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Press Releases

OPTIMISM ABOUNDS IN SPRING FURNISHINGS OFFERINGS AS HOUSING MARKET RESURGENCE SPURS FRESH CONSUMER DEMAND

HIGH POINT, NC, April 20 – “Hey, housing market, welcome back,” say economists and consumers alike. The data keeps rolling in to confirm that the housing resurgence of 2012 is continuing its momentum into 2013.

Home prices rose 8.1 percent in January, reported the Commerce Department last month, and Moody’s Analytics is forecasting a 50 percent rise in housing starts this year. Manufacturing gains are also propelling the economy, according to the Commerce Department, with a 5.7 percent increase in demand for longer-lasting factory goods in February.

With these positive growth indicators in place, furnishings retailers and manufacturers are ramping up for a parallel resurgence in consumer spending for the homefront.

“Today’s consumers have weathered economic set-backs, and are savvier than ever about asking for what they want and holding out for the right combination of value, function, and individual taste in their home purchases,” says Mike Lambright, director of marketing at Sauder. “In response to consumer wish lists, we’re dramatically expanding our repertoire of offerings in terms of style, color and material options as well as furniture categories.”

At the High Point Market opening April 20, Sauder is responding to pent-up consumer demand with resounding optimism, and is introducing nearly 150 debut designs, covering entertainment, storage, office, bedroom, occasional, dining and home seating. In this cornucopia of offerings, the company is unveiling its new Camarin, Embassy Point, and Trestle collections as well as new designs and finishes in several popular existing collections, including Harbor View, Carson Forge, Shoal Creek, and Edgewater. Sauder is also introducing an extensive Soft Modern collection with designs for every room in the home, an all-new line-up of style-spanning dining pieces, and debut seating designs including sofa convertibles and Gruga office chairs.

Sleek, sophisticated styles work overtime all the time in every room of the home

With its debut Camarin collection, Sauder is offering sleek, contemporary good looks that never stop working, with eight entertainment, storage and office designs that create optimum organization solutions wherever they’re placed. The grouping capitalizes on traditional silhouettes with bold, contemporary forms for go-anywhere pizzazz, and feature a host of design elements cued to creating order on the homefront.

A handsome multimedia storage cabinet in the debut Camarin collection offers confident good looks along with modern, straightforward function to easily accommodate all of today’s electronics. An organization-minded side table provides a deep lower shelf for extra storage, and a corner TV stand graces any room with ample concealed and open storage, cord management, and adjustable shelves.

The new grouping offers two finish options, allowing consumers to hone in on their individual tastes. Jamocha Wood is Sauder’s ultimate espresso finish—a deep brown color emphasized by subtle graining—and is paired with nickel hardware accents to underscore the collection’s sophisticated contemporary allure. Milled Cherry is a planked and highly distressed finish, presented with Spanish-styled hardware for a more casual contemporary option. Pieces will retail from approximately \$79 to \$159.

New designs create a bold, distinguished ambience for the bedroom retreat

With its new Embassy Point collection, Sauder is unveiling a handsome line-up of bedroom pieces that blend the timeless with the timely for a bold, memorable look. Elaborate yet clean face detailing on doors and drawers is reminiscent of deeply carved formal architecture of the past, and the cosmopolitan Wind Oak finish—a high gloss black with straight oak graining that shines through—adds a fillip of the contemporary to the classic grouping. In addition, white pitted silver-finish hardware adds an aura of gentle, dignified aging

in long-time service.

The new Embassy Point grouping includes a wide range of distinguished choices for the bedroom retreat, including a commanding headboard and a secretary with strong, masculine appeal. Other notable introductions include a four-drawer chest, dresser, highboy TV stand, and nightstand. Pieces will retail from approximately \$79 to \$249.

Relaxed yet lively, new collection adds architectural élan to any setting

Sauder is also introducing its debut Trestle collection of occasional and storage pieces that add visual punch—and functionality—to any area of the home. The new grouping is distinguished by a simple, open architecture of angled legs, rails and boxes that refreshes and relaxes any setting. The collection’s three-shelf and five-shelf bookcases feature a subtle ladder-like effect, adding charm as well as service wherever they are placed. A TV stand and side table offer additional style and service for the modern home. The Jamocha Wood finish adds a level of sophistication to the lively designs. Pieces will retail from \$59 to \$149.

New options in existing collections boost consumer choices for the homefront

Sauder is also debuting dynamic new designs in several of its popular existing collections, including Harbor View, Carson Forge, Shoal Creek, and Edgewater.

In its popular cottage-style Harbor View collection, the company is unveiling an updated finish on a dozen new office, occasional, storage, and bedroom pieces. New design highlights include two lovely headboard options, a robust, fully-functioning armoire, a handsome buffet, and a TV stand cued to techno-organization.

Harbor View’s new Salt Oak finish—featuring distressed oak rendered in an up-to-date, yet rustic, neutral grey—highlights the collection’s graceful yet simple detailing. The grouping is notable for its louvered door panels, turned wood feet, worn wood knobs, and metal bin hardware that work together to meld sophistication and charm. And fitted with all the essential design elements for managing the latest in home electronics, the collection also delivers functionality for the technology needs of the entire family. Pieces will retail for approximately \$89 to \$349.

Sauder is also introducing a wide range of designs in its Carson Forge collection, in Milled Cherry and Washington Cherry finishes. Debut pieces include a striking planked headboard with matching armoire as well as a gourmet stand, a sideboard, and a sofa table, all handsome, hard-working solutions for consumers’ busy lives.

In its Edgewater collection, Sauder is showcasing a variety of good-looking new designs, including a lift-up coffee table, a sideboard with wine storage, and a generously-scaled credenza in Estate Black finish. Debut pieces in Sauder’s Shoal Creek collection include a paneled headboard, a platform bed, a sideboard, and mirror in Jamocha Wood finish.

“Consumers have been waiting for the right moment to refurbish their homes, and they deserve as many options as possible once they’re ready to make those selections,” says Lambright. “We’re creating a generous range of choices in terms of designs, finishes, materials and price points to satisfy the individual needs of today’s furniture shoppers.”

For information about Sauder Woodworking Co., visit the web site at www.sauder.com

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