

# 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 Recliners, 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: March 5 – 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 13, 2026

Overview & Promotional Assets: January 30, 2026

## SUMMER MOTION SALE

Dates: May 7 – June 2, 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 Recliners, Comfort Solace, Classic Recliners

Sale Participation Due: April 10, 2026

Overview & Promotional Assets: April 1, 2026

## STATIONARY SALE

Dates: June 25 – 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: May 29, 2026  
Overview & Promotional Assets: May 15, 2026

## SUMMER ALU AMERICAN LEATHER UNIVERSITY

Dates: August TBD

## FALL SLEEPER SALE

Dates: August 27 – September 29, 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 31, 2026  
Overview & Promotional Assets: July 24, 2026

## HOLIDAY SALE

Dates: November 5 – December 8, 2026

Consumer Offer: 10% off Furniture  
Retailer Discount: 5% off wholesale pricing  
Qualifying Product: All products

- Thanksgiving orders: ship by November 10, 2026
- Christmas orders: ship by December 1, 2026

Sale Participation Due: October 9, 2026  
Overview & Promotional Assets: October 2, 2026