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FOR IMMEDIATE RELEASE

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Nourison Home Purchases Assets of J Mish, Expanding its U.S. Manufacturing Base and Broadloom Brand Portfolio

SADDLE BROOK, NJ — June 24, 2024 – Nourison Home today announced that they have acquired J Mish Mills, a carpet manufacturer specializing in high-quality, wool floor coverings.

The purchase of J Mish Mills, based in Cartersville, Georgia, gives Nourison an expanded manufacturing base in the U.S. and enhances its machine tufting capability. “The J Mish brand has long been associated with quality and innovation in the upscale broadloom market and their manufacturing capabilities offer tremendous versatility. We are excited for the opportunity to offer locally produced luxury carpet, servicing residential and commercial markets with both program and custom needs,” said Gerard O’Keefe, President of Broadloom and Business Development, Nourison Home.

“J Mish has a solid reputation for the beautiful, unique wool carpet they manufacture in the U.S. Additionally, it has added a robust import line, Riviera, into its brand portfolio in recent years. This is a strategic addition that complements our vertical manufacturing base and strategic partnerships overseas, and significantly strengthens our North Georgia manufacturing presence,” said Andrew Peykar, President, Nourison Home.

Nourison Home will continue to market products under the J Mish Mills brand, adding it to its existing broadloom brand architecture, which currently includes Nourison Carpet, Nourtex Carpet, Hagaman and Nourison Hospitality. Nourison Home will also add the Riviera brand to its overall portfolio as the exclusive North American Distributor of this specialty hand-made and Wilton woven brand, produced in India. J Mish Mills will operate as a wholly-owned subsidiary of Nourison Home, with a separate sales force and branding identity.

About Nourison Home

Nourison Home 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 Home 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 Home 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 Home 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, Inspire Me! Home Decor by Farah Merhi, Nicole Curtis, Waverly, Christopher Guy, and more.



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About J Mish Mills

J Mish Mills is a leader in offering modern, unique and classic designs through applied patterns and expertly tufted wool carpet, while maintaining quality and competitive pricing. They have been producing carpet in the U.S. for over 30 years.

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