



## **NEWS RELEASE**

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CONTACT: Barbara Buenger  
847-446-4591

### **BEDROOM FURNITURE OFFERINGS FEATURE NEW ADDITION: BABY CRIB DESIGNS BY SAUDER AND CHILDCRAFT FOR SAFETY, STYLE AND VALUE**

HIGH POINT, NC – In the bedroom furniture segment of the market, sleeping like a baby has more options than ever before, as manufacturers give birth to new infant furniture designs to keep pace with consumer demand.

Baby furniture expenditures are projected to reach \$1.52 billion by 2011, according to statistics from Easy Analytic Software, Inc. As reported in Kids Today, demographics are a strong predictor of this steady growth, as Gen Y's 76 million members reach prime child-bearing age in the next three years.

“With bedroom furniture continuing as a key component of our marketing strategy, we’re responding to customer interest in infant furniture designs that coordinate with master bedroom pieces,” says Doug Krieger, director of design at Sauder. “In addition, we’re paying attention to consumer demand for ever more choices for master bedrooms, guest bedrooms, vacation house bedrooms, children’s rooms and the dedicated nursery.”

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At the High Point Market opening October 20, Sauder will be featuring three infant crib designs in its debut bedroom furniture offerings. The company will also be introducing over half a dozen new designs for every bedroom in the home – and the second home – including dressers, mirror, headboard and nightstands.

Sauder's debut baby crib designs are being developed in cooperation with Child Craft Industries, the well-respected manufacturer of infant cribs and accessories, in response to consumer demand for coordinated, value-priced infant furnishings.

“Consumers are looking for bargains in an uncertain economy, but they do not want to sacrifice safety or quality in the nursery,” Krieger notes. “The combined strengths of Child Craft and Sauder add up to stylish products that parents can trust, at price points they can afford.”

Sauder will be unveiling its baby crib and additional bedroom designs in its debut Arbor Gate and Rose Valley collections as well as in its recently-introduced Magnolia Park grouping, providing consumers a range of traditional and transitional style choices.

The company's new Arbor Gate collection offers a heritage look for the bedroom, thanks to unparalleled attention to detail, including handsome framed doors, large crown moldings and the sophisticated contrast of layers of small plinth accents. A warm Coach Cherry finish, with its deep brown color and grain, completes the timeless look of the new collection.

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In its Rose Valley collection, Sauder is offering nothing less than an updated Mission make-over, with a softer, cleaner interpretation of this popular look. With its lean framed doors and side panels accented by graceful custom-designed pull rings, the new grouping promises go-anywhere versatility for any bedroom in the home.

Sauder's heirloom-look Magnolia Park collection is crafted from solid wood and veneers and features a dark, rich finish as well as quality traditional details such as turned corner posts and intricate base rails that add up to a classic look.

"American consumers are seeking stylish, coordinated bedroom furnishings, and we're responding with a wide range of options," Krieger adds. "And by combining our strengths with those of another industry leader, Child Craft Industries, we're proud to offer parents what they are seeking in a baby crib: safety, style and value."

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](http://www.sauder.com)

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