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FOR IMMEDIATE RELEASE

Making it yours: Sauder helps customers put together their style

With modern farmhouse styles, custom hardware, casual dining options and a Web-based lookbook, Sauder introduces new styles and options for affordable customization at High Point Market

ARCHBOLD, Ohio — April 10, 2015 — This spring at [High Point Market](#), Sauder is inspiring consumers by providing them with the resources they need to create their own style affordably.

“When it comes to home décor and design, our customers don’t want their space to mirror that of their neighbors or friends,” said Mike Lambright, director of marketing at Sauder. “It’s all about finding your own style and creating a space that’s truly yours. Our introductions at High Point Market are doing just that — expanding style options, adding even more customizable features, fitting the way our customers live and providing inspiration to help put it all together.”

Sauder is featuring four introductions at High Point Market to help customers put together their style:

- **Modern farmhouse styles** incorporating a country casual aesthetic that is appealing for relaxed sophistication
- **Customization options** for hardware, finishes and fabrics on select pieces
- **Casual dining options** that adapt to modern lifestyles and more eclectic dining trends
- **Put Together Lookbook** that addresses the challenges of putting a style together and making it your own with an online collection of looks and styles

Modern farmhouse movement

Transitioning from the heavy rustic and industrial influence that inspired country casual furnishings comes the modern farmhouse movement. Offering a more subtle and sophisticated style, yet still eclectic and reminiscent of the rustic aesthetic, Sauder’s New Grange prototype collection looks at country casual with a fresh pair of eyes.

“Some of our most popular pieces in the [Barrister Lane Collection](#) and newly introduced [Adept Storage Collection](#) are early adaptations of the modern farmhouse movement,” said John Amell, Sauder trend and design manager. “The New Grange prototype collection gives consumers even more ways to put this style together with familiar silhouettes and designs. There are an assortment of functional pieces that look great as a collection but also can stand alone, adding to their charm and versatility.”

The New Grange prototype collection is available in a bold, rich coffee finish with contrasting off-white interiors and gold accents, bringing an unexpected level of elegance to a once casual style. Sauder® furniture in the modern farmhouse style is priced as low as \$159.99.

Casual dining options

A lack of formal dining rooms in new construction, combined with open floor plans in condos and apartments, have eliminated the need for large-scale dining options. Baby boomers are downsizing and finding their existing

furnishings don't fit the scale and style of new contemporary spaces. At the same time, consumers of all ages are embracing versatile common spaces in the home for casual dining, like kitchen islands and breakfast bars.

To adapt to these lifestyle trends, Sauder reveals a new range of functional, small-scale and casual dining options, including four- and six-person dining set prototypes.

The casual dining prototype pieces offer even more ways to "make it yours" in this category, providing additional contemporary, traditional and modern farmhouse style dining options. Prototype features include metal construction, pub-height options, and mix-and-match bench, stool and chair seating selections. Sauder casual dining options are priced as low as \$119.99.

Customization with new hardware, fresh finishes and fabrics

"We know our customers are looking for that one-of-a-kind piece that speaks to them, but we also know that getting stylish, custom furniture usually comes with a hefty price tag," Lambright said. "The new [customizable features](#) in many of our collections are perfect solutions that help customers make our pieces their own, affordably."

Furniture [hardware customization](#) allows consumers to create a custom look for their mass-produced pieces, with more than 20 hardware options currently available on the best-selling [Shoal Creek Collection](#).

Sauder continues to broaden the appeal of several fan-favorite lines, including the Shoal Creek and [Edge Water collections](#), with lighter gray- and white-washed finishes such as the new Diamond Ash and Chalked Chestnut finishes. The new darker Carbon Ash finish is available in the [Square1 Collection](#), which includes reversible backs and edges, as well as vertical or horizontal orientation for added customization.

Also available, new fabric options on upholstered pieces, such as bold colors on [sofa convertibles](#) and contemporary patterns on [accent seating](#). Sauder furniture for a customized look is priced as low as \$69.99.

Put Together lookbook

Launched this month, the [Sauder Put Together virtual lookbook](#) serves as an inspirational resource for customers who might find putting their style together to be challenging.

To create the lookbook, Sauder partnered with more than 100 influential design and lifestyle bloggers who were invited to style and photograph a series of top Sauder products in their homes. The collaboration produced hundreds of images that demonstrate how Sauder products fit a wide range of design styles. It showcases simple ways for customers to put together their style and make Sauder furniture their own.

Visit Sauder at High Point Market

Sauder furniture and prototype pieces that reflect these trends will be available April 18-23 in Sauder's High Point Showroom at 220 Elm St., Space 218, one block west of Main Street between West Commerce Avenue and West Green Drive.

About Sauder

Manufactured in America's heartland for more than 80 years, Sauder Woodworking Co. is the leading North American producer of ready-to-assemble furniture. A family-run business based in Archbold, Ohio, Sauder embraces sustainability measures that reuse and recycle more than 98 percent of its solid waste materials. The company currently offers nearly 50 furniture collections that enable everyone to experience the joy of affordable style. Follow us on [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#). For tips on affordable style, visit the [Put Together Lookbook](#), [furnish forward](#) blog or [Expedition Design](#) style lab. Learn more at [Sauder.com](#).

Photo Caption — [DOWNLOAD IMAGES](#)



- Spring 2015 -

MODERN FARMHOUSE MOVEMENT



1. Barrister Lane Accent Chest Prototype, \$179.99
2. New Grange Accent Storage Cabinet Prototype, \$159.99
3. New Grange Storage Cabinet Prototype, \$239.99
4. Adept Storage Credenza, \$229.99





CASUAL DINING OPTIONS




1. Modern Farmhouse Table Prototype, \$279.99
Modern Farmhouse Bench Prototype, \$119.99
Cottage Road Spindle Back Chair Prototype, \$149.99 set of two
2. 5-Piece Pub-Height Set With Stools and Bench Prototype, \$199.99
3. Traditional Round Mixed Material Table Prototype, \$249.99
Dark Gray Parsons Chair Prototype, \$169.99 set of two
4. Traditional X-Base Mixed Material Table Prototype, \$279.99 set of two
Metal Café Dining Chair Prototype, \$129.99 set of two





CUSTOMIZATION WITH NEW HARDWARE, FRESH FINISHES AND FABRICS



1. Shoal Creek Desk Prototype, \$189.99
2. Premier Carver Sofa Convertible Prototype, \$449.99
3. Premier Estate Sofa Convertible Prototype, \$479.99
4. Traditional Brass Finger Pull With Card Holder and Round Knob Set
5. Contemporary Barrel Pewter Square Knob Set






PUT TOGETHER LOOKBOOK



put//together
lookbook

It's time to assemble your put together space for your put together self. Cause when design enthusiasts style our furniture, we end up with some of the best home décor ideas around.

Modern farmhouse movement

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- 2) New Grange Accent Storage Cabinet Prototype, \$159.99
- 3) New Grange Storage Cabinet Prototype, \$289.99
- 4) Adept Storage Credenza, \$229.99

Casual dining options

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Customization with new hardware, fresh finishes and fabrics

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- 3) Premier Estate Sofa Con Prototype, \$479.99
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- 5) Contemporary Barrel Pewter Square Knob Set

Put Together Lookbook

The Sauder Put Together virtual lookbook is an inspirational Web-based resource available on Sauder.com.

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