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Press Releases

A NEW GENERATION OF FURNITURE CONSUMERS INSPIRES A HOST OF FRESH TAKES ON MODERN DESIGNS

HIGH POINT, NC, April 20 – They've been dubbed the Millennials, the Young and the Restless, Generation Y, and more by researchers and culture mavens. Call them what you will, today's generation of young adults in their twenties and thirties is busy defining itself, thank you very much.

Weaned on ever-changing technology and coming of age amidst a sluggish economy, this generation has developed its own special skills and knowledge. At ease in the fast-forward world they're helping to create, they value innovation, mobility and connectedness.

"This new generation of consumers is seeking furnishings that serve their technology-centered lives and reflect their values," says Mike Lambright, director of marketing at Sauder. "Less tied to the past, they are embracing a fresh, relaxed take on contemporary styling that matches their own ease in the modern world."

At the High Point Market opening April 20, Sauder is unveiling a wide range of designs geared to the needs of today's new breed of furniture consumers, featuring the company's debut Soft Modern collection that boasts nearly 60 occasional, storage, bedroom and dining pieces, as well as debut Contemporary Tech entertainment pieces. In addition, Sauder is showing an all-new line-up of 36 dining pieces with versatile styling and value-oriented price points, and is debuting 20 seating solutions, including its SofaCon sofa convertibles and Gruga Seating By Sauder home office chairs.

Contemporary lightens up to get in sync with younger shoppers

With its new Soft Modern collection, Sauder is introducing a gentler take on contemporary, softening lines and drawing on organic design elements in tune with the newest generation of furniture shoppers. The debut grouping says good-bye to hard-edged black metal and glass, and hello to simple, mellow forms, clean grains, and carefully-placed color accents. Playful designs and unexpected detailing underscore the collection's zestful look, and with cutting-edge function for today's full spectrum of technology needs, the fit is right for today's young adult consumers.

Sauder's Soft Modern grouping offers nearly 60 debut pieces poised to furnish an entire living space, with occasional, storage, bedroom and dining options appropriately scaled for apartment and condo living. The spirited new designs feature unexpected shapes and fresh interpretations, including an alluring large round coffee table resting on trim geometric legs, a hip, sharply-bowed étagère, a streamlined, trend-setting platform bed, and a whimsical yet practical storage bench with coat rack.

The grouping's energetic mingling of color and material choices is key to its liveliness and appeal, allowing full expression of individual tastes. The collection's wide-ranging palette options cover a dynamic mix and match of materials—including wood, metal, laminates and glass—as well as finish options encompassing Pale Oak, Fine Walnut, Salt Oak, Black, White, Yellow, Grey, and Orange. Pieces will retail for approximately \$29 to \$349.

In addition, Sauder is introducing a selection of Contemporary Tech entertainment designs that underscore a fresh take on modern design. Pieces will retail from \$179 to \$289.

Bon appétit: dining in style is more affordable than ever before

Expanding into an entirely new category, Sauder is debuting a dynamic selection of cost-effective dining solutions, giving consumers greater ability than ever before to complete every area of their homes with solid value and cutting-edge style.

The company is unveiling dining chairs, tables and select sets to complement new and existing collections, including Edgewater, Carson Forge, Shoal Creek, Beginnings, Harbor View, Original Cottage, and Soft Modern. Designed to reflect these distinctive groupings, the

debut dining pieces are also fashioned with a universal component in their finish and form, allowing them to mix and match with a variety of styles.

With its entry into the dining category, Sauder is offering a wide range of style options, all geared to the easygoing connectedness sought after by the new generation of shoppers.

The dining seating designs include a bench and X-back chair combo, Windsor chairs, benches and upholstered Parsons chairs. New table offerings include dinette, trestle, glass-topped, and rectangular split-top options. The new Pieces will retail from \$39 to \$319.

Sauder is also unveiling nearly 20 designs in the home seating category, including upgraded Sauder SofaCons and new offerings in Gruga Seating By Sauder.

With its new value-oriented SofaCons, Sauder is introducing a variety of convertible sofa styles keyed to existing collections of case furniture. And following the lead of the company's new dining designs, the SofaCon introductions can also be mixed and matched across many collections, making them an easygoing addition to any room.

The new SofaCons designs offer a rich diversity of options and include an elegant tufted high-backed sofa with rolled pillow arms, a sleek slant-backed modern sofa with hip dark gray upholstery, and a feminine white armless sofa with a loose-fitting skirt. The pieces will retail from \$269 to \$419.

With its debut Gruga Seating by Sauder designs, the company is rounding out its forward-looking seating offerings with nearly a dozen home office chairs. New designs include a variety of handsome manager chairs available in several upholstery options, including bonded leather, Duraplush, and Airmesh fabric. The pieces will retail from \$69 to \$159.

"We're both wooing and learning from the newest generation of consumers," adds Lambright. "Relaxed, connected and on the move, they are inspiring a freer interpretation of comfort and style for the homefront."

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

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