

# Newton furniture plant to reopen

By [John Dayberry](#) | Hickory Daily Record

Bassett Furniture Industries will reopen an upholstery plant in Newton to produce an entry-level upholstery line that will debut this month at the High Point Market.

The factory, adjacent to the company's existing upholstery plant in Newton, was shuttered about a year ago and is expected to resume production in late May, said Jay S. Moore, director of public relations for Virginia-based Bassett.

Moore said some of the 430 employees at the existing Newton plant will initially staff the reopened facility, although an undetermined number of new workers will be hired, depending on demand.

Bassett sales representatives have been pre-selling products to be made at the reopened facility for the last three weeks, Moore said.

"Response has been good so far, and we'll see what happens at the High Point Market," he said.

Robert H. Spilman Jr., president and chief executive officer at Bassett, said the reopened plant will make a new line including 10 frames with matching sofas, loveseats and chairs, in addition to about 20 mix-and-match pillows.

Spilman said the new line will feature starting retail price points of \$599 to \$799 for stationary sofas. He said the new starting price point is about 20 percent below the current starting price, but the company has not compromised its quality standards. The new line will have the same warranty as the existing Bassett line, Spilman said.

"In a time when more and more domestic furniture manufacturing has shifted overseas, we are elated to be able to take advantage of a strong work force in Newton and introduce a new segment to our upholstery line, made right here in the United States," Spilman said.