
Durham Furniture

MEMO

Date: April 7, 2021
To: All Durham Furniture Reps and Dealers
From: Luke Simpson
Subject: 145 Springville & 980 Savile Row – conversion to soft-close metal guides

We are continuing to move ahead with conversion of existing product from wood drawer guides to metal soft-close undermount guides. This enhancement better fits today's consumer tastes. The Springville and Savile Row conversions had been planned for the June 2021 High Point market; however, given our limited participation and appointment only showroom plans, we are moving forward with this change now. This memo will serve as notice of this product change.

Last date to order wood-on-wood case pieces: Monday, April 26, 2021

We intend to do this on an 'order date' basis. All orders received and entered at Durham up to and including Monday, April 26, 2021 for 145 and 980 case pieces will be produced with wood-on-wood guides. Orders received on or after Tuesday, April 27, 2021 (including those received after 4 pm on Monday), will be scheduled for production with soft-close metal guides.

Our website and price lists will be updated to reflect this change. The marketing department will be providing aids to inform consumers of this change as necessary. Please note, there is no change to pricing for these collections at this time.

For floored product that will now be out of date, Josh Alexander will be working with each of you and your dealers on a case-by-case basis to determine the best course of action for updating.

Please don't hesitate to contact us should you have any questions.



Luke Simpson
President & CEO