



OFM, Inc
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PRESS RELEASE

Contact: Alison Beckwith, 301-699-0148, abeckwith@ofminc.com

OFM Furniture Manufacturer Finds YouTube Videos Boost Buyer Confidence

Company sees decrease in returns on furniture showcased on Web videos

HOLLY SPRINGS, N.C. – OFM, Inc., one of the nation’s leading office and school furniture manufacturers, distributors and wholesalers, says a study of its own internal data showed OFM products that were showcased in Web videos had a lower return rate indicating that end-users were more satisfied with their purchase. The company’s retailers credit the videos for increasing customer satisfaction by making the product more accessible.

“These instructional product videos provide what has been lacking in e-commerce business—a personality behind the product line,” says, Cindy Nelson, co-founder of BPOF.com and one of OFM’s furniture dealers. “And when you are buying something online it helps to be able to see what it looks like in action because a photograph doesn’t have the same effect.”

OFM began creating the product informational videos in early 2009 and now has over 90 clips on its YouTube channel (<http://www.youtube.com/ofminc>). This week, the videos reached a total of 21,000 views. After reviewing the data on the sales of furniture featured in the videos, OFM discovered their return rate was about half of a percent lower than the average of 1.5 percent for other furniture.

Retailers say they appreciate the extra mile OFM has gone to help their detailers better market its products to consumers. “OFM has done a great job of utilizing social media platforms like YouTube and Twitter to help customers and end-users interact with their products in a fun and engaging way,” says Dean Stier, marketing director for the National Business Furniture who sells OFM furniture to end-users.

OFM is currently working on several new informational videos that focus more on the technical aspect of its products and will be soon uploading them to its YouTube channel. By diversifying the videos online, OFM can reach out to more of its dealers who are continuously looking for new ways to reach out to their customers and engage them in their product offerings.

“The videos educate the consumer on the product and take away the guessing before they buy it without adding any additional marketing expenses for our retailers,” says Abel Zalberg, founder and CEO of OFM who came up with the idea for the videos. “We hope to continue being innovative with the tools we provide to our dealers to help make their sales even easier.”

About OFM, Inc.

Founded in 1995, OFM is one of the nation’s leading office and school furniture manufacturers, distributors and wholesalers 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. It specializes in providing affordable, quality furniture through a dealer network to businesses, government offices, health care and educational facilities. OFM products are sold through a variety of retailers, mail-order catalogs and online dealers including Officefurniture.com, Corporate Express, and National Business Furniture. *To learn more, visit: <http://www.ofminc.com>.*