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FOR IMMEDIATE RELEASE

Sauder Expands High Point Market Showroom by 5,000 Square Feet

New expansion results in 42,000 square feet of floor space for increased product showcases

ARCHBOLD, Ohio — April 4, 2016 — This spring at High Point Market, Sauder Woodworking Co. expands its showroom by 5,000 square feet to demonstrate the growth and development of its core business and continued efforts to define [what's next](#) in the world of affordably stylish furniture. The space, located at 220 Elm St., is shared with sister company Progressive Furniture and now totals approximately 42,000 square feet. This expansion allows Sauder to showcase 400 of its nearly 650 production items, as well as more than 100 prototypes. In addition, the new space will include an area dedicated to style and design innovations.

“The addition of 5,000 square feet to the Sauder showroom gives us the opportunity to highlight the innovations and inspirations that are leading the future of design at Sauder. It helps us demonstrate our commitment to creating products in the emerging styles consumers are asking for,” says Kevin Sauder, president and CEO of Sauder. “The new space also gives us the opportunity to add two new conference rooms, a theater room and lounge, all of which will help better serve our customers and support our sales team.”

Sauder’s expanded High Point Market showroom will spotlight emerging innovations and design inspirations, including:

- **Viabella prototype collection** — Sauder’s internationally inspired collection embraces elements of a modern eclectic aesthetic with Spanish Colonial and Spanish Mission motifs. Products on display include a mix of bedroom, entertainment, living room, home workspace and accent pieces.
- **Collection accents** — Sophisticated colors and unique designs add intrigue to some of Sauder’s most popular lines with the addition of new collection accent pieces. The accent prototypes blend Sauder’s expertise in domestic production with its import capabilities. Products include side tables and versatile display cabinets.
- **Style and design innovation** — Sauder offers an inside look at its innovative, style-forward approach to furniture within its design and innovation center. Features include the high-design, moderately priced [Sauder Boutique](#) Collection and prototype concepts from Sauder’s design innovation lab.
- **Eden Rue Collection** — The retro-chic collection will be available to consumers on Sauder.com this spring. Inspired by the bold colors and familiar designs of vintage furniture, Eden Rue is the first collection from Sauder using ArtaGraph™ advanced imaging capabilities for the application of graphic patterns and design details. Products include accent and bedroom pieces that embrace a mix-and-match aesthetic for a quirky, vintage eclectic style.

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 offers nearly 50 furniture collections that enable everyone to experience the joy of affordable style. Follow us on [Facebook](#), [Instagram](#), [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.

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