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Mealey's opens sixth Philly store

Clint Engel -- Furniture Today, October 13, 2011

DEVON, Pa. - Mealey's Furniture has opened its sixth Philadelphia-area store here, entering a new territory in the metropolitan market.

Founders Kevin and Dan Mealey, President Ed Darcy and others from Mealey's leadership team welcomed guests to the 67,000-squarefoot store with a one-day fundraiser that brought in \$5,000 for American Red Cross Southeastern Pennsylvania chapter.

"We were thrilled by the number of people who came out to see what we're all about," Darcy said. During opening weekend at the Devon store on Swedesford Road in the western suburbs of Philadelphia, Mealey's drew more than 1,700 shoppers, he said.

Dan Mealey, holding check on left, and Ed Darcy, in center, of Mealey's Furniture gather with other Mealey's leaders and guests to open a new store in Devon, Pa. The event raised \$5,000 for Red Cross relief efforts for area flood victims.



A private label three-piece sectional, covered in soft earth tones with a splash of blue, sits near a small-scale casual dining set in a burnished chestnut finish at Mealey's new Devon, Pa., showroom.

Darcy declined to disclose sales for the new store, a former Oskar Huber location, but said it should help push Mealey's total sales to about \$60 million in 2012, and furniture, bedding and accessories sales to about \$57 million.

Warminster, Pa.-based Mealey's now operates five full-service stores, an outlet and a distribution center and employs nearly 250 people. It is No. 93 on Furniture/Today's Top 100 with estimated 2010 furniture, bedding and accessories sales of \$45.6 million.

The new store "furtheres the Mealey's Furniture mission to create an unparalleled in-store experience offering affordable furnishings and superior services while giving back to its community," the company said in a release.

The 67,000-square-foot Mealey Furniture in Devon, Pa., is the Top 100 company's first store in the western suburbs of Philadelphia.



The private label Shiraz bedroom in a merlot finish makes a clean contemporary statement at the Mealey's store.

Darcy said Mealey's has been seeking expansion opportunities for some time but has wanted to do it "in a measured way, where we can properly service our customers at the same time." Devon, he said, was "a combination of the right opportunity coming along at a time when we could take advantage of it."

He added that the store falls under Mealey's existing advertising umbrella and the company didn't have to "drastically alter our distribution channel," yet it's entering a new western Philly market with consumer demographics that closely mirror its Moorestown, N.J., location. Its closest store to Devon is its Warminster store and headquarters about 20 miles northeast.

Darcy said Mealey's already has lined up its next location - a 60,000-squarefoot showroom that will open this time next year in Allentown, Pa.

A portion of the Devon opening day sales was donated to the National Disaster Relief Fund that the Red Cross is using to help victims of Hurricane Irene and Tropical Storm Lee. It's the latest in a long line of charitable endeavors by the retailer benefiting organizations such as Big Brothers/Big Sisters and the area's Pennel Mental Health. In addition, Mealey's annual "Houseful of Furniture" promotion gives away furnishings for an entire home to a deserving family in need.

"Giving back to the community is essential to Mealey's," said Joe Pietrowski, the retailer's vice president. "By lending a helping hand where needed, we can help build and sustain communities together."

With the opening, Mealey's rolled out Universal's Paula Deen Down Home collection to all of its stores. Other key suppliers include Lane, Broyhill, Rowe, Clayton Marcus, Pennsylvania House, Jonathan Louis, Flexsteel, Serta and Tempur-Pedic.

The store features Mealey's signature café with free snacks and drinks, and a kids' play area. The retailer also has been promoting a new iPhone app that allows consumers to scan items in the store and see how they will look in their homes by using the camera feature.

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