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FOR IMMEDIATE RELEASE

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Nourison Rebrands the Company to Nourison Home to Better Reflect its Positioning and Values

SADDLE BROOK, NJ — May 23, 2023 – Nourison, a leading manufacturer of floor coverings and home accents, has announced its rebranding to Nourison Home. As the new parent for Nourison’s portfolio of products, this change aims to better align the company's strengths with evolving consumer needs and preferences.

Over the past 40+ years, Nourison’s passion for innovation allowed it to stay relevant in a rapidly changing market. Today, Nourison has one of the largest product catalogs and in-house inventories in the industry, offering a wide range of products including rugs, carpets, home accessories, bedding, lighting, and custom items.

To prepare for the next 40 years, Nourison conducted extensive consumer and product research while evaluating their strengths as a company. The result is a new brand that encapsulates Nourison's strengths while appealing to modern consumers.

“It’s not enough for us to just offer well-made products” said Andrew Peykar, president of Nourison. “It’s about that something extra, whether its richer texture, better materials, or design that offers more value to our customers. We are also focusing more on decreasing environmental impact and producing more sustainable products. Our products need to inspire joy and both look and feel good. That’s what Nourison Home is all about.”

To capture the essence of the company and its various product lines, the new brand adds "home" to the Nourison name. This addition adds depth and meaning. Home can mean many different things to people, such as comfort, self-expression, and security. Ultimately, home is a space that connects people with what they love.

Nourison Home will have updated visuals and messaging to help introduce the brand to new and existing customers. New digital tools will also be launched throughout the year to help make shopping for Nourison Home products easier and reduce friction across all channels. The company wants to create more connections with today’s consumer to help drive more pull-through with their retail partners.

Overall, the rebranding of Nourison to Nourison Home reflects the company's commitment to meeting the needs of modern businesses and consumers, while also preserving the passion for the history and traditions that have made the company successful.



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About Nourison Home

Nourison Home is a leading global floor covering company producing area rugs, carpets, and home accessories to satisfy any budget. As one of the few fully vertically integrated companies in its segment, Nourison Home boasts an exceptional speed-to-market with over 95% of orders shipped within 48 hours. Nourison Hospitality offers high-quality floor coverings for commercial projects including world-class hotels and resorts, casinos, multi-family residences and country clubs.

Nourison Home was founded in New York by brothers Alex, Steven, and Paul Peykar in 1980, and remains a family-owned company. Its extensive product assortment includes licensed collections from well-known brands such as Calvin Klein, Inspire Me! Home Decor by Farah Merhi, Nicole Curtis, Waverly, Christopher Guy, and more.

For further details, visit www.nourison.com.

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