

## FOR IMMEDIATE RELEASE

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### **UWHARRIE CHAIR COMPANY LAUNCHES THE JARRETT BAY OUTDOOR FURNITURE COLLECTION AT HIGH POINT MARKET**

*Collection to be exhibited in Uwharrie Chair's Market Square showroom G2043*

**High Point, NC** - Uwharrie Chair Company, a leading producer of hand-crafted outdoor furnishings, proudly launches the **NEW Jarrett Bay Outdoor Furniture Collection** at High Point Market, April 16-20, 2016. Through a licensing agreement with Jarrett Bay Boatworks, the collection is inspired by the skilled tradition of boat building and exemplifies pleasing and functional design elements of its craftsmanship.



According to Steve Kinley, President of Uwharrie Chair, "Like seagoing vessels crafted by the great boat builders of yesteryear, the Jarrett Bay Collection by Uwharrie Chair Company is built to perform to very high standards and last for a lifetime of casual enjoyment. This is more than a furniture collection, it is a collection inspired by history."



The predominant design motif of the Jarrett Bay Collection was inspired by the innovative construction techniques of world-class boat builders who developed the now famous "Carolina Flare" design, known simply as the "Flare". The Flare was designed to ensure a smoother, more comfortable ride in the historically rough and choppy waters of the Atlantic.

Randy Ramsey, President of Jarrett Bay adds, "The essence of the Jarrett Bay brand is reflected in all our products – our custom sport fishing boats, our full line of men's and women's clothing, and our new Jarrett Bay Furniture Collection by Uwharrie Chair. It represents a way of life with the

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authenticity, adventure and challenges of coastal living. We insist that all of our products remain true to this core.” The Jarrett Bay brand appeals to anyone who loves a coastal lifestyle and all that it embodies.

The collection was designed by Jon Wesley Rahman, who spent the summers of his youth in the Beaufort / Atlantic Beach area of North Carolina. The rich history surrounding its waters strongly influenced the design elements of the Jarrett Bay Collection. The collection, which includes Adirondack Chairs, Side Tables, a Dining Table, Dining Chairs, a Pub Table, Bench, and Swings, reflects a shared passion for honest, functional design and authentic hand craftsmanship.



Uwharrie Chair’s unique outdoor furniture collections combine classic American styling with extraordinary comfort and character. Heritage, passion and craftsmanship earned them the distinction as one of the most revered custom outdoor furniture companies in the design industry. They have been making furniture by hand since 1993, a tradition that continues today.

Uwharrie Chair Company’s wooden outdoor furniture is crafted of hand-selected, domestically-harvested, pressure-treated 1” thick solid pine. The wood of choice for ski lodge decks, marina docks and landscape walks, this treated lumber offers distinct advantages over traditional outdoor materials. It may be painted or left natural, and it’s milled from sustainable plantation grown southern pine. Uwharrie Chair’s 1” thick wooden outdoor furniture is perfect for outdoor use and has a limited lifetime warranty against rot, water damage and insect infestation. A lifestyle for a lifetime - that’s the Uwharrie Chair way.

There is no more authentic, passionately-built outdoor furniture than the Jarrett Bay Collection by Uwharrie Chair. Owning furniture from this collection will provide consumers with a connection to the warm sun and salt air of North Carolina’s rich coastal history. **See Uwharrie Chair’s newest pieces and collections in their Market Square showroom, G2043.**

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## **ABOUT THE COMPANIES**

Since 1993, **Uwharrie Chair Company**, Inc. has been manufacturing unique outdoor furnishings that combine classic American styling with extraordinary comfort and character. As a family-owned business located in High Point, NC, Uwharrie Chair is a trusted source for hand-made products with fast, reliable service exceeding the needs and expectations of our customers. **[www.uwharriechair.com](http://www.uwharriechair.com)**

A premier builder of custom sport fishing boats since 1986, **Jarrett Bay Boatworks** has constructed & delivered over 90 sportfish boats and serviced tens of thousands of vessels. Our one-of-a-kind custom construction process allows us to finely balance our customers' needs for fishing performance, fuel efficiency and luxury – all while never sacrificing the legendary Carolina ride. **[www.jarrettbay.com](http://www.jarrettbay.com)**  
Jarrett Bay branded apparel and merchandise is sold through three store-fronts in Beaufort & Raleigh, North Carolina, and online at **[www.jarrettbayclothingco.com](http://www.jarrettbayclothingco.com)**

**Jon Wesley Rahman** is an American architect and furniture designer whose work has been featured in major furniture retail, high end design and award winning architectural projects. With a portfolio of astonishing homes, hotels, buildings and furniture collections, his eye is always fueled by inspiration from his surroundings. Contact **[jonrahman@holdendesigns.com](mailto:jonrahman@holdendesigns.com)**