



NEWS RELEASE

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SAUDER MARKS 75 YEARS OF DOMESTIC FURNITURE PRODUCTION,
ECO-FRIENDLY MANUFACTURING PROCESSES
AND INNOVATIVE, VALUE-PACKED DESIGNS

HIGH POINT, NC -- What's been green for over 75 years and still counting? The answer is environmentally-friendly furniture from Sauder.

And who's been producing innovative designs domestically since its inception in 1934. Again, the Archbold, Ohio-based company scores the answer.

This year Sauder is marking seven and a half decades of combining quality and value in innovative furniture designs produced in the U.S.

Founder Erie Sauder started the company in the middle of the Great Depression, using wood scraps from his fine woodworking business to build the first RTA table. His personal credo of respect for nature's resources has been carried forward into the 21st century in the enduring American company that bears his name.

"It's been a natural progression for Sauder to continually seek out the most cutting-edge sustainable manufacturing processes available," says Doug Krieger, director of design at Sauder. "And we've also carried on the legacy of American know-how in producing quality furniture domestically, at affordable prices."

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At The High Point Market opening April 25, Sauder will be unveiling a host of new designs that continue the company's long-standing commitment to combine the best in style, quality and value with ecology-friendly materials and processes. In its domestic product line, Sauder will be unveiling three new collections: Camber Hill, Graham Hill and Edge Water, with over 24 debut designs. With the new groupings, Sauder will be offering unique solutions for home office and entertainment needs, including credenzas and walls that feature integrated mounting brackets for flat panel TVs.

In its debut Camber Hill collection, Sauder will be introducing a selection of versatile entertainment, home office and laptop pieces with go-anywhere transitional styling. Each piece is crafted with maximum detail to enhance the grouping's clean geometric forms. Design details, including a warm, richly-grained Sand Pear finish and custom-designed pewter-finished hardware, add to the casual modern feeling. Collection highlights will include a corner computer desk, console desk, corner TV stand, technology pier, library and a bookcase with doors. Retail prices are expected to range from \$69 to \$199.

Sauder will also be unveiling its new Graham Hill collection, a grouping that starts with pleasing proportions, and continues to charm with the character of early farmhouse antiques enhanced by updated touches. Its design roots may be traditional country, but the collection also encompasses 21st century élan thanks to a high level of detailing. Modern elements such as scooped back sides, custom Mission hardware, faux granite tops and an updated Autumn Maple finish work together to give the grouping a fresh American eclectic style.

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New offerings in the Graham Hill collection will include an entertainment credenza, highboy TV stand, panel TV stand, utility stand, student desk, computer desk with hutch, open library and audio storage. Retail prices are expected to range from \$99 to \$199.

With its debut Edge Water collection, Sauder will be introducing a fresh take on the popular cottage look. Redefined with graceful, classic lines, the new grouping re-imagines cottage charm for today's sophisticated home office lifestyle. The new Estate Black finish with its hint of gold metallic undertones reinforces the new approach. Rich in design details, the collection boasts sculpted solid wood feet, framed doors and refined hardware. Enhanced by innovative storage and technology solutions, the debut designs will include a posh entertainment credenza and a writing desk ideal for laptops. Retail prices are expected to range from \$99 to \$249.

“Americans are becoming more and more attuned to the need for environmentally-friendly manufacturing processes,” Krieger adds, “and they’re increasingly demanding a sense of stewardship from furniture makers along with value and innovative designs.”

For information about Sauder Woodworking Co., visit the company's showroom located in Space #218 in the 220 Elm Building or visit their Web sites at www.sauder.com

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