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Growing With Consumers' Needs: Sauder Adds Versatility for Any Space, Style and Budget at Fall High Point Market

New finishes, styles and Midcentury Modern influences expand Sauder's offering

ARCHBOLD, Ohio — Oct. 5, 2016 — In an industry where consumer needs are constantly evolving, Sauder continues to grow, giving consumers the styles and solutions to find the perfect fit. This fall at High Point Market, [Sauder](#) is expanding its product offerings and building its design leadership, all while remaining a leading producer of stylish, affordable, well-designed furniture.

"Through researching and designing products for our millennial customers, we've found she has a definite need — whether that's a specific style she's drawn to, a space constraint she's working within or a budget limit she's set. She's looking for something that's just the right fit," says Mike Lambright, director of marketing at Sauder. "This fall, we're expanding our selection in top style categories, introducing new designs and finishes, and growing to help our customers find just what they're looking for."

At High Point Market, Sauder is meeting consumers' needs with:

- **Harvey Park prototype collection** — Small-scale designs and a new contemporary finish extend Sauder's Soft Modern style
- **Palladia Collection extension** — Vintage Oak finish brings casual comfort to a traditional line
- **Growing Modern Farmhouse movement** — Sliding barn door feature and New Grange collection additions support rustic-refined décor trends
- **Viabella Collection** — Newly available, internationally inspired collection embraces elements of Spanish Colonial and Spanish Mission styles
- **Collection accents** — Colorful accent pieces join best-selling collections for eclectic mix-and-match aesthetic

Harvey Park prototype collection

Millennials have long been associated with Midcentury Modern designs, but new consumer research confirms more than 30 percent of millennial women surveyed prefer modern styles. Additionally, nearly half of those surveyed prefer darker wood finishes.¹

To meet consumers' desire, Sauder incorporates fresh elements of Midcentury Modern styles with the Harvey Park prototype collection. Evolving from the bold and colorful approach of the [Soft Modern Collection](#), the Harvey Park prototype collection introduces new designs and a darker, sophisticated Grand Walnut finish.

"The definitions of modern and contemporary styles are continuously evolving, so our designs and collections are transforming," says Shawn Sowers, principal design director at Sauder. "Today, we're seeing modern as a mix of old and new, folk and fashion, and the new Harvey Park prototype collection reflects the latest influences of Midcentury Modern designs."

The collection includes new silhouettes and functions for office, accent, storage, entertainment and seating. The smaller-scale, versatile prototype pieces can be used around the home in a range of multipurpose ways, making the collection adaptable in homes with less square footage.

The Harvey Park prototype collection features ArtaGraph™ advanced imaging capabilities that allow patterns and images to be applied to furniture surfaces. Wide-panel wrapping and lightweight panel are used in the prototype collection to improve the design aesthetic and consumer experience. Engineered lightweight panels replace heavier particleboard and MDF, giving pieces less weight and greater strength and stability. For consumers, lighter panels mean ease of mobility of assembled products, the potential for fewer parts to simplify assembly and more design details, including thicker parts. For retailers, lightweight panels can lower shipping costs and decrease damage and defects. Harvey Park prototypes start at \$79.99.

Palladia Collection extension

Sauder pairs traditional forms of the [Palladia Collection](#) with the rustic Vintage Oak finish for an updated casual vintage aesthetic in several collection prototypes. Reclaimed Vintage Oak finish replicates the natural effect of the elements on aged oak. Also available in the [New Grange Collection](#), Vintage Oak adds natural character and charm to the traditional Palladia Collection. Palladia Collection prototypes include bedroom, home office, entertainment and living room pieces beginning at \$69.99.

Growing Modern Farmhouse movement

Recent surveys indicate more than 60 percent of consumers describe their home décor and design as “relaxed,”² and Sauder is growing its [Modern Farmhouse](#) offerings to meet this desire for casual, comfortable sophistication.

Additions to the [New Grange Collection](#) expand the refined-rustic farmhouse style with new pieces featuring mixed materials, reclaimed Vintage Oak woodgrain finish and matte metals. High-end features, like sliding barn door hardware, will be available at more affordable price points on Anywhere Console prototypes in three of Sauder’s top-selling collections, including [Dakota Pass](#), [Carson Forge](#) and [New Grange](#). New Grange products start at \$59.99.

Viabella Collection

After receiving rave reviews in spring as a prototype collection, the Viabella Collection is available online to consumers this month.

The internationally inspired collection combines 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, colorful accents and a handcrafted aesthetic. The collection features a contrast of light Antigua Chestnut and natural Curado Cherry finishes with deliberate bursts of color in small accent items. Bold, heavy furnishings are countered with metal pieces with lighter profiles. ArtaGraph imaging capabilities allow patterned prints resembling ceramic tiles and textiles.

The collection includes bedroom, entertainment, living room, home workspace and accent pieces beginning at \$49.99.

Collection accents

For consumers seeking a mix-and-match aesthetic, Sauder introduces more than a dozen bold accent pieces that make it easy to achieve an eclectic look without the concern of actually mixing and matching. The stylish side tables and versatile display cabinets bring sophisticated color and unique designs to complement silhouettes of the [Shoal Creek](#), [Carson Forge](#), [Barrister Lane](#), [Palladia](#), [Cottage Road](#) and [Harbor View](#) collections.

Colors of painted finishes include: Sunshine Yellow, Emerald Green, Moody Blue, Candy Apple Red, Matte Black, Indigo Ink and Desert Coral. Pieces are priced as low as \$54.99.

Visit Sauder at High Point Market

Sauder’s newest collections and prototype pieces will be available Oct. 22 to 26 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](#), [Ideas blog](#) or [Expedition Design](#) style lab. Learn more at [Sauder.com](#).

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NOTE: Link will expire Dec. 2, 2016

HARVEY PARK PROTOTYPE COLLECTION



1. Harvey Park Side Table, \$79.99
2. Harvey Park Entertainment Credenza, \$199.99
3. Harvey Park Entertainment Credenza, \$229.99
4. Harvey Park Sofa Table, \$129.99
5. Harvey Park Multi-Purpose Storage Cabinet, \$249.99
6. Harvey Park Coffee Table, \$139.99

PALLADIA COLLECTION EXTENSION



1. Palladia Dresser, \$269.99
2. Palladia Lift-top Coffee Table, \$199.99
3. Palladia Corner Entertainment Credenza, \$249.99
4. Palladia Executive Desk, \$399.99

GROWING MODERN FARMHOUSE MOVEMENT



1. New Grange Coffee Table, \$119.99
2. New Grange Side Table, \$79.99
3. New Grange Console, \$199.99
4. New Grange Coffee Table, \$179.99
5. New Grange Accent Chair, \$229.99
6. New Grange Accent Stool, \$59.99
7. Dakota Pass Anywhere Console, \$279.99
8. New Grange Anywhere Console, \$279.99
9. Carson Forge Anywhere Console, \$279.99

VIABELLA COLLECTION



1. Viabella Console Table, \$119.99
2. Viabella Accent Table, \$69.99
3. Viabella Accent Chair, \$169.99
4. Viabella Lift-top Coffee Table, \$209.99
5. Viabella Side Table, \$129.99
6. Viabella Bistro Table, \$99.99
7. Viabella Queen Head/Footboard, \$169.99 each

COLLECTION ACCENTS



1. Barrister Lane Display Cabinet, \$89.99
2. Carson Forge Display Cabinet, \$94.99
3. Shoal Creek Display Cabinet, \$169.99
4. Harbor View Display Cabinet, \$149.99
5. Shoal Creek Display Cabinet, \$169.99
6. Harbor View Side Table, \$54.99
7. Cottage Road Side Table, \$79.99

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¹KeyStat Marketing, Q2 2016

²"Consumer Views: Spotlight on Decorating," *Furniture Today*, June 20, 2016