillows include a mix of solid light pink and dark fabric with large, colorful floral patterns in shades of pink, red, and green. In front of the sofa are two large, round, light-colored ottomans. The room is decorated with a patterned rug, floral curtains, and a white modern lamp in the background. The text "VINTAGE VIBES" is overlaid in the center of the image.

VINTAGE VIBES



The 1970s is the most influential decade when it comes to furniture design right now.

The 70s revival is rooted in nostalgia with earthy tones, patterned wallpaper, geometric shapes and the reintroduction of materials like velvet, bamboo and rattan.



Revisiting beloved styles past is an industry favorite. And as interiors move away from the absoluteness of minimalism, we're seeing a renewed interest in more decorative styles, like Art Deco. Interior design can create different atmospheres or era settings and even evoke nostalgia.

Vintage furniture plays a significant role, with iconic pieces from the 60s and 70s here to stay.



Art Deco





Mid-Century Modern



Thank you for your time. I hope you enjoyed this presentation about Norwalk Furniture

Visit us online for more info:
www.NorwalkFurniture.com