

## FRANK BOARDMAN NAMED DIRECTOR OF SPECIALTY & HOSPITALITY SALES

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**DALLAS – July 9, 2009** – Dallas-based furniture manufacturer and design leader AMERICAN LEATHER has recently announced the promotion of Frank Boardman, AIA to Director of Specialty and Hospitality Sales.



Boardman has been with American Leather for more than five years, where he has served as national sales manager for the newly developed hospitality division. During his tenure, Boardman has significantly grown the fledgling hospitality division to represent nearly 15 percent of American Leather's overall business. Today, American Leather products can be found in every major hotel chain, vacation club and theme park hotel nationwide.

"In his years with American Leather, Frank has put American Leather on the map within the hospitality market, growing us into one of the most recognized brands within this industry," says Bruce Birnbach, President. "Along with our various leather and fabric furniture collections, Frank and his team have especially positioned the award-winning Comfort Sleeper™ as a leading product within this marketplace, making it one of the most sought-after sofa sleepers. We are confident that hospitality and specialty sales will continue to flourish under Frank's leadership."

Under the hospitality division, Boardman has developed a motivated team of 15 sales representatives that market to the hospitality design community as well as premier hotels and resorts across the U.S. American Leather's furniture and textiles have become International Maritime Organization (IMO)-certified, and under Boardman's guidance American Leather has recently made its foray into the cruise line industry.

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Founded in 1990, **AMERICAN LEATHER** is a design leader and technology innovator in the manufacture of upholstered premium furniture, and specializes in made-to-order, fine-quality leather and COM upholstered product for the retail, hospitality and contract markets.

Please visit

[www.americanleather.com](http://www.americanleather.com)

for more information.