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## **Crane Reps to Represent Indiana Furniture in the Southwest Region**

Jasper, IN, December 8, 2025 – Indiana Furniture is pleased to announce its new partnership with Crane Reps, a long-standing Independent Manufacturers Rep Group, to oversee sales efforts in the Southwest, including the states of Arizona and New Mexico, as well as parts of Texas and Nevada. This five-member team is known for its hands-on approach and commitment to simplifying the decision-making process for contract interior solutions.

Brad Crane, Principal and Founder of Crane Reps, brings nearly 27 years of experience in the contract furniture industry. Over the past decade, he has built a business rooted in trust, often stating, "It is better to be trusted than to be loved." This philosophy has earned him enduring relationships across his territory and the industry as a whole.

Dealerships and design firms working with Indiana Furniture can expect outstanding service from the Crane Reps team. Internally, Maggie Padilla serves as Manager of Customer Care & Sales Support, efficiently handling daily inquiries. Her background in design and dealer sales enables her to deliver prompt, streamlined responses.

Megan Say-Thomas, Commercial Interiors Sales & Design Consultant, collaborates closely with dealers and designers to achieve both budgetary and aesthetic goals.

With over 35 years of experience, Loren Olson, Account Executive, offers strategic insight and a proactive approach. His "win-win-win" mindset allows him to not only respond to opportunities but also create them by aligning projects with the right partners.

Treavor Allen, Business Operations Manager, is a product expert across all manufacturer lines represented by Crane Reps. His field presence has fostered strong relationships with dealers, designers, contractors, and end-users throughout the region.

"We're excited to bring this level of dedicated representation to our clients in the Southwest," said Mike Blessinger, Vice President of Sales and Marketing. "Their combined expertise, consistent success, and strong alignment with our core values make them exceptional partners in delivering the outstanding service our clients expect."

Indiana Furniture looks forward to a successful collaboration with Crane Reps. If you are working with commercial offices, healthcare, education, government/municipality, or hospitality spaces, reach out to Crane with your furniture needs at (800) 316-8878, [cs@cranereps.com](mailto:cs@cranereps.com), or go to [www.cranereps.com](http://www.cranereps.com).

## **ABOUT INDIANA FURNITURE**

Indiana Furniture, headquartered in Jasper, Indiana for over a century, is committed to providing office furnishings of the highest standards in quality, craftsmanship and backed by industry best

customer service. Through a culture of continuous improvement, flexibility and state-of-the-art technology, our company delivers a wide range of environmentally conscious products at competitive prices. To learn more, visit [www.IndianaFurniture.com](http://www.IndianaFurniture.com).