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
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

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.

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
An incredible mix of product
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
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
Dining Tableworks
Design your own Dining Table

OPTIONS:

10 base styles
30 wood top options
3 glass top options
Any Hickory White Custom finish
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
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
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

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

**WEBSITE**
Visit us at hickorywhite.com

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

**SOCIAL MEDIA**
Facebook, Instagram
#hickorywhitefurniture