

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):

August 15, 2022



**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 GA  
(Address of principal executive offices)

30720  
(zip code)

706

876-5800

(Registrant's telephone number, including area code)

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))

**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 15, 2022 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, August 15, 2022.](#)



THE DIXIE GROUP

Exhibit 99.1

## August 2022 Investor Presentation

Contact:  
Allen Danzey  
CFO  
The Dixie Group

Phone: 706-876-5865

[allen.danzey@dixiegroup.com](mailto:allen.danzey@dixiegroup.com)

# Forward Looking Statements

## The Dixie Group, Inc.

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- 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

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- 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
  - 2022 Formed Joint Venture to begin domestic production of LVF products

## Dixie Today



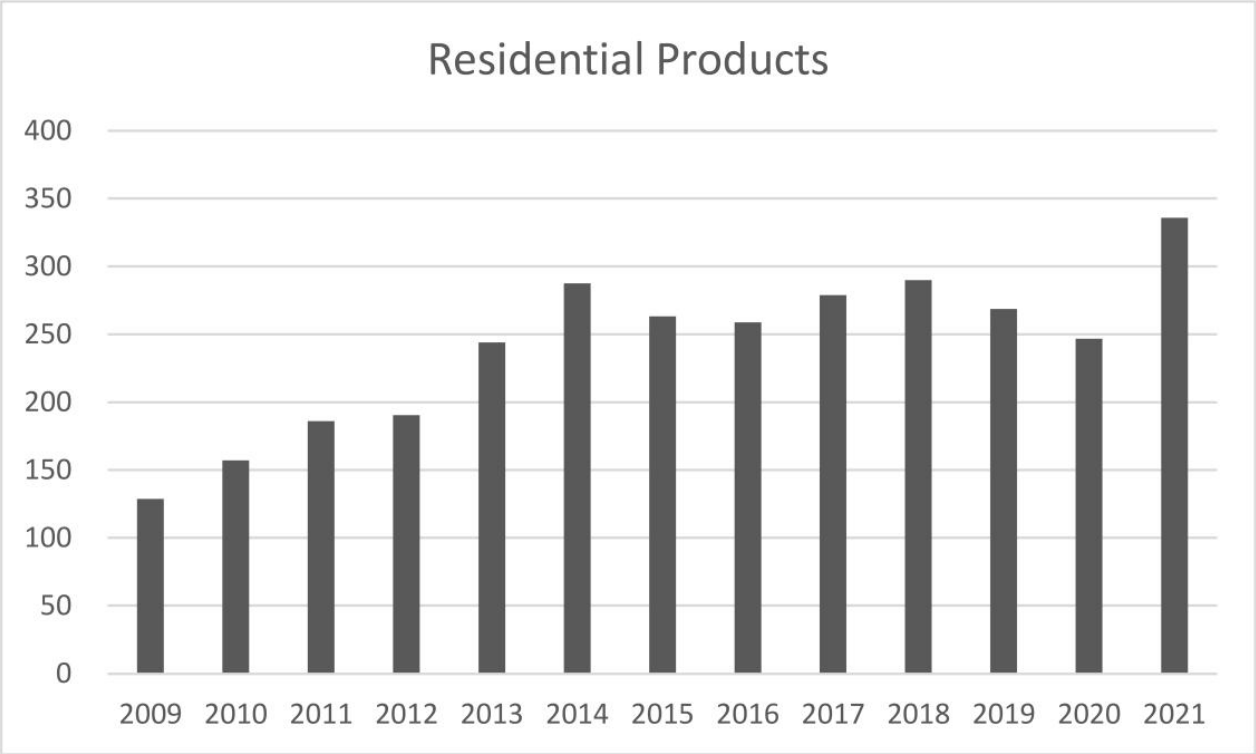
- Commitment to brands in the upper-end residential market with strong growth potential.
- Diversified customer base
  - Top 10 customers
    - 12% of sales
  - Top 100 customers
    - 29% of sales

# Net Sales of Residential Products

(\$ shown in millions)



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## Dixie Group Business Drivers

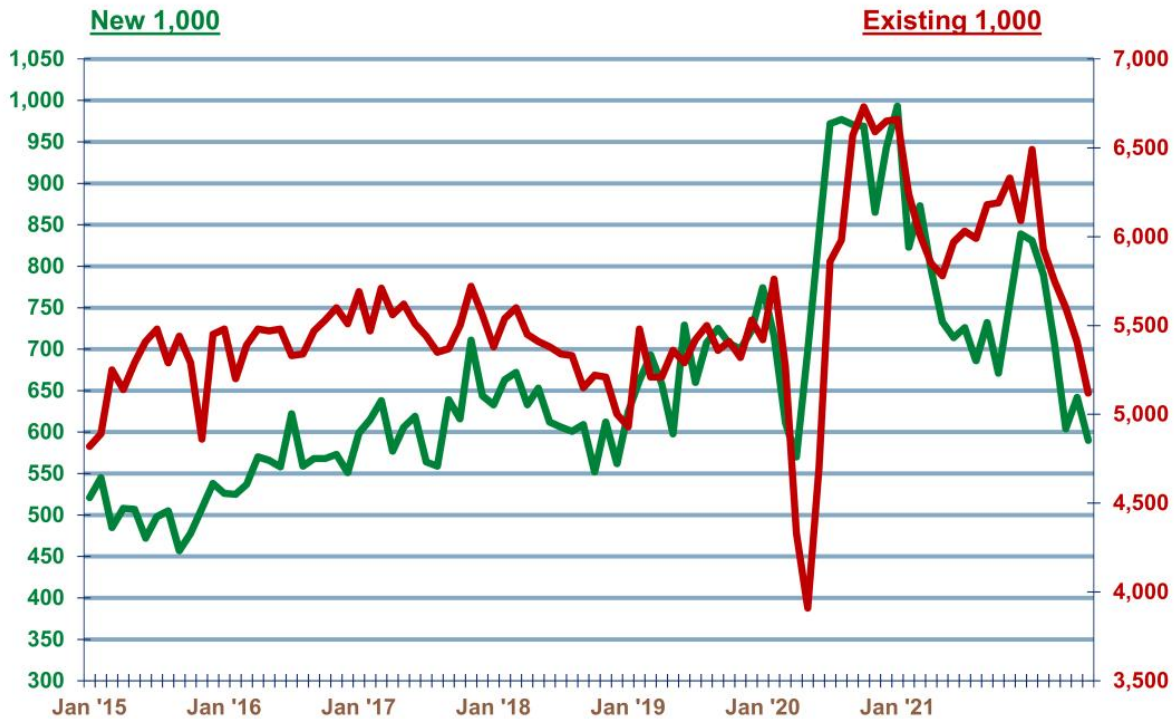
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- The residential flooring market is driven by remodeling, existing home sales and new construction of single family and multifamily housing.
- Our residential business plays primarily in the mid to high end residential replacement segment, dependent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

# New and Existing Home Sales

## Seasonally Adjusted Annual Rate

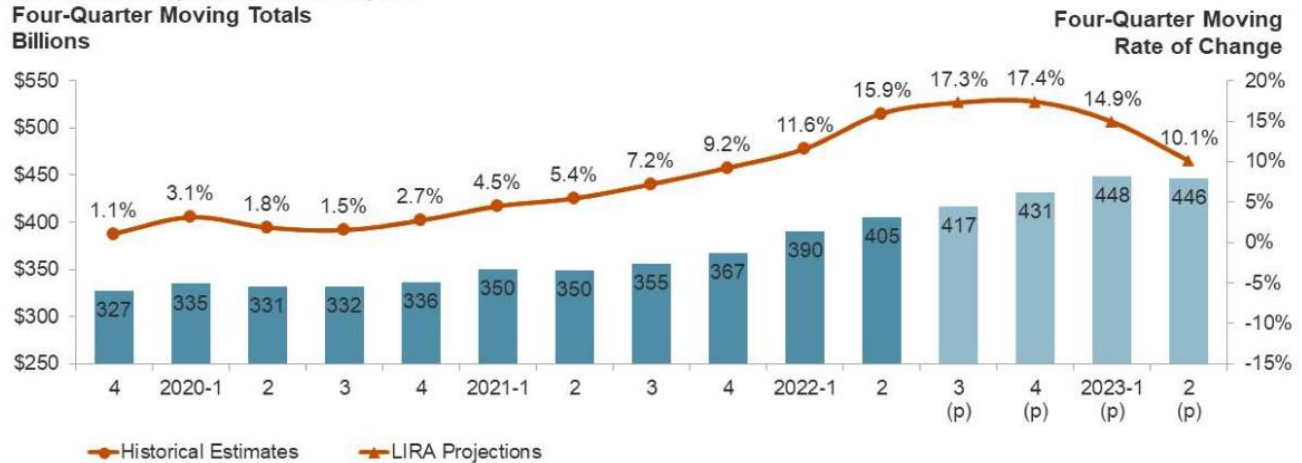


Source: National Association of Realtors (existing) and [census.gov/newhomesales](https://census.gov/newhomesales)

# Remodeling Activity

## Leading Indicator of Remodeling Activity – Second Quarter 2022

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 2019 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



## 2021 U.S. Flooring Manufacturers

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Flooring Manufacturers	Flooring \$ in millions	Flooring Market %
Shaw (Berkshire Hathaway)	6,144	25.1%
Mohawk (MHK)	5,259	24.9%
Engineered Floors (Private)	1,226	4.6%
Interface (TILE)	597	2.5%
Dixie (DXYN)	341	1.4%
Imports & All Others	10,704	41.4%
Total	24,271	100.0%

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

# Industry Positioning

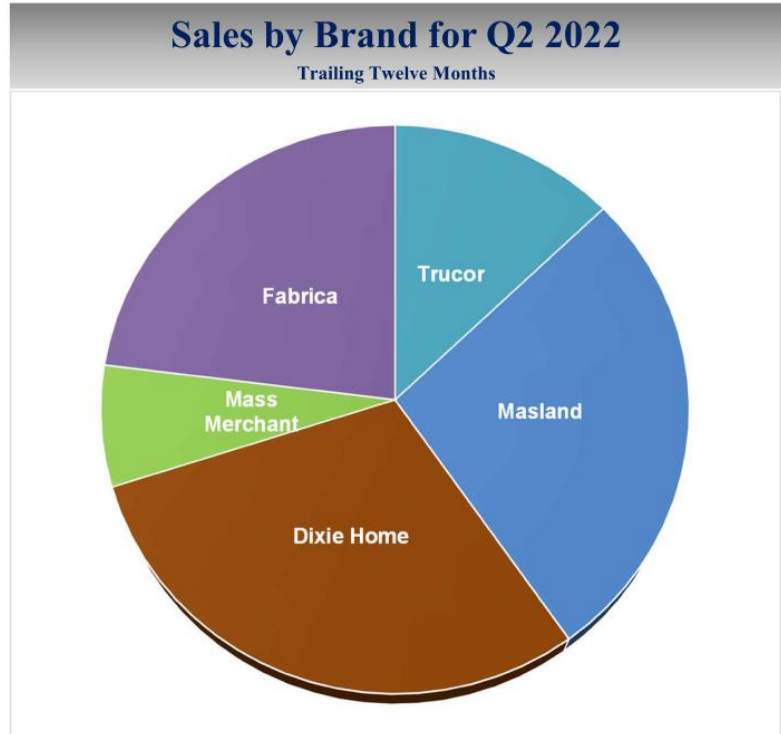
## The Dixie Group

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- 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

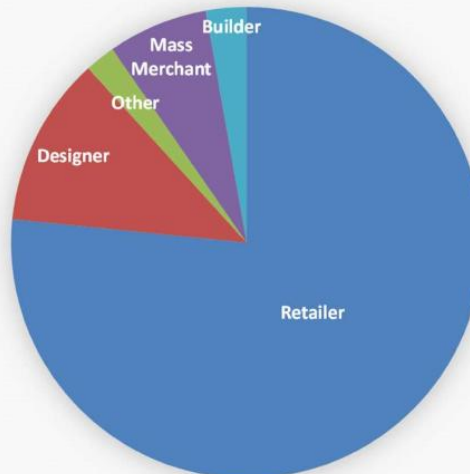
# Dixie Group High-End Residential Sales All Brands



# Dixie Group High-End Residential Sales All Brands



## Sales by Channel for Q2 2022 Trailing Twelve Months



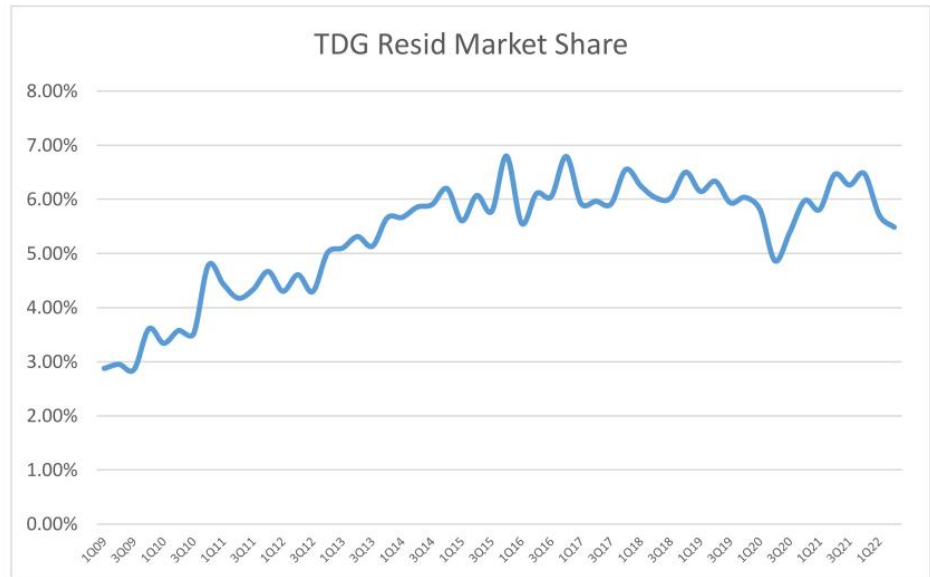
The company believes that a significant portion of retail sales also involve a designer.



## Market Share

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- Doubled our market share of carpet in the past 10 years, aided by an upper end segment that outpaced the market
- Successfully entered the hard surface market in the rigid core and engineered wood segments





- Affordable Fashion: Dixie Home provides well styled carpet and hard surface designs in the mid to high end residential market.
- With a broad range of price points, Dixie Home meets the needs of a variety of consumers through the specialty retail channel.
- Growth initiatives
  - TRUCOR® SPC flooring
  - Dixie Home 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 19% 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 26% of sales directly involve a designer
- Custom construction, pattern, and color capabilities.
- 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

## Current Business Conditions



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- We announced the formation of a joint venture in August, 2022 to begin domestic production of luxury vinyl flooring in our existing manufacturing facility.
  - Net sales from continuing operations in the second quarter of 2022 were 7% below the second quarter of 2021. Year to date net sales from continuing operations were down 1% compared to the prior year. Excluding our mass merchant business, net sales from continuing operations for the second quarter were up 1% year over year and 4.3% above prior year on a year to date basis.
  - Gross margins were negatively impacted in the second quarter of 2022 by the exorbitant price increases from our primary raw material supplier tied to their decision to exit the business. Our conversion to other suppliers, at cost points more in line with the market, was substantially complete by the end of the second quarter.
  - Year to date, our highest end brands are showing strong growth vs. prior year. And our hard surface segment continues delivering significant growth.
  - We remain focused on our key growth initiatives:
    - Development of best in class products under our EnVision Nylon™ and EnVisionSD Pet Solutions™ platform
    - Continued innovation and introduction of new hard surface products into our rapidly growing TRUCOR® and Fabrica Fine Wood programs; we are also entering new categories to diversify our hard surface offering
    - Execution of our new decorative segment offering, 1866 by Masland and Décor by Fabrica.



FABRICA

*Masland*  
INSPIRED BY DESIGN.



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DIXIE  
HOME 

 TRUCOR®  
FLOORING SIMPLIFIED



