

Kindel attracts high-end buyers in China

110-year old company tapping into demand for luxury brands

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THE GRAND RAPIDS PRESS

WYOMING — As other furniture companies are selling “made in China” furniture to the United States, Wyoming-based Kindel is finding success doing the opposite.

The 110-year-old furniture company’s “Made in the USA” Kindel Furniture is finding a market in China.

Kindel recently sent a shipment of handcrafted fine wood furniture to the Home Boutique store in Beijing and is preparing an order for another retail customer in Shanghai.

“We know the high-end customer in China seeks luxury brands, especially those made in the U.S.,” said company spokeswoman Amy Wolbert. “Kindel remains one of those companies that can meet the demands of that selective group.”



Sent to China: Kindel Furniture recently shipped more than 52 pieces of its high-end furniture to a retail customer in Beijing, including the Knowledge Bar Cabinet.

Kindel’s two new Chinese customers sought out the company, Wolbert said.

Kindel shipped more than

52 pieces to the Beijing store, ranging from an ottoman to a china cabinet, with list prices of \$2,850 and \$43,500 respectively.

“We believe this is a testament to Grand Rapids craftsmanship and superior execution,” Wolbert said. “Our craftsmanship has given us the advantage for distribution in China.”

The furniture is produced at the company’s new Wyoming headquarters, 4047 Eastern Ave., where it moved after merging with the Taylor Co. last year.

Kindel is the last West Michigan furniture company rooted in the era when Grand Rapids was the country’s Furniture City to still produce its products locally.

Over the years, other West Michigan furniture companies have migrated to North Carolina or moved production to China for cheaper labor.

The Kindel brand also is coveted in the Middle Eastern market.

In recent years, the company has filled orders from retailers in Kuwait, Egypt and Lebanon.

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HOME
BOUQUETTE



06 KINDEL
美式经典 优雅风范

COURTESY PHOTOS

On display: The Beijing-based Home Boutique featured this advertisement for Kindel Furniture in September’s ELLE Decoration, ELLE Decor’s Chinese publication.