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# LORTS

FURNITURE UNIQUELY YOU

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## **LORTS ANNOUNCES SHIFT IN MARKETING STRATEGY** **Announces expansion of pilot In-House Account Manager Program**

**Goodyear, AZ (March 2010)** – Lorts Manufacturing, a fine wood furniture manufacturer specializing in customization in finishing, announced today the expansion of its pilot Account Manager program. The shift in North American marketing strategy will give all customers access to dedicated Account Managers that work directly for Lorts. This change also marks the end of Lorts' affiliation with Independent Representatives.

"For the past year, Lorts has embraced new methodologies to best market ourselves and serve our customers—including increasing our online and print advertising, updating and expanding our website, and providing a redesigned catalogue with lifestyle photography," stated Fred Faul, Vice President of Sales and Marketing. "The Account Manager program supports this goal by allowing us to get to know customers on a more personal level."



Lorts 320103 Chair side Table

The pilot program was begun in 2008 with five states, and was expanded in 2009. The focus of the program was relationship building, with Account Managers focused less on selling and more on service and training.

"Moving away from Independent Representatives was a difficult decision for us," said Ty Lorts, President. "Many of these people had worked long and hard for us for many years, and we always felt like we had the best group of reps in the industry. At the end of the day, though, the success of the Account Manager program showed us that it was the best way to move forward and meet our customers' needs."

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### **Furniture Uniquely You**

Lorts Manufacturing, founded in 1966 by Andrew Lorts, is a family owned and operated furniture manufacturing company. Lorts has seen three generations of family ownership and is committed to creating legendary furniture.