



## For Immediate Release

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### **BHFO Moving to Larger Facilities Due to Explosive Growth** *eBay's Largest Fashion Retailer Expands*

CEDAR RAPIDS, Iowa (March 7, 2014) – BHFO, eBay's largest seller of discount designer fashions, is consolidating operations and moving to a larger facility in Cedar Rapids, Iowa. The new location can better accommodate the company's explosive growth.

"This is an exciting time for us," said CEO Stacie Sefton, who co-owns the company with her husband, Jon. "The new facility will help us better position our company for new products, new markets and new directions."

BHFO currently operates three warehouses from its headquarters at 5285 Rockwell Dr. NE, Cedar Rapids. To streamline operations, the company needed a facility large enough to move everything under one roof. It is renovating the former Alpha International building, a 240,000-square-foot facility at 4520 20<sup>th</sup> Ave. SW. The move is planned for early March.

"With all of our operations under one roof, we'll eliminate the headaches of transporting products and employees between multiple facilities," said Jon Sefton, BHFO president. "We will also have more room to implement state-of-the-art technology for our operations, adding more automation through conveyors and picking/packing systems. This will provide a much more efficient work environment."

The new location offers 215,000 square feet of warehousing, 24 truck bays and 25,000 square feet of office space. The Seftons plan the usual renovations: new carpet, paint, ceiling tiles, fixtures -- and something a little more creative: modern, contemporary décor with vibrant colors highlighting fashions from around the world. A 9,500-square-foot employee amenity area will include a cafeteria, game room, fitness center, lounge with massage chairs and TV, a computer/reading room as well as kitchen, lockers, coat room and separate employee entrance.

"Designer fashion is at the heart of our business, so we thought contemporary design and colors would be a fun and creative touch," said Stacie Sefton. "We value our employees and wanted to continue to make this a great place to work."

BHFO sells designer fashions for women, men and children as well as shoes, accessories and home furnishings, all at deep discounts and all online, primarily through its eBay store and soon through its website, [www.bhfo.com](http://www.bhfo.com).

The company has experienced phenomenal growth over its 10 years, from a one-person operation in the Seftons' basement in 2003 to become a \$25 million a year, international business. The Seftons don't plan to stop there. Sales for 2014 are projected at \$30 million. To help grow the company, the Seftons are targeting additional clothing brands, product lines and marketplaces, and are planning to open a wholesale division to offer their products in bulk to other businesses.

"It's not all about the numbers," said Stacie Sefton. "It's about our ability to empower personal expression in the closets, homes and lifestyles of our customers at a whole new level."

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*BHFO, Inc. is the largest and most trusted seller of clothing, shoes, accessories and home items on eBay, employing 120 full-time employees and 30 temporary employees. For more information, contact Stacie Sefton, CEO, at 319.743.1197 or visit [www.bhfo.com](http://www.bhfo.com).*