



OFM, Inc.
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PRESS RELEASE

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OFM Takes a New Approach on the Internet to Office and School Furniture Sales

Holly Springs company uses educational product videos and webinars to reach out to dealer base

Holly Spring, N.C. - [OFM](#), a leading family-owned furniture manufacturer, distributor and wholesaler, announced today its new approach to office and school furniture sales and reaching out to its [dealer base](#): online educational videos and webinars. OFM now has over [75 videos](#) featuring more than 230 different products as well as several [webinars](#) showcasing its top office and school furniture lines. Both the videos and webinars are accessible on the company's newly designed Web site at <http://www.ofminc.com>.

"We've tried to keep our approach simple and straightforward," says Blake Zalcborg, chief operating officer at OFM who lead the online initiative. "Our dealers are looking for new ways to engage with OFM and we believe the instructional videos and webinars will educate them to make even better purchasing decisions."

Zalcborg developed the educational videos, which highlight specific product features to provide OFM's dealers with the experience of buying furniture as if they were actually right in the showroom. The videos cover a wide variety of products including over 100 different models of office and school chairs, 20 models of desks, and dozens of storage and table models. Zalcborg believes the videos and webinars will help dealers learn more about the different OFM products, which will ultimately increase sales.

On the ground, OFM continues to add key staff to strengthen the infrastructure along with revising the product offerings from its Phoenix, Ariz. distribution facility. Zalcborg anticipates e-tailers will continue to grow and says the new Web site, videos and webinars will cater to the increase in traffic. In addition, OFM is leveraging online social networking sites such as Twitter and Facebook to better engage with its dealers and share its new product lines and/or seasonal promotions.

"Our recent online initiatives were really designed with our dealers in mind," adds Zalcborg. "We want our business partners to know the new site was designed to make buying office and school furniture even easier."

About OFM, Inc.

Founded in 1995, OFM is a family-owned office furniture distributor and wholesaler with headquarters in Holly Springs, N.C. and operations in Phoenix, Ariz., and Taiwan. OFM contracts with manufacturers in Mexico, Taiwan and China to design furniture and products that meet the highest industry standards. Specializing in providing affordable furniture through a dealer network to general businesses and government offices, as well as schools and hospitals, OFM products are sold through a variety of catalogs and online dealers, including Officefurniture.com, Furnitureonline.com and Officedepot.com. *To learn more, visit: www.ofminc.com.*