

smarter

FURNISHINGS



smarterfurnishings.com

ABOUT US

FOR THE MOMENTS THAT MATTER

Every space tells a story. At Smarter Furnishings, we believe furniture is more than something you use—it's the heart of every space and the foundation for the moments that matter most. From the first dorm room that sparks independence to the common areas where friendships are forged, our furniture quietly shapes the experiences people carry with them.



BUILT FROM THE INSIDE OUT

Our journey began with Johnny Tipton, whose vision and values continue to guide us. For over 30 years, we've partnered with student housing professionals, hospitality leaders, and property developers to create spaces that feel complete from day one. We know what's at stake: timelines to hit, budgets to honor, and people waiting to feel at home. That's why our process balances big-picture execution with an attentive focus on every detail—agile planning, quality craftsmanship, and reliable deliveries that make things easier for you.

OUR PROMISE

We're here to set a new standard for partnership—one that's remembered for how it makes people feel, the connections it fosters, and the memories it creates. With best-in-class care behind every detail, we help you create smarter spaces with intention, built not just for today's moments, but for all the moments to come.



OUR VALUE

PEOPLE

At Smarter Furnishings, people are the foundation of every project. Our team of experts—spanning project management, product development, engineering, and quality control—works as a true extension of your team. We build relationships rooted in trust, collaboration, and shared goals to deliver furniture solutions that bring your brand and guest experience to life.

PARTNERS

We are more than a manufacturer. We are your partner from concept to installation. Our established relationships with trusted vendors and factory teams around the world allow us to manage production from start to finish, ensuring precision, craftsmanship, and accountability every step of the way.

PRODUCTS

The best hospitality furniture blends design and durability. We combine creative insight with engineering expertise to deliver custom furniture that aligns with your brand and performs beautifully in every space. Each piece is intentionally built to enhance your property, your brand, and your guests' experience.

OUR PEOPLE

PRODUCT DEVELOPMENT SPECIALISTS

Our product development specialists bring deep expertise in design, materials, and manufacturing. They work closely with you to ensure every item meets your specifications and reflects your brand's vision. When needed, they offer recommendations to enhance performance, functionality, and longevity without sacrificing design.

COSTING EXPERTS

With over 30 years of manufacturing and factory experience, our costing team knows how to meet your budget goals while maintaining design integrity. They think creatively, identify efficiencies, and make smart adjustments so your project stays both beautiful and cost-effective.

QUALITY CONTROL

Quality is more than a step in our process—it's our promise. Our dedicated quality control team is present on the factory floor daily, inspecting materials and craftsmanship throughout every stage of production. This hands-on approach ensures consistency, accuracy, and the highest standard of excellence.



OUR CAPABILITIES

UNLIMITED CAPACITY

With both domestic and international manufacturing capabilities, we can design, engineer, and produce custom furniture for any hospitality project. Whether you're furnishing a boutique property or a global hotel brand, we have the scale and flexibility to deliver.

FACTORY DIVERSITY

Our global network of specialized factory partners allows us to match each project with the right expertise. From casegoods to seating to custom millwork, we ensure every product is engineered and built to your exact needs.

COMPLETE VISIBILITY

Transparency builds trust. Our on-site teams maintain a presence throughout the production process, giving you real-time updates and complete visibility into every stage. You can have confidence knowing your products are built with care, precision, and accountability.

LOGISTICS

From production to delivery, our team manages every detail. We oversee the full product lifecycle, ensuring smooth coordination, efficient transportation, and timely installation. You can count on your furniture to arrive when you need it, ready to perform in your space.



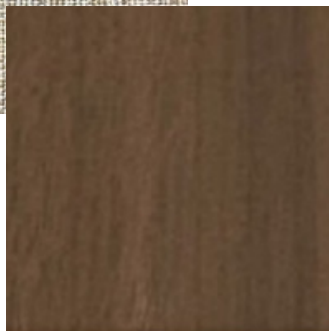
SAMPLE PRODUCTS



BED FRAME



6 DRAWER CHEST



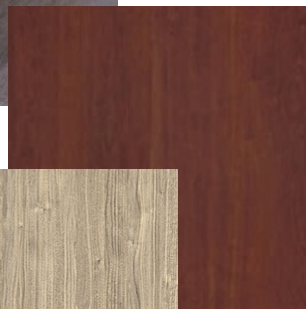
POWERED NIGHT STAND



SAMPLE PRODUCTS

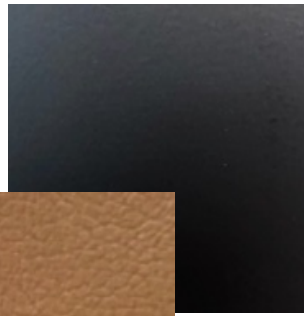


WARDROBE



NIGHT STAND

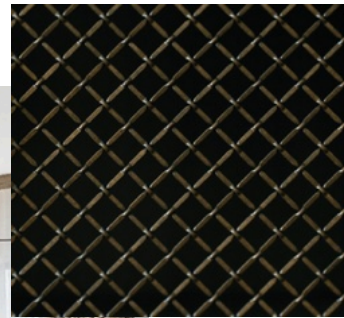




4 DRAWER CHEST



MEDIA UNIT WITH LUGGAGE BENCH



POWERED SIDE TABLE



PROJECTS

COMPLETED:

Margaritaville Gatlinburg - 163 Units

Ridgeline Inn - 169 Units with vanities

Cherry Valley Hotel - 83 Units

Holiday Inn Pigeon Forge - 184 Units

Dollywood HeartSong - 302 Units

Callaway Resort and Gardens - 141 Units

Wild Adventures - Tiny Home Furniture

Compass by Margaritaville - 160 Units

Landing Luxury Apartment - Over 1,000 containers of furniture produced in less than 6 months.



RECENTLY AWARDED:

Gray Wolf Inn & Suites - 91 units

Capital Vacations - 240 units

San Del - Coastal Retreat - 40 units

Silver Dollar City Hotel & Resort - 264 units

Sugar House Hotel - 114 units





HEARTSONG

LODGE & RESORT

Projects: Beds, Tables, Storage/Media Units, Etc.

Scope: \$2 million (302 units)

Smarter Furnishings partnered with Dollywood's HeartSong Lodge & Resort to design and manufacture custom furnishings for more than 300 guest rooms and suites within the new resort and conference center.

This large-scale project required a wide range of hospitality-grade furniture, including durable casegoods, functional storage for guests' luggage, and beautifully crafted beds, side tables, and media units. Each piece was engineered for lasting quality and designed to complement the resort's natural, welcoming aesthetic.

Recognizing Dollywood's need for quality, reliability, and consistency, our team provided hands-on support from initial design through final installation. During a period when the global supply chain was still recovering, it was essential that our expertise, planning, and communication ensured the project stayed on time and within budget.

Smarter Furnishings was honored to collaborate with Herschend Family Entertainment, a leader in themed entertainment, and Metzger Inc., a trusted procurement partner known for outstanding project management. Together, we brought Dollywood's vision for HeartSong Lodge & Resort to life, creating inviting spaces where guests can relax, connect, and create lasting memories.

FROM **OUR CLIENTS**

“There is no other group that is more capable or respectful. How NDC does business what makes them great. Expect them to go over and beyond and satisfy your contracts in the most positive way.”

-Procurement Director

Private Label

“We have leveraged their expertise for our Healthcare, Behavioral Health, and Senior Living markets. Their ability to quickly develop and manufacture products has been a great supplement to MillerKnoll’s capabilities”

-Joel Van Wyk

Director of New Market
Development for MillerKnoll

“I expect quick responses with honest answers that I can depend on. I get that and more working with NDC. They go above and beyond if problems arise.”

-Susan Ballard

ASID, RID, NCIDQ: President of
SK Contract Interiors

TRUSTED BY





PROJECT

MILESTONES





CONTACT US



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