



HICKORY WHITE



Where custom is the norm



Over 90% of all orders include  
a custom option

#### CUSTOM PROGRAMS:

5 HW Custom Element programs to make customization easy

Every Custom Element item built to spec in Hickory, NC and available in any of our custom finishes

#### CUSTOM CASE + UPHOLSTERY:

60 Custom case and upholstery finishes, plus “Color Match” finishes, providing the opportunity for us to match your paint from your favorite source

3 different finish sheen levels available

Over 700 fabrics and trims as well as “Customer’s Own Material” option



# Hand-tailored and hand-crafted by skilled artisans here in Hickory, NC USA

## WORKROOMS:

Casegood plants in Hickory and Morganton, North Carolina

Upholstery plants in Hickory and Morganton, North Carolina

## EMPLOYEES:

Over 1,000 employees company wide

Experienced craftspeople working in the time-honored construction techniques

Expert design, management, logistics supervision



# 116 years of innovation & inspiration

American Quality & Craftsmanship  
Since 1902  
★  
HW

## HISTORY:

The **White Furniture Co.** was founded in **1881** in Mebane, NC. In **1902** the first furniture factory was founded in Catawba County, NC, (later to become the heart of the American furniture and textile industry) and was known as the **Hickory Manufacturing Co.** Hickory Manufacturing only made bedroom furniture, mostly of quarter-sawn oak, which was very expensive at that time and found in only the finest homes such as the Biltmore Mansion in Asheville, NC.

These two companies operated independently for many years, establishing reputations as premier fine furniture manufacturers. In **1988 they joined forces**, consolidating their operations into the Hickory Manufacturing Co. facility in Hickory, NC and became known as the **Hickory White Co.**



# Family Owned & Operated

## TODAY:

Hickory White has been a subsidiary of the venerable **Sherrill Furniture Co.** since 1997, manufacturing case goods and occasional furniture for several divisions of Sherrill Furniture including Hickory White, Lillian August for Hickory White, CTH-Sherrill Occasional, and Mr. & Mrs. Howard for Sherrill Furniture.

**Founded in 1944 and still a privately held family-owned business, Sherrill Furniture Co. and its**

divisions have been a leading supplier of fine home furnishings to Designers and major Furniture Stores throughout the U.S. and Canada.

H.W. “Buddy” Sherrill, son of the founder of Sherrill Furniture, remains at the helm today.



# Tried & true construction techniques

## UPHOLSTERY:

- Eight way hand-tied spring system
- Unsurpassed frame construction
- Marshall unit spring backs
- Standard with Premium Spring-Down cushion and filling materials

## CASEGOODS:

- Solid wood blocked drawers
- Custom hardware
- Hand Sanded & custom finished

# The Art of Finishing

We offer four unparalleled finish categories that build upon each other. This culmination offers you industry-leading options. Every custom finish is hand-applied by artisans in our workshop in Hickory, North Carolina.

## Selected Finishes

Our design team at Hickory White has paired a Custom finish to every wood and upholstery item.



## HW Custom Finishes

With over 60 finishes to choose from, the perfect finishing solution is always at hand.



## Striping Options

Enhance your design by adding accentuating hand-applied striping.



## Hand Decoration

Designed and handpainted by our talented artists. No stencils, no machines; every piece is a one of kind.







# The 3 elements of good design

At Hickory White our goal is to provide you with beautiful furniture of the highest quality that will become a treasured family heirloom.

## AESTHETIC OR VISUAL DESIGN

How it looks

## BEHAVIORAL DESIGN

How a product functions or works...ease of operation, seating comfort

## RELATIONAL DESIGN

How a design feels, how it connects you to your memories, values, or past experiences

A modern living room interior. On the left, a patterned armchair with a black and white geometric design sits next to a large window. In the center, a blue tufted sofa with a matching ottoman is positioned against a white wall. The sofa is adorned with several pillows, including a bright green one and a patterned one. In front of the sofa is a round, light-colored coffee table with thin metal legs, holding a small black vase and a book titled 'CAMERA'. A large, shaggy, light brown fur rug covers the floor. On the wall behind the sofa, three framed abstract artworks are displayed, featuring concentric circles and geometric patterns in shades of blue and white. A potted plant in a metallic vase sits on a small table near the window.

An incredible mix of product



HICKORY WHITE  
Custom Elements

# Cabinet Shop

Design your own cabinetry

## OPTIONS:

13 cabinet styles

6 drawer/door face materials

5 hardware styles

2 hardware finishes

3 base styles

Any of over 60 Hickory White  
Custom finishes



HICKORY WHITE  
Custom Elements

# Features

Design your own upholstery

## OPTIONS:

2 seat cushions / depths

9 arm / cushion styles

4 back styles

welted or weltless

20 configurations

5 bases

any Hickory White Custom finish



HICKORY WHITE  
Custom Elements

# Dining Tableworks

Design your own Dining Table

## OPTIONS:

10 base styles

30 wood top options

3 glass top options

Any Hickory White Custom finish



HICKORY WHITE  
Custom Elements

# Custom Bed Program

Design your own Bed

## OPTIONS:

4 custom bed programs:  
Gregor, Lenore, Jessica & Natasha

3 bed sizes

Bed or Headboard options

4 upholstery treatments

Any Hickory White custom finish



HICKORY WHITE  
Custom Elements

# Hand Decoration

Add hand painted embellishments

## OPTIONS:

Over 20 different Border and  
Panel options

Monogram option

Your own custom design

Any Hickory White striping color



# Exceeding Expectations

Hickory White exemplifies a passion and **commitment to exceed consumer expectations** by providing innovation and inspiration through the highest quality, craftsman-produced, fashion-forward home furnishings in the industry with customization capabilities possible only with domestically manufactured product.

It sustains a workforce of artisans and technicians skilled in the art of material selection, cabinet-making and custom, multi-step, hand-rubbed finishes that employ **time-honored manufacturing techniques, modern technology and the highest quality materials to build each piece of custom-ordered furniture to last for generations.**

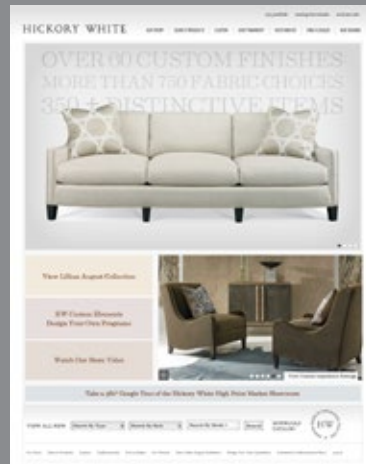


# Marketing Support



## PRINTED CATALOGS

Case goods and upholstery combined in printed catalog as well as PDF format downloadable from the website



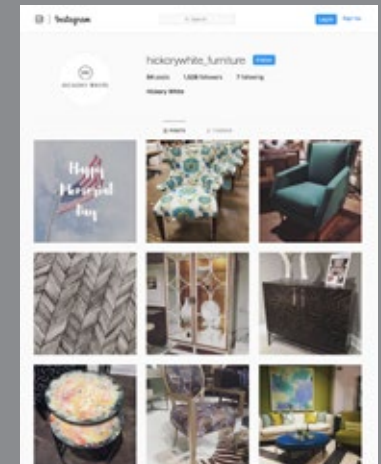
## WEBSITE

Visit us at [hickorywhite.com](http://hickorywhite.com)



## NATIONAL ADS

Internationally published in *Bridge 4 Design* as well as domestic magazines



## SOCIAL MEDIA



#hickorywhitefurniture

# Portfolio & Inspirations















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[hickorywhite.com](http://hickorywhite.com)