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FOR IMMEDIATE RELEASE

What's Next: Sauder Defines the Future of Affordable Style at Spring High Point Market

Sauder shapes the furniture industry with internationally inspired designs, colorful collection accents, high-end modern styles and new retro-chic products

ARCHBOLD, Ohio — March 31, 2016 — This spring, [Sauder](#) is challenging convention and demonstrating its leadership in shaping what's next in home furnishings, not just the ready-to-assemble industry. For years, mass-market furniture brands have followed popular style, but Sauder is changing that paradigm with emerging styles that are at the forefront of consumer tastes. Sauder is leading the industry in defining what's next in the world of affordably stylish furniture at spring High Point Market.

"Innovation has always been a cornerstone of our business at Sauder. It's what's gotten us to the top and helped us stand out in our industry," says Mike Lambricht, director of marketing at Sauder. "We're constantly building on our design leadership to stay at the forefront of style and affordable furniture trends. We have 80 years of experience, yet we continue to be what's next."

At High Point Market, Sauder is featuring what's next with:

- **Viabella prototype collection** — Internationally inspired collection embraces a modern eclectic aesthetic with Spanish Colonial and Spanish Mission motifs.
- **Collection accents** — Accent pieces add color and character to most popular existing collections
- **Style and design innovation** — Sauder Boutique creates a new market niche, and the innovation lab showcases what lies ahead for Sauder
- **Eden Rue Collection** — Newly available retro-chic collection brings history and whimsical character to consumers

Sauder also increased its showroom space at 220 Elm St. with 5,000 square feet of additional floor space to accommodate its display of 100 prototypes, 75 new production items and more than 300 of its 700 in-stock items.

Viabella prototype collection

Sauder designers and trend analysts embarked on months of cultural exploration through immersive international travel, gaining inspiration everywhere — from architecture and antique stores to local bodegas and fabric stores — to craft the story that would be told through Sauder's newest prototype collection.

The Viabella prototype collection derives from a rich cultural heritage and draws from familial memories of a storied past, combining a contemporary sensibility with elements of Spanish Colonial and Spanish Mission design and architecture. Taking cues from Latin American and Hispanic culture, the Viabella collection incorporates traditional graphic patterns and a handcrafted aesthetic.

The collection features a contrast of light and neutral finishes with deliberate bursts of color. Bold, heavy furnishings are countered by metal pieces with a lighter profile. Small accent items in the collection showcase vibrant colors, and ArtaGraph™ imaging capabilities allow patterned prints resembling ceramic tiles and textiles. Pieces feature exaggerated skirts, thin overhanging tops, distinctive hardware and two new finishes: Curado Cherry and Antigua Chestnut.

The Viabella prototype collection includes a mix of bedroom, entertainment, living room, home workspace and accent pieces. Pieces will be priced as low as \$49.99.

Collection accent prototypes

Sophisticated colors and unique designs add a little spice to existing collections with the addition of new accent pieces.

Bolder, brighter colors make these side tables and versatile display cabinets with glass doors stylish extensions to some of the company's most popular lines, including [Shoal Creek](#), [Carson Forge](#), [Barrister Lane](#), [Palladia](#), [Cottage Road](#) and [Harbor View](#). The accent prototypes blend Sauder's expertise in domestic production with its import capabilities.

Colors of painted finishes include: Yellow Groove, Exquisite Emerald, Tropical Sea, Moody Blue, Candy Apple, Matte Black, Indigo Ink and Desert Coral. Pieces are priced as low as \$84.99.

Style and design innovation

Sauder offers an inside look at its innovative, style-forward approach to furniture within its design and innovation center in the newly-expanded showroom. Two displays showcase what's next in the world of design from Sauder — Sauder Boutique and prototype concepts from Sauder's design innovation lab.

Sauder explores a new market niche and proves high style can be affordable with [Sauder Boutique](#). The high-design, moderately priced line builds on the company's experience creating stylish and affordable mass-market home furnishings, while simultaneously challenging expectations of what stunningly beautiful, contemporary furniture pieces should cost. In doing so, Sauder Boutique is appealing to consumers who, until now, only aspired to own such pieces. Authentic materials paired with unexpected pops of color within compelling silhouettes give the collection a sophisticated look. Individual product prices range from \$150 to \$850.

Sauder also is showcasing a series of prototype concept products coming to life in its Advanced Development (AD) design lab. In its AD lab, underexplored markets are tapped to create and design unique products that meet functional consumer needs. Products on display are items that are not currently scheduled for production but are seeking validation and input from and exposure to key industry players.

Eden Rue Collection

Sauder brings what's next to consumers with the launch of Eden Rue, which will be available to consumers online at [Sauder.com](#), later this spring. The retro-chic collection is designed to bring the nostalgia and character of Grandma's heirlooms into today's modern homes with updated functions, whimsical colors and compelling forms.

Inspired by the bold colors and familiar designs of vintage furniture, Eden Rue is the first collection in production from Sauder using the ArtaGraph advanced imaging capabilities for the application of graphic patterns and design details.

The collection includes a variety of accent and bedroom pieces that embrace the mix-and-match aesthetic for a quirky, vintage eclectic style. Pieces are priced as low as \$49.99.

Visit Sauder at High Point Market

Sauder's newest collections and prototype pieces will be available April 16 to 20 in its High Point Market Showroom at 220 Elm St., 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 [Instagram](#), [Pinterest](#), [Facebook](#), [Twitter](#), 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](#).

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NOTE: Link will expire April 28, 2016

VIABELLA PROTOTYPE COLLECTION



- 1) Viabella Accent Chair, \$189.99
- 2) Viabella Ottoman, \$79.99
- 3) Viabella Storage Cabinet, \$199.99
- 4) Viabella Side Table, \$69.99
- 5) Viabella Sofa Table, \$119.99
- 6) Viabella Dresser, \$349.99
- 7) Viabella 3-shelf Bookcase, \$149.99
- 8) Viabella Full/Queen Headboard, \$159.99

COLLECTION ACCENT PROTOTYPES



- 1) Shoal Creek Elise Display Cabinet in Moody Blue, \$149.99
- 2) Palladia Display Cabinet in Exquisite Emerald, \$155.99
- 3) Shoal Creek Display Cabinet in Yellow Groove, \$179.99
- 4) Harbor View Cabinet in Matte Black, \$155.99
- 5) Harbor View Side Table in Desert Coral, \$59.99
- 6) Carson Forge Display Cabinet in Indigo Ink, \$89.99
- 7) Palladia Side Table in Candy Apple, \$84.99

STYLE AND DESIGN INNOVATION



- 1) Sauder Boutique Bootleg Table, \$849.99
- 2) Sauder Boutique Common Chair, set of two, \$369.99S
- 3) Sauder Boutique Credenza, \$619.99
- 4) [Sauder Boutique Bird Cage Table](#), \$349.99
- 5) [Sauder Boutique New Prairie Vertical Bookcase](#), \$599.99
- 6) [Sauder Boutique Mesa Cocktail Table](#), \$499.99

EDEN RUE COLLECTION



- 1) Eden Rue Bookcase, \$149.99
- 2) Eden Rue Tower Étagère, \$199.99
- 3) Eden Rue Accent Storage Cabinet, \$219.99
- 4) Eden Rue Accent Chest, \$199.99
- 5) Eden Rue Accent Table, \$59.99
- 6) Eden Rue Side Table, \$59.99
- 7) Eden Rue Stool/Side Table, \$49.99
- 8) Eden Rue Maya Accent Chair, \$139.99

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