

Ziel Home Tech's Beach Bash and On-Trend Outdoor Furniture Win Big with Las Vegas Market Summer 2022

Ziel Home Tech makes on-trend outdoor furniture affordable and attendance shot up 43% compared to January 2022

The excitement of being back at the LVM summer 2022 was palpable as industry movers and shakers once again filled the hallways of the World Market Center in droves.

Ziel Home Tech featured 11 new collections from its three international product brands: VASAGLE, SONGMICS, and FEANDREA. The featured categories included indoor and outdoor furniture, storage, home decor, and pet furniture.

Throughout Ziel Home Tech's daily beach bash celebration, including a sponsored mini bar event, noteworthy attendees were spotted enjoying refreshments, renewing friendships, and striking deals in the cool coastal vibe of Ziel Home Tech's booth. Among them were a mix of independent U.S. retailers, small and large international retailers, and big-time players, such as Amazon, HomeGoods, Overstock, and Wayfair teams.



At the height of the summer market, Ziel Home Tech stepped into the spotlight at the LVM's First Look event. "We were elated to learn that our portable lounge chair was featured as a trendsetting product by First Look," said Rami Izadyar, marketing manager of North America.



The lounge chair wasn't alone in captivating trend seekers. The new on-trend and aggressively-priced outdoor collections also made big waves at the show. The outdoor furniture sets were by far the most sought-after items throughout the week-long event, garnering a great deal of attention from small and big box retailers.



The newly launched and very exciting [cat towers by FEANDREA](#) also turned heads with its unique home furniture design along with [VASAGLE's nesting tables](#).

Las Vegas Summer Market opened and closed in a flurry of activity, with everyone eager to reconnect at the upcoming winter market in January 2023.

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About [Ziel Home Tech](#), OEM, ODM, and brand distribution—Started in Germany circa 2007. Since then, Ziel Home Tech has become a one-stop shop for all things home. Its vast capabilities include indoor and outdoor furniture, storage goods, gardening tools, and pet furniture. Ziel Home Tech utilizes its [VASAGLE](#), [SONGMICS](#), and [FEANDREA](#) product brands to produce trend-right, practical products that deliver exceptional value and enhance the joy of family life.

- OEM, ODM, and brand distribution
- Active in 68 countries
- Serves over 20 million shoppers annually
- Boasts 360 patents internationally
- Distribution operations in Europe, North America, Japan, and China.

Contact: Rami Izadyar-Regional MKT Manager-North America | ramii@songmics.com | www.songmics.com | 8291 Milliken Ave., Rancho Cucamonga, CA 91730