



5 Sampson Street, Saddle Brook, NJ 07663  
www.nourison.com

FOR IMMEDIATE RELEASE

Press Contact: Giovanni Marra  
201-368-6900 x2252  
giovanni.marra@nourison.com

## Nourison Ends 2020 with Double-Digit Growth

SADDLE BROOK, NJ — December 22, 2020 – Leading floor covering and home accents manufacturer Nourison is ending the 2020 year with double digit growth, despite a challenging year. Nourison had to quickly pivot around their existing business structure. The COVID crisis prompted major updates in technology, allowing employees to work remotely from home, and also facilitating virtual customer meetings, virtual showroom tours and virtual markets. Nourison kept showrooms in Atlanta, Las Vegas and High Point open, implementing enhanced safety protocols and minimizing staff.

Early on this year, Nourison had pulled shipments forward from their factories to keep up with order volume and fulfillment. Keeping product in stock and ready to ship has been instrumental to servicing our customers, as total shipments have increased significantly this year. Nourison will continue on improving operations with a large expansion of the Calhoun warehouse planned for 2021. The Las Vegas distribution facility which opened last year continues to operate at full force.

Nourison has also continued to expand on outdoor and home accents categories, as well as meet demand for on trending colors such as blues and greys. This year has been particularly successful in selling displays and offering a larger assortment and selling into the mid to lower priced area rug categories. Custom, hand-knotted and One-of-a-Kind area rugs also did well during markets this year.

With a focus on product, Nourison has also made website enhancements including better search functionality and launching Fifty to Infinity and Craftworks custom broadloom programs on [www.nourison.com](http://www.nourison.com) earlier this year.

With all the new changes this year, Nourison hopes to for continued growth with brick and mortar customers into 2021 and delivering on product and inventory.

“Being the best partner in the rug industry will remain to be our goal. We’ve done so much work on where we need to be going forward. The foundation is all in place to continue our rate of growth in 2021,” said Alex Peykar, principal at Nourison.

### About Nourison

Nourison is a leading global floor covering company that produces extensive collections of area rugs, broadloom carpet, and home accessories at multiple price points from low to mid-market to luxury. Nourison is one of the few fully vertically integrated companies in its segment, overseeing almost every aspect of the manufacturing process. As a result, the company boasts exceptional speed-to-market, shipping more than 95 percent of its product orders within 48 hours. The focus on customer service has helped Nourison become a valued partner within the home furnishings and hospitality industries to both retailers and interior designers.



5 Sampson Street, Saddle Brook, NJ 07663  
www.nourison.com

FOR IMMEDIATE RELEASE

Press Contact: Giovanni Marra  
201-368-6900 x2252  
giovanni.marra@nourison.com

Nourison was founded in New York by brothers Alex, Steven, and Paul Peykar in 1980, and remains a family-owned company. Its product assortment includes licensed collections from well-known brands such as *CALVIN KLEIN*, Kathy Ireland, Waverly, Christopher Guy, and more.

For further details, visit [www.nourison.com](http://www.nourison.com).

**Media Contacts:**

Giovanni Marra, Director of Marketing & Digital Strategy  
T. 201.368.6900 x2252 • giovanni.marra@nourison.com

###