

PRESS RELEASE



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Johnston Casuals Furniture Announces New Ownership, Reinforces Commitment to North Wilkesboro



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North Wilkesboro, NC — Johnston Casuals Furniture, a cornerstone of American-made furniture manufacturing for more than 45 years, is entering a new chapter under the ownership of Sam Raksin and Yossi Majer.

Following 45 years of leadership by Joe Johnston, the company will continue operating in North Wilkesboro with a strong commitment to its employees, customers, and the local community. Joe and his wife, Debbie Johnston, will remain involved, ensuring continuity and preserving the values that have defined the brand for decades.

“This business was built on craftsmanship, integrity, and relationships,” said new ownership. “Our role is to carry that forward while strengthening the foundation for the future.” All current jobs are being retained, and the company plans to invest in operational improvements that support long-term growth without disrupting the team or the culture that has made Johnston Casuals what it is today.

The new ownership group has been working closely with the Wilkes Economic Development Corporation (Wilkes EDC) and the Economic Development Partnership of North Carolina (EDPNC) throughout the transition process. As they look ahead, they are actively evaluating opportunities for facility improvements and exploring local and state grant programs that support manufacturing investment in the region.

“We’re grateful for the support we’ve received locally,” they added. “North Wilkesboro has a strong manufacturing heritage, and we’re proud to continue being part of that story.” Johnston Casuals will remain focused on producing high-quality, American-made furniture while building toward a sustainable and revitalized future.

For more information, please contact: info@johnstoncasuals.com

ABOUT

Johnston Casuals Furniture, a North Carolina-based manufacturer in North Wilkesboro since 1981 specializes in handcrafted, contemporary furniture. Using approximately 97% recycled steel, the company produces made-to-order pieces that blend artistic metalwork with modern design. Johnston Casuals offers extensive customization across finishes, fabrics, and materials, with a product line that includes bar stools, dining tables, chairs, and café tables—each uniquely crafted by skilled artisans. For more information about Johnston Casuals Furniture, visit johnstoncasuals.com or email info@johnstoncasuals.com.

The **Wilkes Economic Development Corporation**, a 501c3 public-private partnership, aims to facilitate the creation of new jobs and capital investment in Wilkes County through the retention and expansion of existing businesses and the recruitment of new businesses. The EDC is located at 213 Ninth Street in historic downtown North Wilkesboro, North Carolina. For more information about Wilkes EDC, visit WilkesEDC.com or contact LeeAnn Nixon at 336-838-1501 or lnixon@wilkesedc.com.

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