

# American Leather – Promotional Calendar 2026

## WINTER MOTION SALE

Dates: January 29 – February 24, 2026

Consumer Offer: 10% off MRP for all Motion

Retailer Discount: 5% off wholesale pricing

Qualifying Product: All Motion products including SIM Series, Re-invented Recliner, Comfort Air, Comfort Echo, Comfort Relax, Comfort Solace, Classic Recliners

Sale Participation Due: January 12, 2026

Overview & Promotional Assets: December 17, 2025

## SPRING ALU AMERICAN LEATHER UNIVERSITY

Dates: February 17 – February 19, 2026

## SPRING SLEEPER SALE

Dates: February 28 – March 31, 2026

Consumer Offer: 10% off MRP for all Comfort Sleeper styles (including matching stationary pieces)

Retailer Discount: 5% off wholesale pricing

Qualifying Product: Comfort Sleeper, Sleeper Silver, Today

Sleeper Sale Participation Due: February 6, 2026

Overview & Promotional Assets: January 19, 2026

## RECLINERS SALE

Dates: May 16 – June 2, 2026

Consumer Offer: 10% off MRP for all Recliner styles (including matching stationary pieces)

Retailer Discount: 5% off wholesale pricing

Qualifying Product: Comfort Air, Comfort Echo, Comfort Solace, Comfort Relax, Re-invented Recliner, Classics Recliner

Sale Participation Due: April 24, 2026

Overview & Promotional Assets: April 13, 2026

### STATIONARY SALE

Dates: June 27 – July 14, 2026

Consumer Offer: 10% off MRP for all Stationary and Accent styles  
Retailer Discount: 5% off wholesale pricing  
Qualifying Product: All Stationary and Accent styles  
Sale Participation Due: June 5, 2026  
Overview & Promotional Assets: May 18, 2026

### SUMMER ALU AMERICAN LEATHER UNIVERSITY

Dates: August TBD

### FALL SLEEPER SALE

Dates: August 22 – September 22, 2026

Consumer Offer: 10% off MRP for all Comfort Sleeper styles (including matching stationary pieces)  
Retailer Discount: 5% off wholesale pricing  
Qualifying Product: Comfort Sleeper, Sleeper Silver, Today Sleeper  
Sale Participation Due: July 24, 2026  
Overview & Promotional Assets: July 13, 2026

### HOLIDAY SALE

Dates: November 7 – December 8, 2026

Consumer Offer: 10% off Furniture  
Retailer Discount: 5% off wholesale pricing  
– Thanksgiving orders: ship by November 10, 2026  
– Christmas orders: ship by December 1, 2026  
Retailer Discount: N/A  
Qualifying Product: All products  
Sale Participation Due: October 16, 2026  
Overview & Promotional Assets: September 30, 2026