

PRIDEFAMILYBRANDS



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TREND WATCH:

Balcony Living Designs – Outdoor’s Latest Styling

Sleek Styles for Limited Entertaining and Relaxing Settings Expanded

Hollywood, FL -- Not since Romeo stood under one and pledged parting such sweet sorrow has the balcony received so much attention and interest. Pride Family Brands, designers of handcrafted outdoor furniture, introduced items from its Castelle® line in a styling perfect for “Balcony Living.” Each seating and dining options is of the size and visibility parameters required by those



entertaining and relaxing on balconies or in intimate settings. These unique streamlined seating and dining options expand Pride’s current offerings for condo dwellers.

“Many owners of condos or homes with balconies are limited in space when it comes to enjoying their outdoor spaces,” said Jamie Lowsky, CEO, Pride Family Brands. “There has not been a focus on furniture groupings designed specifically for limited outdoor spaces.” Each piece within the balcony dining and seating selections from Pride is designed to a narrower dimension allowing for grouping and continuing to fit within the narrower confines of a balcony. With normal dining seating at 17.5”H and bar or high dining seating at 30”, balcony or counter seating is at a 24.5” height providing a taller view over railings; but not too high for safety requirements. Coordinating balcony living tables are designed at a 36” table top height.

“Once again, the designers at Pride were on the forefront of outdoor living trends,” said Rory Rhemert, Vice President of Sales and Marketing, Pride Family Brands. “Our industry is constantly researching outdoor

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spaces and the balcony, an important relaxation area, has been one for which there has been limited product available.” Located in Hollywood, Florida, Pride Family Brands has incorporated this new balcony living style into many of its quality Castelle furniture collections available at specialty retailers nationwide.

For over 30 years, Pride Family Brands has been a family owned manufacturer of quality outdoor furniture. For more information about Pride Family Brands and their complete lines of distinguished outdoor furniture visit www.pridefamilybrands.com or contact 954-735-9800.

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About Pride Family Brands -- For 30 years, Pride Family Brands has distinguished itself in the manufacturing of outdoor furniture. With over twenty patents, Pride also stands in the forefront of innovation. When coupled with a state of the art manufacturing operation, this innovation and superior quality production have resulted in Pride Family Brands being recognized.

