

Dover

RUG & HOME

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FOR IMMEDIATE RELEASE, please...
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Dover Rug & Home to Open Second Location in Boston

Dover Rug & Home is pleased to announce the opening of a second location in Boston in the coming months. The new location is conveniently located at 390 Stuart Street in Boston's Back Bay neighborhood – a stone's throw from Copley Square, public transportation and in the heart of what is being coined Boston's Home Furnishing district. **Dover-Boston** will offer the same exceptional products and services that customers have depended on over the years, with the backing of the extensive inventory in their Natick store. This second location allows **Dover Rug & Home** to better accommodate loyal customers, while welcoming new faces in the Boston area.

"The support and camaraderie my customers have shown to me since our humble beginnings in 1989 is truly overwhelming," says Mahmud Jafri, **Dover Rug & Home's** CEO. "We couldn't have started this new venture without each one of them. Everyone here at Dover is very excited for this next step and most particularly to be part of Boston's vibrant home design community."

An opening date has not yet been determined but will be released as soon as possible.

Dover Rug & Home, named *Best of Boston HOME* in 2013 and recognized eleven consecutive years as the "Readers' Choice" by CNC - offers customers an extensive collection of fine rugs - including one-of-a-kind hand-knotted rugs - carpets, custom window treatments and hard floor surface options including high end hardwood, vinyl, and eco-friendly cork, among others. The company's exceptional customer service program includes in-home design assistance, free in-home trial for all rugs, and installation guaranteed within 24 hours of purchase. Additionally Dover offers a lifetime trade policy for all hand-knotted rugs, repairs and cleaning services and a preferred customer program entitling 10% off purchases. President and CEO Mahmud Jafri is the recipient of the 2013 Immigrant Entrepreneur Award for "Outstanding Neighborhood Business" by the Immigrant Learning Center, sits on Gov. Deval Patrick's Advisory Council on Immigrants and Refugees, and is a member of the American Society of Interior Designers (ASID), International Furnishing and Design Association (IFDA), and World Floor Covering Association. The company is consistently recognized for its philanthropy, as it supports over 50 charitable organizations on a regular basis.

For more information visit the company website at www.doverrug.com or call (508) 651-3500. Follow Dover Rug & Home on Facebook at www.facebook.com/doverrug, Twitter @DoverRug, or on Houzz at <http://www.houzz.com/pro/doverrug/>.

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