



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

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

Nourison Launches New Visual Search Tool for Web and Mobile

SADDLE BROOK, NJ — October 12, 2021 – Leading floor covering and home accents manufacturer Nourison launched a new visual search tool on their website, www.nourison.com. This new tool will help customers easily search Nourison's extensive collections of over 20,000 products and quickly find the perfect options. The new tool allows customers to upload their own images of patterns, styles or products and search Nourison's extensive product database to find similar matches. Customers can also start with Nourison products on the site to find similar matches.

"Visual search is a powerful new tool that will help our customers find and discover Nourison products on our website and complements our existing text-based search feature," said Andrew Peykar, president at Nourison. "It takes just few seconds to upload a photo and search our extensive product database to find the perfect match."

The new visual search tool is easily accessible from the top search bar on www.nourison.com. Search icons are also on every product page to allow customers to search for similar products. The software's AI will also get better over time based on search trends and behavior. The tool is available on both desktop and mobile versions of www.nourison.com.

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. Nourison Hospitality offers high-quality textile floorcovering products in support of a wide-range of hospitality and commercial projects including world-class hotels and resorts, casinos, multi-family residences and country clubs.

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.

Media Contacts:

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

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