

Delta Children expands Las Vegas presence

Company also will launch Delta Home, a new brand initially offering gliders



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LAS VEGAS – Nursery and youth furniture resource Delta Children has moved to a new space at the Las Vegas Market that is a third larger than its previous location.

The company will occupy about 3,000 square feet in A-738, up about 1,000 square feet from a space the company said it previously shared with Lifestyle Solutions in A-716.



President Joseph Shamie said the new space will allow the company to better showcase its products as well as the depth of its assortment, which includes nursery furniture, toddler beds and other kids' furniture, mattresses, gliders and strollers to name several key product categories.

In addition to new cribs and corresponding case pieces, the company also is launching Delta Home, which will also be shown in the new space with a mix of new gliders the company said are "right for every room in the house."

"Delta Children is strategically committed to grow the business both in respect to distribution and product innovation and expansion," Shamie said. "With the renewed enthusiasm toward the children's category, we have responded with expanded offerings in furniture and mattresses which go beyond infant and toddler ages."

Shamie noted that in addition to the gliders Delta Home also will expand to include other pieces that "are a timeless staple for every age. Most importantly, the new show space will allow us to focus on our valued customers while having the ability to introduce new customers to Delta Children's passion and leadership in the category."