

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): April 10, 2025



THE DIXIE GROUP

THE DIXIE GROUP, INC.

(Exact name of registrant as specified in its charter)

Tennessee

(State or other jurisdiction of incorporation)

0-2585

(Commission File Number)

62-0183370

(I.R.S. Employer Identification No.)

475 Reed Road

Dalton

Georgia

30720

(Address of principal executive offices)

(Zip Code)

(706) 876-5800

(Registrant's telephone number, including area code)

(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class
Common Stock, \$3 Par Value

Trading Symbol(s)
DXYN

Name of each exchange on which registered
OTCQB

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).
Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01 Regulation FD Disclosure.

The information attached as Exhibit 99.1 hereto supersedes the investor presentation previously furnished on Form 8-K dated August 8, 2024 and is being furnished pursuant to Item 7.01; such information, including the information excerpted below in this Item 7.01, shall not be deemed to be "filed" for any purpose.

These updated investor presentation materials may be found on the Company's website at <https://investor.dixiegroup.com>.

Item 9.01 Financial Statements and Exhibits.

(c) Exhibits

(99.1) [Presentation Materials, April 10, 2025.](#)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: April 10, 2025

THE DIXIE GROUP, INC.

By: /s/ Allen L. Danzey

Allen L. Danzey

Chief Financial Officer



THE DIXIE GROUP

Exhibit 99.1

**April 2025
Investor Presentation**

**Contact:
Allen Danzey
CFO
The Dixie Group**

Phone: 706-876-5865

allen.danzey@dixiegroup.com

Forward Looking Statements

The Dixie Group, Inc.



- Statements in this presentation which relate to the future, are subject to risk factors and uncertainties that could cause actual results to differ materially from those indicated in such forward-looking statements. Such factors include the levels of demand for the products produced by the Company. Other factors that could affect the Company's results include, but are not limited to, raw material and transportation costs related to petroleum prices, the cost and availability of capital, and general economic and competitive conditions related to the Company's business. Issues related to the availability and price of energy may adversely affect the Company's operations. Additional information regarding these and other factors and uncertainties may be found in the Company's filings with the Securities and Exchange Commission.
- General information set forth in this presentation concerning market conditions, sales data and trends in the U.S. carpet and rug markets are derived from various public and, in some cases, non-public sources. Although we believe such data and information to be accurate, we have not attempted to independently verify such information.

Dixie History



THE DIXIE GROUP

-
- 1920 Began as Dixie Mercerizing in Chattanooga, TN
 - 1990's Transitioned from textiles to floorcovering
 - 2003 Refined focus on upper- end floorcovering market
 - 2003 Launched Dixie Home - upper end residential line
 - 2005 Launched modular tile carpet line – new product category
 - 2012 Purchased Colormaster dye house and Crown Rugs
 - 2013 Purchased Robertex - wool carpet manufacturing
 - 2014 Purchased Atlas Carpet Mills – high-end commercial business
 - 2014 Purchased Burtco - computerized yarn placement for hospitality
 - 2016 Launched Calibr  luxury vinyl flooring in Masland Contract
 - 2017 Launched Stainmaster® LVF in Masland and Dixie Home
 - 2018 Launched engineered wood in our Fabrica brand
 - 2018 Unified Atlas and Masland Contract into single business unit
 - 2019 Launched TRUCOR™ and TRUCOR Prime™ LVF in Dixie Home and Masland
 - 2021 Sale of AtlasMasland Commercial Business
 - 2022 Launched 1866 by Masland and D cor by Fabrica
 - 2024 Celebrating the 50th Anniversary of the Fabrica Brand

Dixie Today



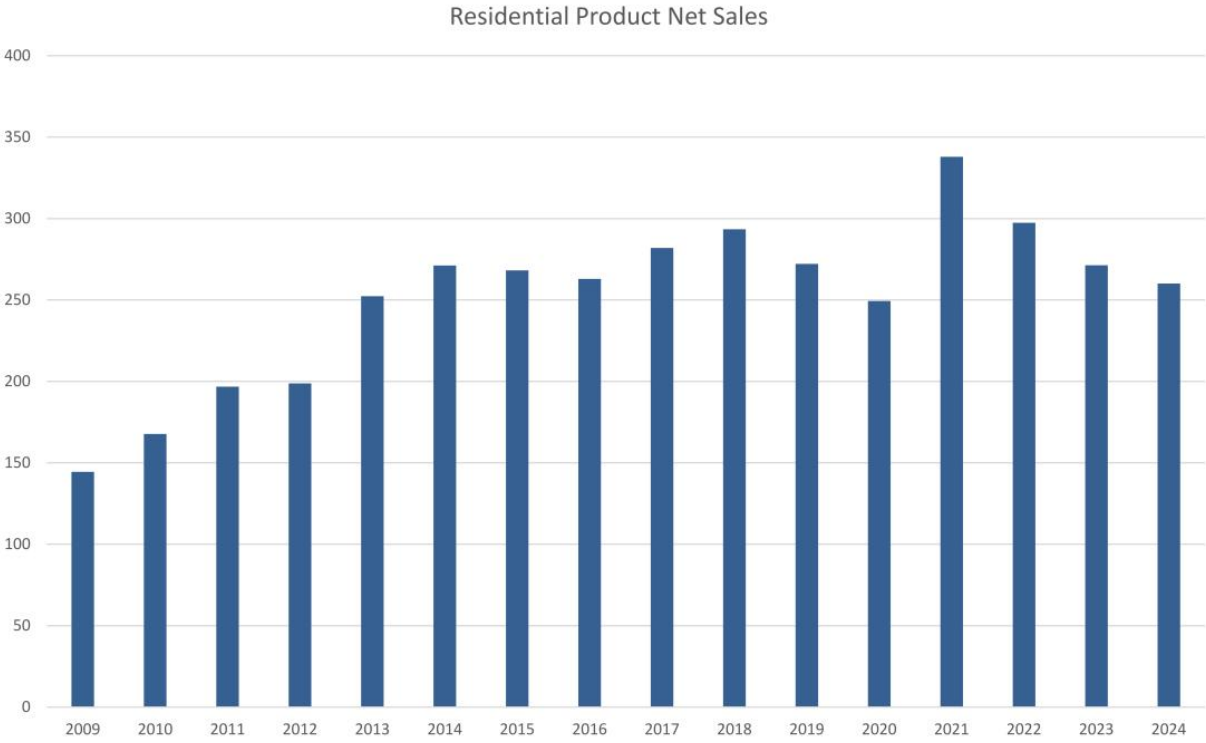
THE DIXIE GROUP



- Commitment to brands in the upper-end residential market with strong growth potential.
- Diversified customer base
 - Top 10 customers
 - 6.8% of sales
 - Top 100 customers
 - 24% of sales

Net Sales of Residential Products

(\$ shown in millions)



Dixie Group Business Drivers

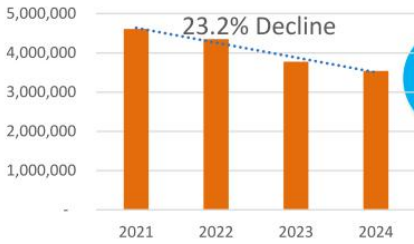


- The residential flooring market is driven by remodeling, existing home sales and new construction of single family and multifamily housing.
- Our residential business plays primarily in the mid to high end residential replacement segment, dependent upon consumer confidence, the health of the stock market and interest rates.

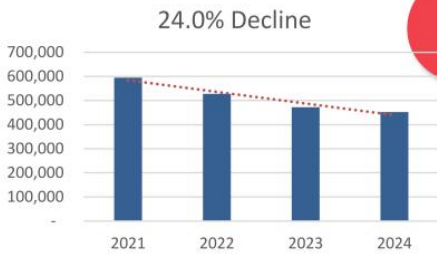


Market Data

Industry Sales in \$



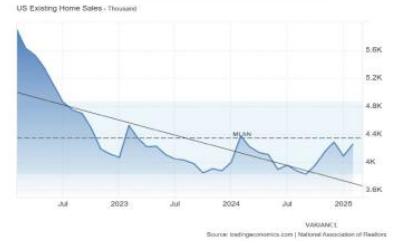
Industry Sales in Units



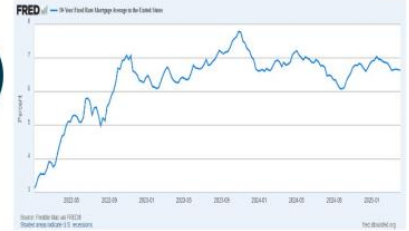
Comparative industry sales data for the last three years show sales down 23.2% in dollars and 24.0% in units.

Existing home sales, affected by rising mortgage rates, are down significantly from the strong activity in 2022.

US Existing Home Sales



Mortgage Rates



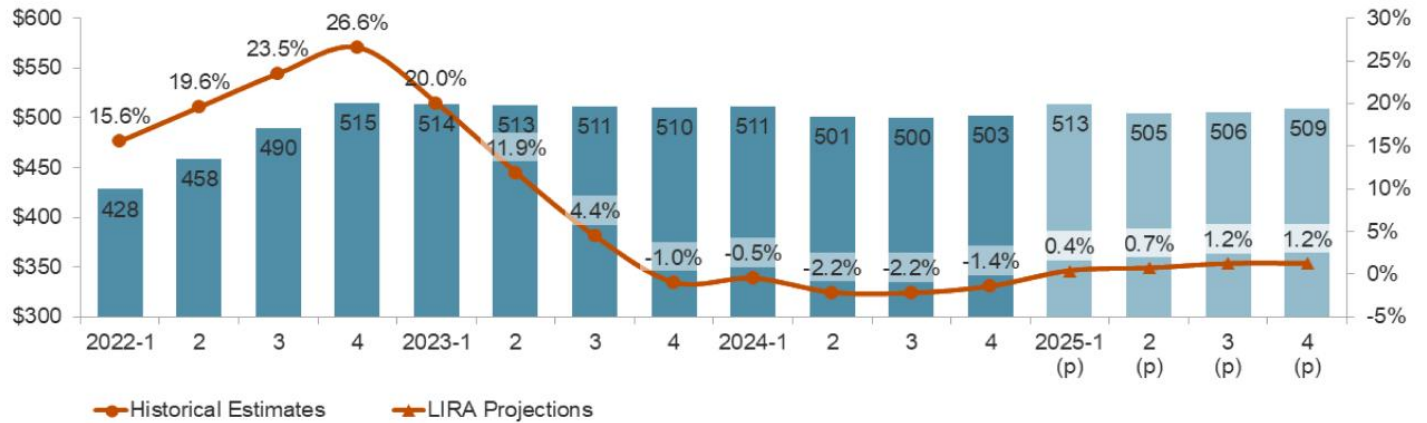
Remodeling Activity



THE DIXIE GROUP

Leading Indicator of Remodeling Activity – Fourth Quarter 2024

**Homeowner Improvements & Repairs
Four-Quarter Moving Totals
Billions**



Notes: Improvements include remodels, replacements, additions, and structural alterations that increase the value of homes. Routine maintenance and repairs preserve the current quality of homes. Historical estimates since 2023 are produced using the LIRA model until American Housing Survey benchmark data become available.

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Joint Center for Housing Studies of Harvard University JCHS

2023 U.S. Flooring Manufacturers



Flooring Manufacturers	Flooring \$ in millions	Flooring Market %
Shaw (Berkshire Hathaway)	5,487	21.6%
Mohawk (MHK)	4,895	19.3%
Engineered Floors	1,475	5.8%
MSI	1,367	5.4%
Mannington	852	3.4%
Imports & All Others	11,229	44.4%
Total	25,305	100.0%

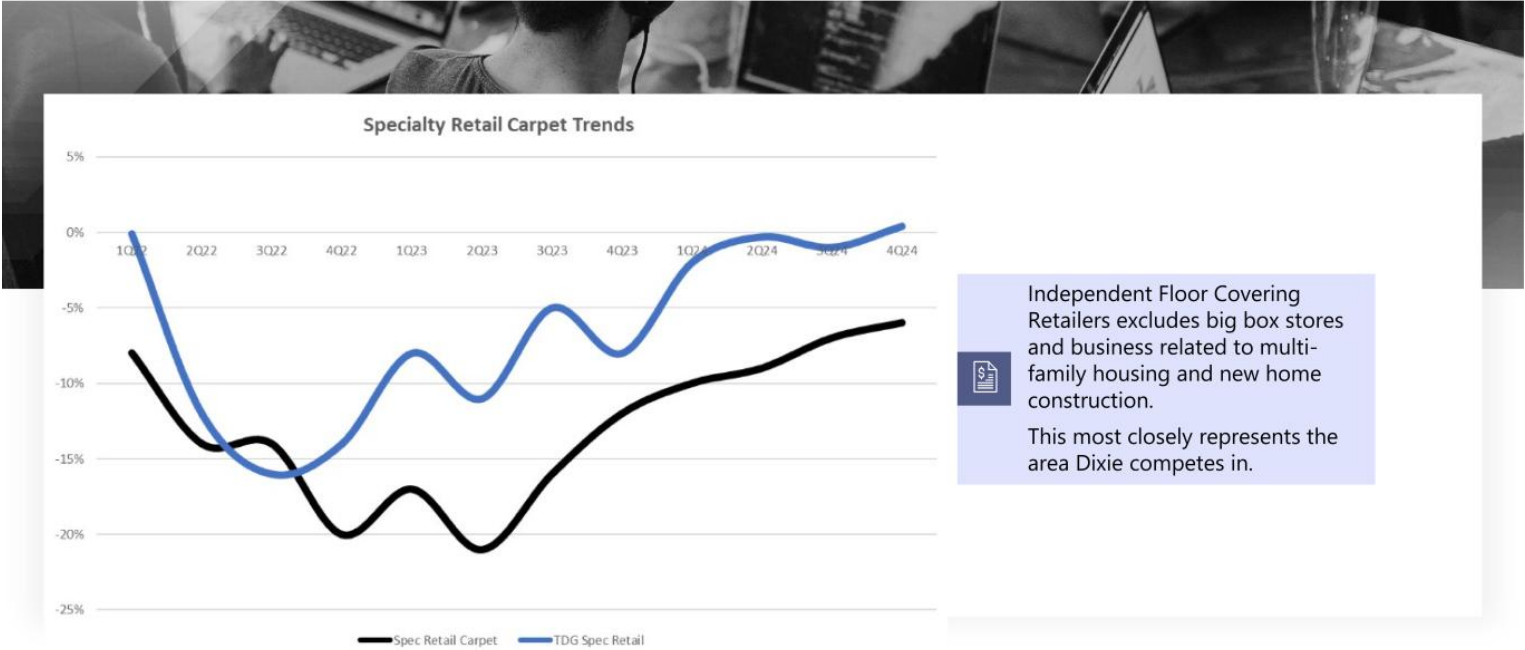
Source: Floor Focus - Flooring includes sales of carpet, rugs, ceramic floor tile, wood, laminate, resilient and rubber

Carpet Trends – Independent Floor Covering Retailers

The Dixie Group as Compared to the Industry



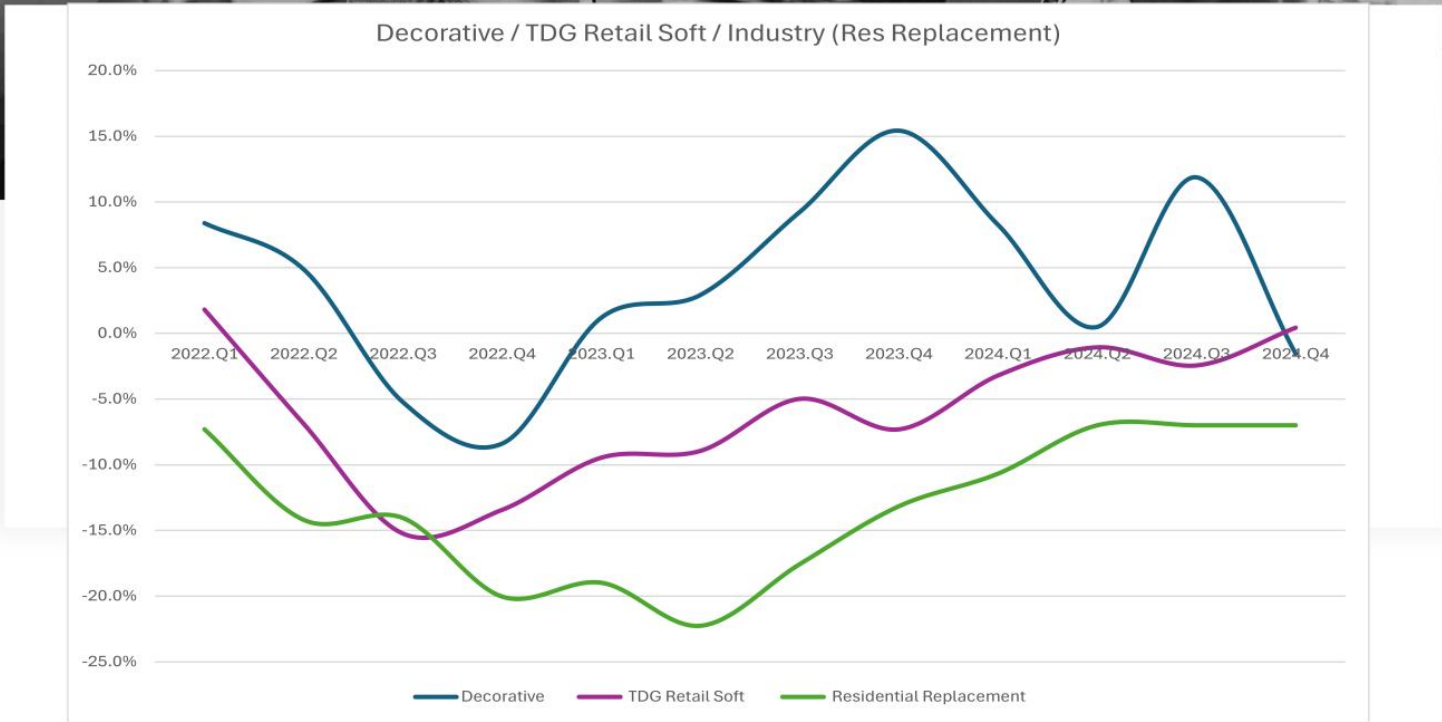
THE DIXIE GROUP





GROWTH INITIATIVES

Decorative/TDG Retail Soft/Industry (Residential Replacement)

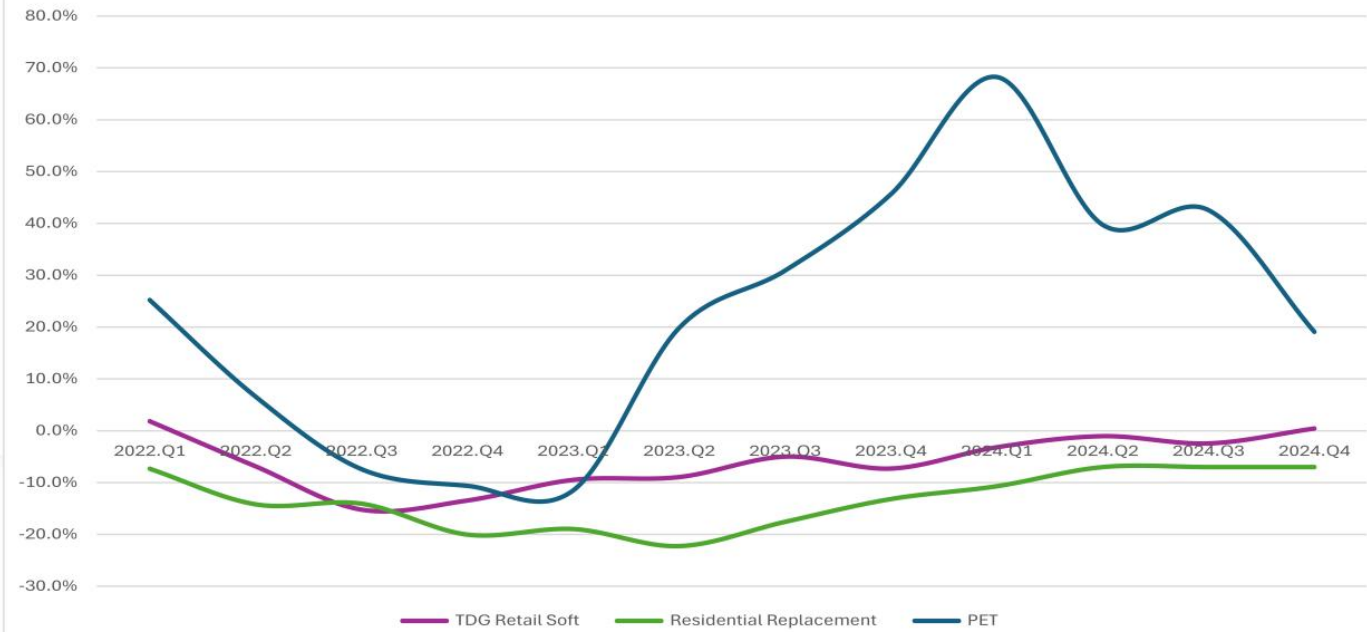


GROWTH INITIATIVES

PET/TDG Retail Soft/Industry (Residential Replacement)

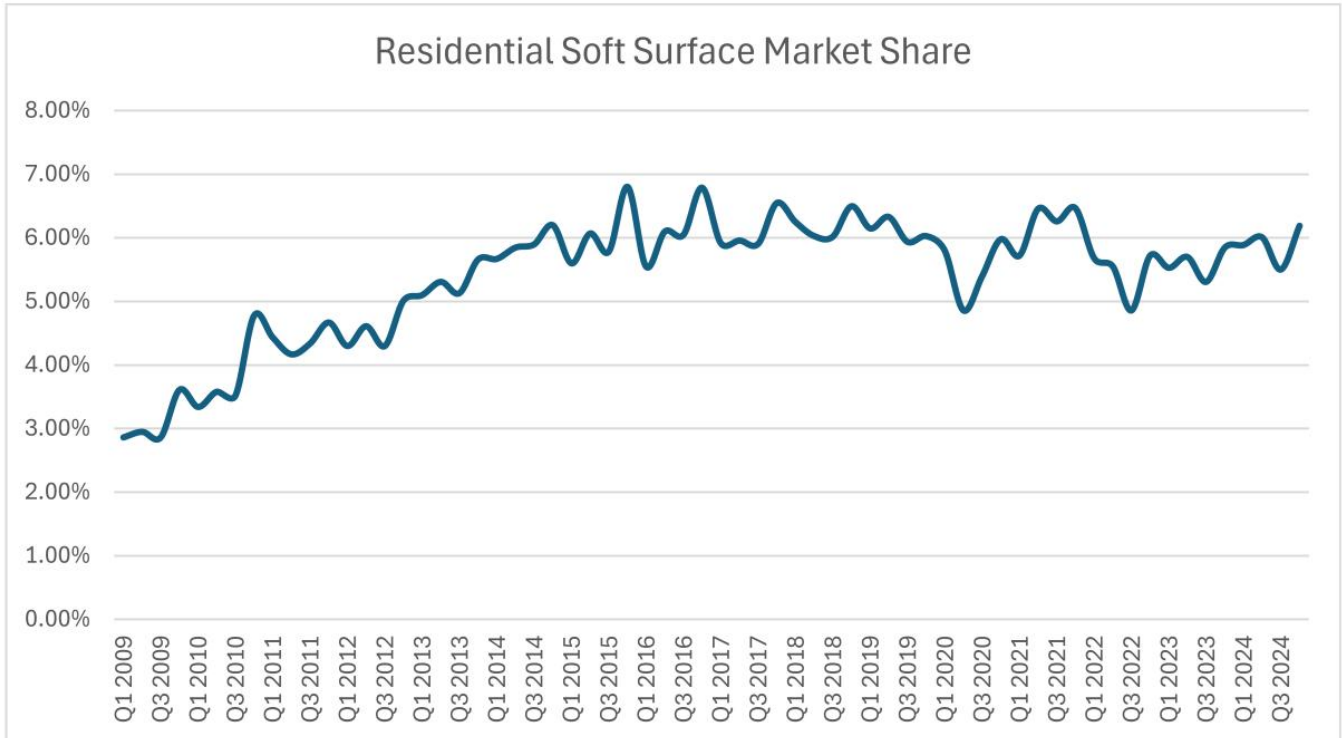


PET / TDG Retail Soft / Industry (Res Replacement)





Market Share



Sales by The Dixie Group as a percent of the estimated total residential market

Industry Positioning

The Dixie Group



THE DIXIE GROUP

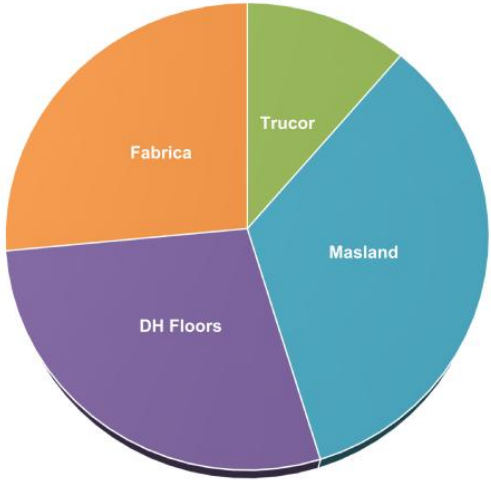


- Strategically our business is driven by our relationship to the upper-end consumer and the design community
- This leads us to:
 - Have a sales force that is attuned to design and customer solutions
 - Be a “product driven company” with an emphasis on beautiful and trend setting styles, colors, and designs
 - Be quality focused with a reputation for building excellent products and standing behind what we make
 - And, unlike most of the industry, not manufacturing driven

Dixie Group High-End Residential Sales All Brands



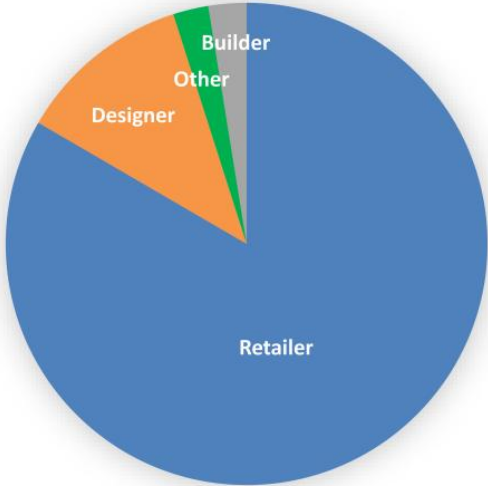
Sales by Brand for Q4 2024
Trailing Twelve Months



Dixie Group High-End Residential Sales All Brands



Sales by Channel for Q4 2024 Trailing Twelve Months



The company believes that a significant portion of retail sales also involve a designer.



- In 2023, we rebranded Dixie Home as DH Floors and celebrated 20 years in the market.
- Affordable Fashion: DH Floors provides well styled carpet and hard surface designs in the mid to high end residential market.
- With a broad range of price points, DH Floors meets the needs of a wide range of consumers through the specialty retail channel.
- During 2023, our new collection of beautiful carpet styles made with DuraSilk™ SD Pet Solutions polyester was well received by the market and became a key growth category.
- In 2024, we are expanding our line of DuraSilk™SD carpet styles with unique aesthetics and colorations. We are also launching new EnVision® Nylon and EnVision®SD Nylon styles.
- Growth initiatives
 - DuraSilk™SD Pet Solutions Polyester
 - TRUCOR® SPC and MFC Hybrid flooring
 - DH engineered wood
 - EnVision® Nylon
 - EnVisionSD® Pet Solutions



- Inspired by Design: leading high-end brand with reputation for innovative styling, design and color
- High-end retail / designer driven, approximately 16% of sales directly involve a designer
- The most versatile offering in the industry
- Growth initiatives
 - TRUCOR® Prime WPC flooring
 - TRUCOR® Energy SPC flooring
 - TRUCOR® Tymbr high performance laminate flooring
 - 1866 by Masland high end wool and decorative carpet and rugs
 - EnVision Nylon™
 - EnVisionSD Pet Solutions™



- Quality without Compromise: beautiful, high end residential products, manufactured with the finest raw materials and an unwavering commitment to quality and attention to detail.
- Designer focused, approximately 22% of sales directly involve a designer
- Custom construction, pattern, and color capabilities.
- Celebrating the Fabrica brand's 50th Anniversary in 2024
- Growth initiatives
 - Fabrica Fine Wood Floors, a sophisticated collection of refined wood flooring
 - EnVision Nylon™
 - Décor by Fabrica – high end wool and decorative carpet and rugs



Business Challenges

2021

- Invista sold Stainmaster brand to Lowes
 - Ultimately led to the loss of our business with Lowes – our largest mass merchant customer
- We sold our commercial division to Mannington
 - Began a restructuring plan to right size our operations to the new sales volume

2022

- Our primary raw material supplier exited the business in an abrupt and abusive manner
 - We endured exorbitant price increases coupled with significant internal costs, disruptions in operations and delayed introductions of new product
 - We lost our business with our largest mass merchant retailer as a result of the sale of the Stainmaster brand and cost increases
- Exorbitant increase in the freight costs for imported goods
- Cost and operational disruptions as a result of our ongoing restructuring plan











2023 -
2024

- Higher rates on mortgages and inflated housing prices have caused a decline in sales within the flooring industry
- Decline in the volume of sales of existing homes - a primary driver for our business
- Persistent inflation and other economic conditions have delayed interest cuts expected in 2024



2023 Cost Reduction Plan










\$35.6 Million

Initiative	 Employee Headcount Reduction Number of employees was reduced by 27% (354 employees)	 Lower Costs on Nylon Fiber. Existing nylon broadloom styles were converted to new raw material fibers from multiple suppliers at lower cost	 Reduction in Sample Expense Prior year included non-recurring expense for displays related to decorative and hard surface businesses	 Reduction in the Cost of Freight for Imported Inventory Inflated costs incurred in 2022 returned to, and remained at, more normal levels in 2023	 Other Cost Reductions Operational improvements, reductions in other raw materials, lease revenue from available warehouse space, increased freight surcharges and favorable adjustment to customer discount terms
Cost Savings	 \$13.4 Million	 \$7.0 Million	 \$5.0 Million	 \$4.1 Million	 \$6.1 Million



2024 Cost Reduction Plan

\$11.0 Million

Initiative	 Raw Material Cost Savings Savings from Partial Year of Internal Extrusion Operations and reductions in Costs of Nylon Fiber and Polyester Yarn	 Reductions in Expenses for Samples Costs maintained at a level to support new product introductions and sample replenishment	 Lower Expenses Related to Restructuring	 Change in Customer Terms for Discounts	 Other Cost Reductions Operational Improvements and Lease Revenue from Available Warehouse Space
Cost Savings	 \$3.4 Million	 \$1.6 Million	 \$2.0 Million	 \$1.8 Million	 \$2.2 Million



Looking Forward



We anticipate strong sales driven by pent up demand when interest rates are reduced and the housing market recovers.



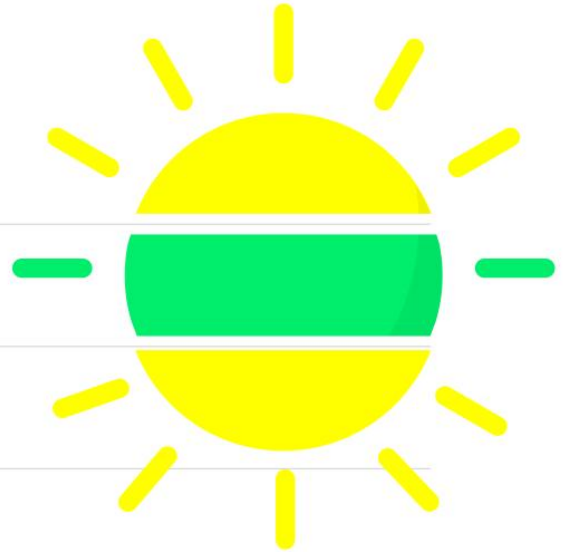
Gross margins will continue to improve with full volume from extrusion operations and increased volume in the manufacturing plants.



Selling expenses are expected to stay at normal levels for product introductions and sample replenishment.



Other income will increase for revenue from leasing available warehouse space.





FABRICA

Masland
INSPIRED BY DESIGN.



THE DIXIE GROUP



DIXIE
HOME 

 TRUCOR®
FLOORING SIMPLIFIED



