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Furniture First Partners with Dovetail Alliance

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[Dovetail Alliance](#), a consortium of home furnishings industry service providers, has been selected by [buying group Furniture First](#) as a preferred provider to the buying organization's more than 178 members with 385 stores.

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As a preferred provider, Longmeadow, Mass.-based Dovetail Alliance and its members will offer a comprehensive set of services to Furniture First members and take part in the organization's annual member symposium, which features seminars and exhibits by a select group of vendors.

"The Dovetail Alliance is thrilled to have become a partner with Furniture First and the independent retailers who make up its membership," said Ed Borowski, Dovetail Alliance CEO. "It's a wonderful opportunity for the Dovetail Alliance to showcase our organization's ability to provide very valuable services to Furniture First's retailers, who stand out as being among the industry's best operators. We're dedicated to innovating solutions for retailers across disciplines ranging from advertising and marketing to sales training, market research and store design."

Dovetail Alliance is a one-stop resource dedicated to improving the performance of home furnishings retail and manufacturing operations in the U.S. and Canadian markets with service providers in advertising, e-commerce, electronic signage, high impact promotions, media buying, musical logos, sales training, store concepts, store design, transportation, human resources, market research, real estate solutions, traffic counting and turnaround management.

Furniture First, Harrisburg, Pa., was founded in 1994 by a small group of independent furniture retailers who joined together to better compete with

national furniture chains. Through collective buying power and the sharing of best business practices, Furniture First members have thrived in increasingly competitive markets. Its 178 members represent more than 385 retail locations nationwide and collectively generate more than \$1.3 billion in volume.

COMPANIES MENTIONED:

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