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Design in motion: Sauder embraces versatile, configurable, mobile functions at Spring High Point Market

Mixed materials and adaptable designs meet consumers' evolving space and style needs

ARCHBOLD, Ohio — April 4, 2017 — Whether it's moving to a new home or simply refreshing and updating current décor, consumers have adapted to a lifestyle full of continuous movement and motion. At Spring [High Point Market](#), [Sauder](#) introduces an assortment of versatile, configurable and mobile pieces featuring clean lines and a lighter-weight look and feel to help consumers create a space that meets their dynamic lifestyle needs.

"Life isn't static; consumers need designs and products that move with them — their style, aesthetic and life," says Mike Lambright, director of marketing at Sauder. "Our new pieces put design in motion. We're highlighting versatility that makes products configurable in different applications and embracing mobility and lightweight material construction so pieces are multifunctional in various spaces."

At High Point Market, Sauder is showcasing:

- **Boulevard Café** — A refined coffee shop aesthetic brings casual, industrial style to small-scale, mobile, versatile pieces.
- **Craft Pro Series** — From mobile carts to dedicated craft rooms, configurable pieces offer solutions for crafters of different capacities.
- **Home/bath storage** — Modern metal designs bring adaptable storage to the bathroom, laundry room and pantry.
- **Versatile home office solutions** — Sit-stand desks and midcentury small office home office (SOHO) prototypes meet consumers' work-from-home needs.
- **Collection line extensions** — International Lux and Barrister Lane prototypes offer added function and style to popular collections.

Boulevard Café prototype collection

Appealing to millennial values of community, collective experiences and a less-is-more mentality, Sauder introduces the Boulevard Café prototype collection. The collection's refined coffee shop aesthetic gathers inspiration from the growing trend of mobile working in shared spaces and community gathering areas. The result is small-scale, mobile and versatile pieces that speak directly to millennials' demands.

"We wanted this collection to inspire movement, whether that be literally with the addition of casters and in modular shapes, or figuratively through minimalist use of materials," says Rachel Whitaker, concept designer at Sauder. "Pieces feature an intentionally petite scale, weaving and perforations to highlight the collection's mobility and versatility within the home."

Amber glass and metalwork in the form of bent tubing, perforated and metal grid patterns, contribute to the retro-industrial feel, while the Vintage Oak finish provides a softer, more casual and inviting aesthetic. The collection features dark, moody finishes juxtaposed with open silhouettes, resulting in pieces that weigh less and are easier to assemble.

The Boulevard Café prototype collection includes an assortment of accent tables, entertainment, shelving, storage and seating starting at \$49.99.

Craft Pro Series prototype collection

The Sauder Craft Pro Series prototype collection offers solutions for crafters of different capacities, ranging from carts for small- and shared-space craft rooms to modular systems for larger, dedicated crafting spaces. The collection includes 14 configurable pieces, with storage cabinets and hutches that are interchangeable so consumers can create a space that works best for them.

Pieces accommodate standard crafting bins and totes, and drawers in most units can fit files for a dual-purpose home office and craft space. Durable melamine tops provide a functional work surface, and a white finish gives a clean aesthetic so crafting supplies can be the focus of the space.

Several pieces feature pegboards to hang supplies for quick access, and the craft tower has corkboard to pin up patterns and inspiration. A standing-height worktable and a flip-out table allow crafters to double work surface space as needed. Pieces can be used as a gift wrap, packaging or shipping station for crafters who sell items they create. Pieces begin at \$79.99.

Home/bath storage

Sauder adds an assortment of multipurpose storage pieces for the home, including the bathroom, laundry room and pantry. The versatile prototypes, all designed with modern silhouettes and metal construction, feature open architecture and minimal designs — meaning a lighter weight and easier assembly.

Pieces will be added to existing collections: [Harvey Park](#) prototypes feature metal with a Matte Black finish, glass shelving, soft corners and iconic ball details on the feet; [Cottage Road](#) prototypes feature a Matte White finish, perforated metal and a curved, half-moon silhouette; and Boulevard Café prototypes feature Matte Black finish, perforated metal and straighter, sharper silhouettes.

Prototypes include a locking cabinet to secure medicine, cleaning supplies or detergents. Additional pieces include a wheeled cart with an integrated cup for a hair dryer, curling iron or straightener; a console featuring USB charging element; and small-space solutions, such as a wall-mount unit and corner storage shelf. Pieces begin at \$29.99.

Versatile home office solutions

As more consumers are seeking solutions for small office and home office spaces, Sauder continues to produce pieces with added functionality and configurable designs for a better work-from-home experience.

Available in three finishes, sit-stand desk prototypes from Sauder feature an easy-to-use gas-assist lift mechanism so consumers can effortlessly raise the desktop to any height. The gas-assist lift mechanism does not require power, so consumers aren't constrained in the placement of the desk near an electrical outlet.

“The sit-stand desk concept continues to evolve in the workplace, and we feel consumers deserve access to this option at home — especially since what is currently offered to them is expensive and utilitarian in design and appearance,” Lambright says. “The sit-stand desk options from Sauder are a stylish, affordable way to bring this function to the home office.”

The newest introduction into Sauder's small office home office (SOHO) category, the midcentury Clifford Place prototype collection, is all about creating a home office space that works for the consumer's style, budget and space. Like the two existing SOHO collections, the [Costa Collection](#) and Hammond Collection, the hutches are interchangeable between storage items. The 10-piece collection features the new Grand Walnut finish, solid tapered wood feet and metal bar pulls. The smaller scale of the collection remains true to the midcentury aesthetic and the trend of smaller-space living.

Lift-top desks begin at \$299.99, and the Clifford Place prototype collection begins at \$89.99.

Collection line extensions

Sauder debuts prototype line extensions to the popular [International Lux](#) and [Barrister Lane](#) collections.

International Lux prototypes keep the same modern styling and soft lux look with satin gold metal finish and glass shelves. Prototypes include a vertical shelf, horizontal credenza and queen headboard, all maintaining the curvature and modern lines of favorite International Lux pieces, such as the [Bar Cart](#) and [Round Coffee Table](#).

Barrister Lane prototypes update the rustic casual style with mixed materials and open architecture. Open shelving and entertainment pieces feature Salt Oak and black metal finishes, classic barrister-style doors and wire management systems.

International Lux prototypes begin at \$79.99, and Barrister Lane prototypes begin at \$69.99.

Visit Sauder at High Point Market

Sauder's newest collections and prototype pieces will be available April 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 June 3, 2017.

Boulevard Café prototype collection



1. Entertainment Credenza, \$299.99 (420649)
2. Triangular Side Table, \$49.99 (420666)
3. Library Cart, \$119.99 (420644)
4. Storage Tower, \$149.99 (420670)
5. Coffee Table, \$99.99 (420722)
6. Open Shelving, \$129.99 (421957)
7. Console Table, \$89.99 (420674)
8. Pub Height Chair, \$119.99 (420964)

Craft Pro Series prototype collection



1. Storage Cabinet, \$179.99 (421406)
2. Storage Cabinet, \$179.99 (421406)
3. Craft Table, \$249.99 (421417)
4. Work Table, \$299.99 (421420)
5. Craft Tower, \$249.99 (421419)
6. Storage Cabinet, \$139.99 (421408)
7. Craft Cart, \$129.99 (421955)

Home/bath storage



1. Harvey Park Linen Tower, \$39.99 (421474)
2. Harvey Park Wall Shelf, \$29.99 (421476)
3. Cottage Road Bath Cart, \$59.99 (420814)
4. Cottage Road Storage Cabinet, \$149.99 (421560)
5. Boulevard Café Storage Cabinet, \$129.99 (421568)
6. Boulevard Café Corner Tower, \$49.99 (421566)



Versatile home office solutions

1. Clifford Place Library Base, \$199.99 (421115)
Clifford Place Library Hutch, \$119.99 (421116)
2. Clifford Place L-Desk, \$549.99 (421120)
3. Clifford Place Credenza, \$379.99 (421119)
Clifford Place Hutch, \$89.99 (421118)
4. Clifford Place Lateral File, \$289.99 (421114)
7. Shoal Creek Sit-Stand Desk, \$299.99 (422358)



Collection line extensions

1. International Lux Bookcase, \$139.99 (421434)
2. International Lux Console Table, \$149.99 (421433)
3. International Lux Queen Headboard, \$79.99 (421432)
4. Barrister Lane Tower Bookcase, \$109.99 (421459)
5. Barrister Lane Credenza, \$299.99 (421458)
6. Barrister Lane Coffee Table, \$179.99 (421457)

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