

How Flexsteel Delivers Scalable Customization Across 1,300+ Dealers with 3D Cloud

The Challenge

Flexsteel, a storied furniture manufacturer with a **1300+ dealer network**, needed a way to meet rising consumer expectations for 3D visualization and product customization without adding complexity for its internal teams or expansive dealer network.

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“ 3D Cloud has a unique mix of leading technology, straightforward pricing, and a holistic solution that addresses the critical challenges in 3D product visualization for furniture manufacturers. ”

Mike McClaffin, CIO at Flexsteel



4k couch close-up render from Flexsteel's 3D Cloud Product Configurator app

The Solution: Simplifying Complexity with 3D Cloud

By centralizing and scaling product visualization with the 3D Cloud Platform, Flexsteel replaced complex, labor-intensive processes with a scalable, unified 3D product visualization solution. In less than a year, the company deployed over 400 configurators across consumer and dealer channels, driving tens of thousands of monthly sessions with a nearly 3-minute average session time, all managed by a single non-technical marketing specialist.

Company Fast Facts

- Founded in 1893
- Headquartered in Dubuque, Iowa
- Approx 1,500 employees
- Over 1,300 dealers nationwide
- NASDAQ: FLXS

Outcomes: A Single Source of Truth That Delivers ROI

The 3D Cloud Platform provides Flexsteel with a single source of truth for all 3D experiences across all consumer and dealer touchpoints. This efficient, high-impact digital foundation is helpful to consumers, supports retail partners, and ensures consistent product experiences across every channel.

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“ Our partnership with 3D Cloud allows us to simplify complex processes and deliver a more dynamic and interactive brand experience. ”

Mike McClafflin, CIO at Flexsteel

Streamlined Process

1 Point Person

Builds, Manages and Deploys 400+ 3D Configurators
(No Previous Technical Experience or 3D Experience Required)

High Dealer and Consumer Engagement

2:38

Avg. Session Duration

6.9%

Download BOM Rate

4.9%

Share Rate



4k couch render from Flexsteel's 3D Cloud Product Configurator app



4k chair render options from Flexsteel's 3D Cloud Product Configurator app

Flexsteel's Formula for Successful 3D Product Configuration at Scale

Flexsteel has proven that you don't need a large internal team to scale. Their 3D Cloud rollout wasn't just efficient—it was strategic, scalable, and results-oriented. Here's the formula:

- **Lean team, high output** - One non-technical marketing specialist manages 400+ configurators with support from their 3D Cloud white-glove setup and training team.
- **One platform for all channels** - A single system powers consistent 3D experiences across all Flexsteel channels - their website, dealer portal, and in-store tools.
- **Dealer tools that drive results** - Over 1,300 dealers use the intuitive configurators to reduce errors, serve shoppers more effectively, and close sales faster.
- **Streamlined operations** - Flexsteel eliminated manual workflows and vendor sprawl, gaining efficiency, consolidating work, and freeing up internal resources.
- **Scalable syndication and ROI** - Through the 3D Cloud Network™, Flexsteel delivers 36,000+ monthly sessions and has realized measurable value in under a year.



4k couch render from Flexsteel's 3D Cloud Product Configurator app

About 3D Cloud

3D Cloud is the enterprise platform for 3D product visualization and configuration. From kitchen and bath to furniture and home improvement, 3D Cloud helps leading retailers streamline the buying journey, boost conversion, and deliver immersive experiences that scale.

Ready to See What's Possible?

Improve the product visualization and customization customer experience and sell more projects with the 3D Cloud Product Configurator.

Request a demo today at: 3Dcloud.com

3D Cloud Customers Using This Solution

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