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Old Hickory Doubles “Great Outdoors” Collection Retailer/Consumer Response Drives New Designs

SHELBYVILLE, Ind. (Jan. 2008) – Old Hickory Furniture Company announces the doubling of its *Great Outdoors Collection*, first introduced for spring 2008 last fall. Retailer response to the collection spurred the design of several more key pieces, doubling the initial offering. “We knew that the Outdoor Collection would receive a strong response,” says Rocco Liott, president of Old Hickory Furniture Company. “We just did not know it would be this strong by our 3,500 retail customers.”



The collection is rooted in the company’s unique handcrafted hickory-sapling furniture, which began in Indiana some 109 years ago. Known as a leader in rustic indoor furnishings, the company’s roots began in outdoor.

According to Liott, the outdoor furniture market is flooded with wrought iron, metal, resin, and teak furniture, but until now, nothing was available in America’s strongest and most beautiful wood, hickory. “With our new expanded collection, the offering has enough special and unique pieces to satisfy the needs of the most discriminating customer,” he says.



The Great Outdoors Collection features items for relaxing, dining and creating a complete outdoor room setting. It includes five dining chair styles, six lounge seating options, five chaise lounge choices, seven rocking chair styles, including the company's renowned Andrew Jackson Rocker, four settees, swings and glider options, five benches of various lengths and styles, six occasional tables, and nine dining tables choices, including an impressive 69" split log table.



Before reintroducing their outdoor furniture last fall, Old Hickory spent two years testing various finishes, fabrics and woven materials to make sure they would last as long as the hickory sapling frames. "Durability as well as great style is built into every handmade piece of customer Old Hickory Great Outdoors furniture item we sell," says Liott. "Our customers expect Old Hickory furniture to be passed on from generations to generation."



Old Hickory Furniture, recognized as the leading manufacturer of rustic furniture in the United States, was founded in Indiana in 1899, and today its headquarters and primary manufacturing plant is in Shelbyville, Ind. Its customers are among the best known hotels, lodges, resorts, and restaurants in the country, including Old Faithful Inn, Disney World, and many more. In addition, leading retailers throughout the US offer an extensive collection of Old Hickory furniture for every room in the house. The complete line of products can be viewed at www.oldhickory.com.

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