

King Koil opens company-owned factory in Arizona

David Perry | 29 May 2018



David Binke, left, joins new King Koil employees at the company's new Avondale, Ariz., facility.

AVONDALE, Ariz. – **King Koil** opened a new company-owned factory here, one that officially launches King Koil's new domestic manufacturing business model.

The 90,000-square-foot factory, located in this growing Phoenix suburb, is already producing bedding for King Koil customers in the Western United States.

Local civic and business leaders joined with King Koil executives recently to unveil the newly opened facility, already home to 50 employees.

"This is an exciting day for King Koil as we officially dedicate our own plant with our people already producing high-quality products for our consumers," said David Binke, CEO of King Koil. "It is part of our historic transformation into a direct-to-retail strategy that we kicked off at the Winter Las Vegas Furniture Market only a few months ago."

In a ribbon-cutting ceremony in front of the plant, Binke thanked local officials for their support in quickly bringing the new plant online.

<http://www.furnituretoday.com/article/554143-king-koil-opens-company-owned-factory-arizona/>