

# Roll & Hill

FOR IMMEDIATE RELEASE  
April 13, 2020

## ROLL & HILL INTRODUCES ITS FIRST FURNITURE COLLECTION

*More than 10 years after changing the American lighting market, Roll & Hill ventures into new territory with wood furnishings*



Brooklyn, NY – Expanding its footprint beyond the lighting it has become so well known for, Brooklyn-based design and manufacturing company Roll & Hill today launched sales of its new furniture line. This furniture represents the marriage of Roll & Hill’s unique design sensibility with the capabilities of a decades old wood furniture manufacturer that the company acquired earlier this year. The result is American-made, highest-quality wood furniture made in a heritage factory, combined with the design-forward approach that has made Roll & Hill famous.

Since it was founded in 2010, Roll & Hill has earned a reputation as one of the foremost American lighting brands. Jason Miller, the founder of Roll & Hill, and his engineering team work with established and emerging designers and provide them with the manufacturing expertise to bring their designs to the marketplace. The firm continues to fill a unique place in the American market and promote American craftsmanship by producing highest-quality, well-designed pieces across a rich material palette.

Now it is bringing this same idea to wood furnishings. Roll & Hill has partnered with a

variety of interior, fashion, and industrial designers to bring this approach to its furniture collection. The initial launch includes eight pieces by furniture and product designers Karl Zahn, Jason Miller, and Campagna. A full line list can be accessed [here](#).

As 2021 progresses, Roll & Hill will be launching new pieces regularly, including additional pieces by the aforementioned designers, as well as many others, including style icon Jenna Lyons.

“We are taking Roll & Hill’s design sensibility and marrying it with the expertise of a heritage furniture company,” says Jason Miller, founder of Roll & Hill.

In early 2020, Roll & Hill announced the purchase of Alexis Manufacturing Company in Grand Rapids, Michigan. The 75-year-old American company is known as a producer of complex wood components and wood seating, as well as a leading supplier of seating and components to well-known furniture companies.

With the purchase of this manufacturing capability, Roll & Hill expands its mission of advancing American design, while also ensuring the preservation of Alexis’s history as an American furniture manufacturer. Roll & Hill has committed to continuing to fulfill the company’s contract business under the name Alexis Manufacturing and to keep many of the company’s craftspeople and makers on board. At the same time, this factory allows Roll & Hill to apply the same vertical manufacturing approach to furniture as it does to lighting.

“Alexis Manufacturing is a highly respected brand within the industry and has stood the test of time. It has tremendous production capabilities,” explained Miller. “We are continuing this legacy, while at the same time bringing a new sense of energy and design. We want to reestablish the sense of excitement and possibility that American furniture, and specifically furniture from western Michigan, used to conjure.”

Roll & Hill plans to continually roll out new designs throughout 2021 and beyond.

### **About Roll & Hill**

Roll & Hill is a design-minded, American lighting and furniture manufacturing company based in Brooklyn, NY. Roll & Hill collaborates with some of the most exciting independent designers working today to create a collection of beautiful and unique pieces. Roll & Hill was founded in 2010 by Jason Miller, whose experience as a designer and producer inspired him to create a company that might harness the talents of independent designers, while offering the benefits more often associated with boutique studios. Roll & Hill’s pieces are made in Sunset Park, Brooklyn or Grand Rapids, Michigan.

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

Elizabeth Kubany  
KUBANY, LLC  
[elizabeth@kubany.co](mailto:elizabeth@kubany.co)