

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