

# AMERICAN HOMESTEAD

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## FURNITURE

PRESS KIT



# Our Founders

Bailee Nebeker and Nathan Chetrit are partners in both business and life. Nathan began selling found and re-purposed furniture out of his garage in 2013, quickly expanding to two storefronts. When the two met, Bailee began consulting in retail and design. As the business flourished, this partnership became focused and committed to the design and manufacturing of quality furniture that customers wanted to buy. Ten years later, with stores in four states, their Brands continue to deliver stylish, lasting, affordable furniture to customers.



# Our Story

American Homestead Furniture (AHF) is a family-owned home furnishings manufacturer with over ten years of experience in bringing quality furniture to market at the best prices. Our attention to construction and detail may only be surpassed by the value we extend to our wholesale and trade partners. At AHF, our goal is simple: to deliver a tailored and unique buying experience, whether it be a single sofa, truckload, or container of your new best-seller. We are successful when our partners are successful and, as such, we are committed to providing products that will satisfy your customers and create lasting advocates for your business.



AHF



# Our Products

## Harper

MODULAR SECTIONAL



Direct to consumer program available. Convenient FOB fully mixed container program. The three pieces offer countless configurations. The covers are removable, washable, and available in white, grey, navy, and unbleached linen.

Pieces starting at \$147

## Logan

MODULAR SECTIONAL



Direct to consumer program available. Designed with pets in mind, this brown microsuede upholstery is non-stick. The Logan can be configured as a linear sofa, or L-shaped sectional.

Pieces starting at \$99

## Santa Monica

EUROPEAN RECLINING SECTIONAL



Easy fulfillment from warehouse. The innovative steel mechanism allows for back cushions to adjust to two positions. This European design conveys both form and function, converting from generous lounge seating for the whole family to a full-sized bed for sleeping.

Ottoman \$141

## Bella

MODULAR SECTIONAL



Mix and match full or half truckloads. This corded microfiber modular sectional is the perfect binge-watching sofa. The extra wide chaise makes for a comfortable nap for one or more! Available in grey, tan, and brown

Pieces starting at \$192

# Press Release

## FurnitureToday



### Western U.S. retailer to intro custom upholstery brand in Vegas

Thomas Lester // Retail Editor // January 4, 2024

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SALT LAKE CITY – While **American Homestead Furniture** is a new upholstery supplier and first-time exhibitor at the upcoming **Las Vegas Market**, its products have been field-tested for years.

“The response from buying groups has been so humbling. I would have never imagined that within three months, we would be launching with two buying groups, and they’re advocating for us. They’re telling us this is what our customers need,” Nebeker said. “We’re members of both. Buying groups are fantastic resources for retailers. We value them, and we want to provide as much value for their members as we can.”