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**U.S. Tariffs Drive HTmarket to Shift HT Design Home Theater Seating Production to Cambodia,
Rebuilding Supply Chains Beyond China**



Cambodia manufacturing facility under construction during the approximately nine-month build.

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Long-time manufacturing partner completes nine-month factory project as furniture industry adapts to changing global trade conditions

CHICAGO, IL – HTmarket.com announced that it has transitioned production of its HT Design home theater seating to a newly constructed manufacturing facility in Cambodia built by the company's long-time manufacturing partner.

The facility required approximately nine months to construct and began production in October 2026. The transition represents a significant supply-chain adjustment in response to U.S. trade policies that have reshaped furniture manufacturing throughout Asia.

"Over the last several years, tariffs have fundamentally changed the economics of manufacturing," said Alan Hutchinson, owner of HTmarket.com. "Companies throughout our industry have had to rethink where products are built, how components move across Asia and how finished goods reach customers in the United States."

HTmarket's manufacturing partner previously produced HT Design seating in China and expanded production into Cambodia as trade conditions changed.

While the transition allows final production to take place outside China, it also creates an entirely new set of logistical challenges.

Unlike China, where the upholstered furniture industry developed one of the world's most efficient manufacturing ecosystems over several decades, Cambodia is still building that infrastructure. Many of the precision components used in premium home theater seating—including reclining mechanisms, motors, actuators, electronics, hardware and specialized upholstery materials—continue to be sourced from long-established suppliers throughout Asia before being transported to Cambodia for final assembly.

"The factory itself is only one piece of the puzzle," Hutchinson said. "The entire supply chain still had to be redesigned. Components that previously moved directly to a factory in China now travel to Cambodia before assembly, and the finished seating follows a more complicated shipping route to the United States."

Ocean transportation has changed as well.

Containers shipped from China traditionally reached U.S. West Coast ports in approximately three weeks. Shipments departing Cambodia frequently begin on feeder vessels before transferring to larger trans-Pacific container ships at regional hub ports. Total ocean transit from Cambodia to a U.S. West Coast port now typically takes approximately 45 to 50 days.

The longer transit cycle requires earlier purchasing decisions, greater inventory planning, additional working capital and more coordination among suppliers, factories, ocean carriers, warehouses and delivery companies.

"The headlines usually focus on tariff percentages," Hutchinson said. "What many people do not see is the operational work required to rebuild supply chains that took decades to optimize. Moving final production is only the beginning. The sourcing, transportation, customs and inventory systems all have to be reworked."

The Cambodia facility is now producing HT Design home theater seating for the North American market while maintaining the quality standards and premium components associated with the HT Design brand.

HTmarket believes the transition illustrates how global trade policy is changing manufacturing throughout the furniture industry. Retailers, brands and manufacturing partners must now balance tariffs, supplier availability, transportation time, inventory requirements and customer delivery expectations.

About HTmarket

Founded in 2000, HTmarket.com is a U.S.-based retailer specializing in home theater seating, projector screens, home theater décor, acoustical treatments and custom home theater products. HTmarket develops and markets HT Design home theater seating and has served customers throughout North America for more than 25 years.

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Factory & Production Photos



HT Design production line.



Finished HT Design seating.



First export container loaded for shipment to North America.