



the attitude of latitude

Fast Facts

Outback Chair Company: Overview

When selecting casual furniture, discerning consumers seek exceptional value: imaginatively designed, well-made furniture that provides genuine comfort at a sensible price. For these consumers, and the retailers who serve them, Outback Chair Company manufactures and distributes the most complete line of remarkably relaxing hanging furniture. Suspended from the ceiling of a porch or swaying gently from a frame out back on a patio, by the pool or in the garden, Outback's hanging furniture – including chairs, loungers, recliners and hammocks – offers lofty comfort that raises relaxation to serene heights. Founded in 1997, Outback Chair Company (www.outbackchair.com) is headquartered in San Diego.

Outback Chair: By the Numbers

- **Year Founded:** 1997
- **Distribution Centers:** Two, San Diego, CA and Virginia Beach, VA
- **Hanging Furniture, Total SKUs:** 59
 - Chairs, Loungers and Recliners (31 SKUs)
 - Hammocks (11 SKUs)
 - Accessories and Frames (17 SKUs)
- **Minimum Initial Order for Dealers:** One Case

Outback Chair: Key Executives

Jack Bass, President and Founder
Danielle Abel, Vice President

Outback Chair: National Headquarters and West Coast Distribution Center

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