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FOR IMMEDIATE RELEASE

Introducing the new DOWN inc. website with streamlined trade partner experience.

Grand Rapids, MI (January, 2018) - Team DOWN inc. welcomes the new year with a new [website](#). By restructuring the site navigation, the website has been designed to provide a streamlined browsing and ordering experience for our trade partners.

[DOWNinc.com](#) has been created with the user experience firmly in mind to better help our partners find what they're looking for, learn product knowledge, and apply to become a new partner. Our website is mobile-friendly allowing our trade partners the convenience of ordering whenever and wherever they are. This update is a result of talking with customers and gaining valuable feedback.

About DOWN inc.:

A family's passion for turning down & feathers into beautiful bedding transcends generations. With over 60 years of history, DOWN inc. specializes in down and feather bedding products for the residential, design and hospitality trades. Manufactured and shipped from Grand Rapids, Michigan, our down-filled and down alternative products are made to order by artisans dedicated to meticulous craftsmanship.

[Apply to become a trade partner](#) or visit our [Lookbook](#) to view our collections.

