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Indiana Furniture and JL & Associates Unveil New Showroom Experience in the Northwest

JASPER, Ind. — June 30, 2026 — Indiana Furniture is strengthening its presence in the Northwest through JL & Associates' new 5,500+ square foot showroom in downtown Coeur d'Alene, Idaho, just 30 minutes east of Spokane.

JL & Associates, formerly Jeff Leist Associates, has represented Indiana Furniture in the region for 25 years. Led by Steve Petroskie, Principal, the team is expanding its commitment to the contract furniture market with a dedicated space designed for product exploration, consultation, and project support.

The showroom features many of Indiana Furniture's most popular and recent introductions. Guests are welcomed by Plush Lounge seating paired with Kirby occasional tables, creating a warm lobby setting, while a Canvas Reception desk makes a striking first impression with a back-lit overlay panel. Throughout the space, visitors can also engage with key series including Canvas Casegoods, Synergy Collaborative Products, Britta Guest and Lounge Seating, and Chat Work Tables.

In addition to product demonstrations, JL & Associates provides value-added services that help clients move projects from concept to completion. The team offers quote and drawing support, project management, order submission, and tracking to help each project stay organized and on schedule.

The showroom is available by appointment Monday through Thursday. To schedule a tour or request an on-site consultation, contact the JL & Associates team at 208-664-8974 or visit www.jlareps.com. Follow Indiana Furniture and JL & Associates on social media for showroom updates, product news, and team activities.

ABOUT INDIANA FURNITURE

Indiana Furniture, headquartered in Jasper, Indiana for over a century, is committed to providing office furnishings that meet high standards for quality and craftsmanship, backed by industry-leading customer service. Through a culture of continuous improvement, flexibility, and state-of-the-art technology, the company delivers a wide range of environmentally conscious products at competitive prices. To learn more, visit IndianaFurniture.com.