

HTMARKET.COM

MEDIA KIT

HTmarket.com Addresses Palliser Furniture Transition Following MotoMotion Acquisition

July 17, 2026



Palliser home theater seating.

FOR IMMEDIATE RELEASE

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Longtime Palliser retailer outlines the impact of the ownership transition on production, lead times and existing customer orders.

CHICAGO, IL – HTmarket.com, a Palliser Furniture retailer for more than 22 years, is addressing the manufacturer's transition following its acquisition by MotoMotion.

MotoMotion completed its acquisition of Palliser on May 29, 2026. MotoMotion had previously served as a supplier and strategic partner to Palliser for more than a decade.

The acquisition followed a period in which Palliser experienced liquidity pressure, supplier-payment delays and disruptions in the availability of materials used in furniture production.

"Palliser has been an important part of our business for more than two decades, so this is a significant transition for our company, our customers and the furniture industry. Our immediate priority has been obtaining accurate information and communicating clearly with customers whose orders may be affected."

— Alan Hutchinson, owner of HTmarket.com

HTmarket has been advised that some existing Palliser orders may be canceled, reconfigured or moved into revised production schedules. New custom orders may also require longer lead times while Palliser and MotoMotion work to stabilize material sourcing, manufacturing capacity and logistics.

Production and Lead-Time Changes

Customers who have already waited for custom Palliser furniture may face additional delays as orders are reviewed under the new ownership structure. New Palliser orders may require approximately 16 to 20 weeks or longer, depending on the model, cover, configuration and availability of materials.

Depending on product availability and the customer's timetable, affected orders may be moved to another Palliser model, cover or configuration. Customers may also consider other seating options when the original Palliser order cannot be completed within an acceptable timeframe.

"There is no single answer for every customer. Some customers may still prefer to wait for Palliser, while others may need a seating option that can be delivered sooner. The important thing is to provide clear information so customers can make an informed decision."

— Alan Hutchinson

For dedicated home theaters, HTmarket offers its own HT Design home theater seating, including custom configurations and power seating features.

HTmarket also offers quick-ship home theater seating for customers who cannot wait through an extended custom-production cycle. Flexsteel sofas, sectionals and seating are available for media rooms and general living spaces.

Palliser's Winnipeg headquarters is expected to remain involved in product development, design, marketing, sales and customer service under MotoMotion ownership. The transaction did not include EQ3 or Canadian manufacturing operations owned by EQ3, which remain separate.

HTmarket will continue communicating directly with customers as additional information regarding production schedules, product availability and order status becomes available.

About HTmarket.com

Founded in 2000, HTmarket.com is a U.S.-based retailer specializing in home theater seating, media-room furniture, projector screens, acoustical treatments, theater décor and related home theater products.

The company has represented Palliser Furniture for more than 22 years and also manufactures HT Design home theater seating.

Media Contact

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Product Photography



Palliser home theater seating.

High-resolution product image available for editorial use with attribution to HTmarket.com.

Product Photography



Palliser sectional seating.

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Key Facts for Media

- HTmarket.com has represented Palliser Furniture for more than 22 years.
- MotoMotion completed its acquisition of Palliser on May 29, 2026.
- MotoMotion had served as a Palliser supplier and strategic partner for more than a decade.
- Some existing Palliser orders may be canceled, reconfigured or moved to revised production schedules.
- New custom Palliser orders may require approximately 16 to 20 weeks or longer.
- HTmarket offers HT Design home theater seating, quick-ship theater seating and Flexsteel seating alternatives.
- Palliser's Winnipeg headquarters is expected to remain involved in design, product development, marketing, sales and customer service.
- EQ3 and Canadian manufacturing operations owned by EQ3 were not included in the transaction.

Company Background

Founded in 2000, HTmarket.com is a U.S.-based retailer specializing in home theater seating, media-room furniture, projector screens, acoustical treatments, theater décor and related home theater products. The company also manufactures HT Design home theater seating.

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