

## CMA UNVEILS NEW ALL-AMERICAN FURNITURE LINES AIMED AT SPECIAL HOUSING MARKETS

Expanding on its promise of “One Source, More Solutions, Worldwide,” Maryland-based interior-furnishings provider CMA has introduced a new brand of furniture designed specifically to meet the special budget needs of many of the armed forces and government projects being developed today.

In keeping with its name, CMA’s new American Spirit brand is made entirely in the United States and is designed to exceed quality requirements while fitting into some of the new tighter housing budgets. While the furniture is available on the open market, its design characteristics are designed specifically for dormitory life: military and government housing as well as college dorms. All require furniture sets designed to make smart use of limited space with material and workmanship that will stand up to tough usage.

In its initial offering, the American Spirit brand features two lines: the Warrior and the Trooper.

The Warrior features tough, durable, laminate construction supported by a 10 year warranty and a life-time warranty on steel drawer slides, while the Trooper features veneer construction of Premium Oak with a similar 10 year warranty. Both lines feature contemporary, practical design and very affordable pricing.



“This is just another example of how the customer comes first at CMA,” explains CMA president Bruce McMahan. “When we decided to become a single-source provider, we sought out the very best flooring, furniture and furnishings manufacturers in every category. Our promise is to deliver the very best product for each project within the budget allocated. To do this, we’ve sought out the very best manufacturers: names like American of Martinsville, Pennsylvania House, Teknion, and Milliken Carpet. The best doesn’t always mean lower prices. And some of the dorm budgets can be pretty tight. So CMA recently developed it’s own American Spirit line...quality American-made furniture lines that exceed quality requirements but fit within the budget. This commitment to the customer has driven our growth in recent years...I don’t know if any of the other interior-furnishing providers have tripled their sales in the last six years, but CMA has. And I attribute that to our one-source strategy and our commitment to the customer.”

CMA’s American Spirit brand was designed to feature the best in American workmanship while offering competitive pricing even for some of the more restricted military and government housing budgets. The tagline for the new brand restates the promise: CMA’s American Spirit—Bringing out the best in American values.

While the initial offering features two lines, six more product lines are already in development.