



NEWS

# Furniture store opens location in Tredyffrin

Published: Sunday, October 02, 2011

Tweet 0 Digg Recommend share

By SARAH E. MORAN  
For the Journal Register News Service

TREDYFFRIN — The fifth and newest store of the regional Mealey's Furniture chain is now open for business in Chester County.

Housed in a former Tuesday Morning location at the Valley Fair Shopping Center on Swedesford Road, the new Mealey's encompasses 60,000 square feet and sells brand-name furniture such as Lane and Broyhill and mattresses from Serta, Tempur-Pedic and Icomfort.

"The recession hasn't been kind to furniture stores because it sure hasn't been kind to the U.S. housing industry," said Ed Darcy, a 23-year veteran of the privately owned regional chain. "During tough times, big-ticket items take a hit — bedroom sets, living room and dining room sets and the like."



» Click to enlarge

Still, people are staying put longer in their homes and cocooning, he noted. A major aspect of cocooning involves updating furniture, piece by piece, whenever homeowners can afford it.

To capitalize on this trend, Mealey's continues to expand in the Philadelphia area, using a single distribution center in Morrisville to service its five stores, Darcy explained.

Other stores for the 43-year-old chain are in Bensalem, Oxford Valley and Warminster in Pennsylvania, and in Moorestown, N.J.

A sixth store is planned for sometime next year in Allentown, Darcy said, declining to be more specific.

Last year, sales hit \$48 million for Mealey's, an 8 percent increase over 2009.

That's a better showing than overall U.S. furniture sales last year, which increased only incrementally — 2.9 percent — to \$82.9 billion

over 2009, according to U.S. Department of Commerce and Easy Analytic Software Inc. statistics.

Mealey's sales decreased 8.1 percent between 2008 and 2009 and dropped 6.2 percent from 2007 to 2008, statistics show.

Even though several major furniture retailers closed during the economic slump, the industry does not lack for competition, Darcy said. National players such as Ethan Allen and Ashley Furniture HomeStore, which sells what it manufactures, compete with Mealey's and the likes of Raymour & Flanigan plus a host of other players.

A portion of sales from the store's grand opening that was held Saturday benefited the Southeastern Pennsylvania chapter of the American Red Cross and its disaster relief fund for Hurricane Irene/Tropical Storm Lee victims.

The new store features a café and children's play area. It employs 30 full- and part-time workers, Darcy said.

Darcy has known Kevin and Dan Mealey, sons of company founder Jerry Mealey, since he was in sixth grade. A private equity firm now owns the company.

To contact correspondent Sarah E. Moran, send an e-mail to [semoran219@msn.com](mailto:semoran219@msn.com).

Follow us on Facebook and Twitter:

[www.twitter.com/wcdailylocal](http://www.twitter.com/wcdailylocal)

[www.facebook.com/dailylocalnews](http://www.facebook.com/dailylocalnews)

Return to Paging Mode

Reader Comments »

View reader comments (1) » Comment on this story »

Recommend Be the first of your friends to recommend this. share

fyi philadelphia.com  
NEED TO FIND A LOCAL BUSINESS? Search

ADVERTISEMENT  
Get Verizon High Speed Internet for as low as \$29.99/mo  
speeds up to 1 Mbps with a 2 year agreement plus taxes & fees  
Get Our Best Price Online

Privacy

NATIONAL NEWS VIDEOS

Artists on Grammy Nods and Seminal Songs  
Strong Santa Ana Winds Topple Trees, Power Lines  
Billy Graham hospitalized for possible pneumonia

See, Click, Fix

- » need 3 way stop (1)
- » ridiculous light on New Street (2)
- » Parking ticket—too close to stop sign (4)
- » Visibility compromised (1)
- » School Zone Not Warranted (12)
- » Turning lane arrows (4)

Report to Your City

SeeClickFix powered by

Photo Galleries



- » View All Galleries
- » Share your Photos & Video
- » Order Photo Reprints

ADVERTISEMENT