

THE *Gamechanger* COLLECTION

BY  **CHROMCRAFT**
"The most comfortable seat in the house since 1937"



Los Angeles, CA
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DINE. PLAY. Impress.

MULTIFUNCTIONAL TRANSFORMING FURNITURE

"Flip Top Design" featuring a black poker surface with chip holders and cup holders

Available Table Configurations

- 47" pedestal STORAGE table in washed black finish with Chestnut oak undertone.
- 48" Octagon table - Dark Rich Walnut
- 48" Round table COUNTERHEIGHT table - Smoke gray

Table Composition

- Rubberwood Solids
- Ash Veneers

Chairs and Stools

- Genuine black or brown leather
- Deep seating comfort with Memory Foam cushioning.
- Smooth swivel function on stools
- Swivel-tilt mechanisms on chairs
- Chairs are equipped with soft wheel casters, providing easy rolling on any floor surface.

✓ Home entertainment spending is rising (post-pandemic lifestyle shift).

✓ Space-saving + multifunctionality appeals to younger, urban buyers.

✓ Customization & premium finishes allow for higher margins compared to static tables

Consumer Segment



THE SOCIAL ENTERTAINER

Loves hosting poker nights, dinners or parties.

Wants a centerpiece table that adapts
(*game -> dinner -> drinks*).

Buys higher-end stylish modular tables.



THE MODERN FAMILY

Parents who want furniture that keeps kids entertained but doesn't look like a toy.

Values durability + multipurpose design.

May spend on mid-range modular tables.



THE LUXURY BUYER

High disposable income, design-focused.

Wants bespoke craftsmanship (leather, custom felt, wood finishes).

Likely to seek premium poker tables as a status piece



Bucket: CC203-L001
Pedestal: MP645RMB

Table Top: CGT47WB
Table Base: CGB43036WB



Bucket: CC202-L002
Pedestal: CGP645WB

Table Top: CGT47WB
Table Base: CGB43036WB



Bucket: CM178YW-2358
Pedestal: CGP645YW

Table Top: COT48YW Table
Base: CGB43036YW



Bucket: CM178YW-L001
Pedestal: CG645YW

Table Top: COT48YW
Table Base: CGB43036YW



Bucket: CM167S-L001

Pedestal: MS626MB

Table Top: CGT48S

Table Base: CGB36S



Bucket: CM167S-L001

Pedestal: CDS384KAS

Table Top: CGT48S

Table Base: CGB36S

OCTANE



Table Top: CGT48YW

Table Base: CGB43036YW

Table shown is available in two
different heights: 30" and 36"



GAMBIT



Table Top: CGT48S

Table Base: CGB36S

Table base height is 36"



VAULT



Table Top: CGT47WB
Table Base: CGB43036WB
Table shown is available in two
different heights: 30" and 36"



Bucket: CM167S-L001

Fabric: # L001

Base: CDS384KAS



Bucket: CM167S-L001

Fabric: # L001

Base: MS626MB

*All Gamechanger chairs and stools feature "**Memory Foam**" seating allowing for deep seating comfort.*

All chairs also feature soft double wheel casters allowing for easy rolling on all floor surfaces.



Bucket: CM178YW
Leather: # L001 Black
Base: CG645YW



Bucket: CM178YW
Fabric: # 2358 Colley Harbor
Base: CG645YW



Bucket: CC202
Leather: # L002 Brown
Base: CG645WB



Bucket: CC203
Leather: # L001
Base: MP645RMB









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**A lucrative niche in
MULTIFUNCTIONAL
FURNITURE,
blending *high style*
with the *growing*
demand for at-home
entertainment.**

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