

High-resolution images of the items featured in this release can be found on the enclosed CD.

## CR Laine—Spring 2013 Trend Report

### NO GREY AREA : A BLACK & WHITE STORY

Black is back and it's bringing its longtime friend white along to the party. From Louis Vuitton's playful checkerboard patterns to Saint Laurent's sophisticated tuxedo suit, the dynamic duo were the belles of the ball at spring 2013 fashion shows. Already a hit in European interiors, the popular pair has hopped the pond and is making a bold entrance into American rooms.

Never gloomy or sterile, today's take on the classic B&W combo involves strong color blocking (think Mondrian) and layered textures. The two play well with others too, especially mixed metals and vibrant accent colors. Take our chair upholstered in Schumacher's splashy new Shanghai Chartreuse pattern for example. A room decked out in black and white allows the chartreuse in Schumacher's print to pop without overwhelming the space and adds an aura of quirky glamour. As the old trope goes, the world isn't simply black and white — in furniture, it's all about mix and contrast.



**1665 Aledo Chairs**  
*Opposites Attract*



**1276 Cromwell Chair**  
*Schumacher Print*



**2945 Jill Chair**  
**9677-LL Dasha Ottoman**  
*Leather has the look*



**8195 Bradstreet Chair**  
*B&W Chevron*



**415-LL Hans Chair**  
*Vintage in Chartreuse Leather*



**5710 Dane Sofa**  
*A New Style in White*

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**NO GREY AREA : A BLACK & WHITE STORY**

CUT LINES and RESOURCES

**1665 Aledo Chair**

Dimensions: 29W x 36D x 37H in.

Featured Fabrics: Tess Oyster | Inspire Onyx

Suggested Retail (as shown): \$1,375 each

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**2945 Jill Chair**

Dimensions: 39W x 38D x 37H in.

Featured Fabric: Berkin Caviar

Suggested Retail (as shown): \$2,000

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**8195 Bradstreet Chair**

Dimensions: 31W x 37D x 39H in.

Featured Fabric: Zig Zag Onyx

Suggested Retail (as shown): \$1,850

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**1276 Cromwell Chair**

Dimensions: 29.5W x 36D x 47.5H in.

Featured Fabric: Shanghai Chartreuse

Suggested Retail (as shown): \$2,935

Retail Locations: [www.crlaine.com](http://www.crlaine.com)



**1276 Cromwell Chair**  
*Schumacher Print*

**5710 Dane Sofa**

Dimensions: 93W x 39D x 34H in.

Featured Fabric: Rex Sand

Suggested Retail (as shown): \$2,545

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**9677-LL Dasha Leather Metal Base Ottoman**

Dimensions: 40W x 22D x 19H in.

Featured Leather: Deer Run Snow

Suggested Retail (as shown): \$1,015

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**415-LL Hans Leather Chair**

Dimensions: 31W x 34.5D x 38.5H in.

Featured Leather: Rodeo Chartreuse

Suggested Retail (as shown): \$2,200

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**2940 Jill Sofa**

Dimensions: 83W x 38D x 37H in.

Featured Fabric: Chess Onyx

Suggested Retail (as shown): \$2,755

Retail Locations: [www.crlaine.com](http://www.crlaine.com)



**2940 Jill Sofa**  
*B&W Plaid*

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CR Laine—Spring 2013 Trend Report

**SECOND NATURE : BOTANICALS IN FULL BLOOM**

Hope — and florals — spring eternal. People have been adorning themselves and their homes with flowers since antiquity. And this spring is no exception. Our intrinsic passion for vibrant petals was obvious in the bigger, brighter, and bolder botanical prints that floated down runways this season. The nation's current obsession with gardening is taking root indoors as well in graphic, somewhat oversized floral forms that are bursting with such lively colors as coral, melon, orchid, and hyacinth and verdant hues, ranging from chartreuse to lettuce to spruce.

Much like the detailed illustrations by 19<sup>th</sup> century biologist Ernst Haeckel, CR Laine's Spring 2013 collection depicts nature without being overly florid or feminine. Sometimes monochromatic, sometimes multi-colored, these diverse blooms can be gathered together to transform a room into a brilliant bouquet. But remember — the secret to this garden is restraint. Rather than a wild, overgrown forest, the current trend tends to more of a well-curated flower arrangement, with floral fabric on accent pieces rather than an entire furniture set.



*255 Hollis Chair*



*1286 Grant Chair*



*2485 Judy Chair*



*5556 Cayden Chair*



*405 Gustav Chair*



*1095 Dautry Chair*



*205-SW Simon Swivel Chair*

CR Laine—Spring 2013 Trend Report

**SECOND NATURE : BOTANICALS IN FULL BLOOM**

**CUT LINES and RESOURCES**

**255 Hollis Chair**

Dimensions: 27W x 34D x 48H in.  
Featured Fabric: Chenonceau Lettuce  
Suggested Retail (as shown): \$2,095  
Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**2485 Judy Chair**

Dimensions: 29.5W x 41D x 36H in.  
Featured Fabric: Bell Flower Chartreuse  
Suggested Retail (as shown): \$2,485  
Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**405 Gustav Chair**

Dimensions: 30W x 35D x 39H in.  
Featured Fabric: Zinnia Orchid  
Suggested Retail (as shown): \$2,825  
Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**205-SW Simon Swivel Chair**

Dimensions: 29W x 32D x 33H in.  
Featured Fabric: Fez Tangerine  
Suggested Retail (as shown): \$1,545  
Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**1286 Grant Chair**

Dimensions: 33.5W x 36D x 48.5H in.  
Featured Fabric: Zinnia Seaside  
Suggested Retail (as shown): \$2,850  
Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**5556 Cullen Chair**

Dimensions: 28W x 33D x 35.5H in.  
Featured Fabric: Chenonceau Coral  
Suggested Retail (as shown): \$1,835  
Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**1095 Dautry Chair**

Dimensions: 36W x 37D x 45H in.  
Featured Fabric: Melody Spice  
Suggested Retail (as shown): \$2,285  
Retail Locations: [www.crlaine.com](http://www.crlaine.com)

*1286 Grant Chair*



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CR Laine—Spring 2013 Trend Report

**YOUR ROYAL HYACINTH : SHADES OF BLUE MAKE A SPLASH**

It's time to let out your inner little mermaid. Diving into 2014, blue — that most royal of hues above and under the sea — will be a major trend in home fashion. Pantone predicts that next year “cool water tones rendered largely in dazzling blues and blue-greens” will be among the most popular palettes.

Blue is the perfect backdrop for dramatic colors in contrasting shades (just look to any tropical fish or aquatic flower for proof). We've paired our hyacinth blue with emerald green, forsythia yellow, and both pink- and red-coral for a look that evokes modern Miami's lively beach town vibe. Our latest collection also features blues that span the spectrum — from hyacinth to royal — in stylized and traditional floral prints, solids, leather, and woven geometric patterns. It's a fluid color fit for a king — Poseidon or otherwise.



1626 Micah Chair



405-LL Gustav  
 Leather Chair



5655-SW Cayden  
 Swivel Chair



425 Tumnus Chair



1265-SW Philippe  
 Swivel Chair  
 Meandor is a family and pet-  
 friendly textile from Sunbrella



1276-LL Cromwell  
 Leather Chair

Colors to pair with Hyacinth Blue:



3110 Claybourne Sofa  
 Shamrock Green



1120 Chichester Sofa  
 Green Sunbrella Print



1210 Canterbury Sofa  
 Bright Melon



2190 Gaston Sofa  
 Mandarin Orange



1335-SW Copley  
 Shamrock Green

CR Laine—Spring 2013 Trend Report

**YOUR ROYAL HYACINTH : SHADES OF BLUE MAKE A SPLASH**

**CUT LINES and RESOURCES**

**1626 Micah Chair**

Dimensions: 29W x 34D x 37H in.  
Featured Fabric: Cachepot Hyacinth  
Suggested Retail (as shown): \$1,525  
Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**5655-SW Cayden Swivel Chair**

Dimensions: 31W x 32D x 41.5H in.  
Featured Fabric: Archie Indigo  
Suggested Retail (as shown): \$1,475  
Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**405-LL Gustav Leather Chair**

Dimensions: 30W x 35D x 39H in.  
Featured Leather: Capri Indigo  
Suggested Retail (as shown): \$2,525  
Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**3110 Claybourne Sofa**

Dimensions: 86W x 42D x 35H in.  
Featured Fabric: Siamese Shamrock  
Suggested Retail (as shown): \$3,450  
Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**1210 Canterbury Sofa**

Dimensions: 87W x 40D x 40H in.  
Featured Fabric: Sig Melon  
Suggested Retail (as shown): \$3,250  
Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**1335-SW Copley Swivel Chair**

Dimensions: 36W x 37D x 48H in.  
Featured Fabric: Gateway Shamrock  
Suggested Retail (as shown): \$1,925  
Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**1265-SW Philippe Swivel Chair**

Dimensions: 30.5W x 32D x 30H in.  
Featured Fabric: Meandor Hyacinth\*  
\*Meandor is a family and pet friendly textile from Sunbrella  
Suggested Retail (as shown): \$1,555

**425 Tumnus Chair**

Dimensions: 26W x 30D x 36H in.  
Featured Fabric: Limitless Indigo  
Suggested Retail (as shown): \$1,585  
Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**1276-LL Cromwell Leather Chair**

Dimensions: 29.5W x 36D x 47.5H in.  
Featured Leather: Acadia Iris  
Suggested Retail (as shown): \$2,600  
Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**1120 Chichester Sofa**

Dimensions: 89.5W x 40D x 34.5H in.  
Featured Fabric: Meandor Shamrock\*  
\*Meandor is a family and pet friendly textile from Sunbrella  
Suggested Retail (as shown): \$3,715

**2190 Gaston Sofa**

Dimensions: 81W x 40D x 41H in.  
Featured Fabric: Gateway Mandarin  
Suggested Retail (as shown): \$3,625  
Retail Locations: [www.crlaine.com](http://www.crlaine.com)



**405-LL Gustav  
Leather Chair**

## CR Laine Furniture—Company Background

**History:** Established in 1958, CR Laine Furniture had humble beginnings. With three part-time employees and their founder/owner, C.E. Roseman, Sr., they produced small numbers of goose neck rockers. Since that time, CR Laine has grown into a full service upholstered furniture manufacturer producing the best in customized, bench-crafted upholstery. They utilize new processes and equipment, but will always hold true to world-friendly, time-tested premium construction features such as:

- Frames made from sustainably harvested hardwoods
- Water-based wood adhesive with no VOC (volatile organic compounds) emissions
- Eight-way hand-tied coil springs made from approximately 50% recycled metal
- Seat deck and trim pad made from 80% regenerated fibers
- Foam padding and foam seat cushion core made from at least 10% natural soy-based

**Location:** Manufacturing facilities and corporate offices are located in the foothills of North Carolina's Appalachian Mountains, in the city of Hickory. CR Laine's High Point showroom is located at 310 N Hamilton Court on the second floor in space 204.

**Leadership:** CR Laine has a proud history as a successful family owned and operated upholstery manufacturer. C.E. "Sonny" Roseman, Jr. is CEO and third generation family member, Warren Frye, is President.

**Mission Statement:** We create inspiring upholstered furniture through innovative STYLE. COMFORT. and COLOR.

**Environmental Statement:** CR Laine is committed to preserving the resources of our world for future generations. It is our goal to minimize the environmental impacts of our company through the continual improvement of waste reduction and use of sustainable practices.

**Recycling:** Throughout the organization, we recycle paper, plastic, aluminum, and cardboard. We encourage non-printed e-mail communication and conserve energy by switching off the lights in manufacturing during lunch as well as switching off all computers at the end of each day. Additionally, lumber scrap material is locally recycled/repurposed.

**Sustainable by Design:** In October 2008, CR Laine became the **first** company to achieve Sustainable by Design registration from the American Home Furnishings Alliance (AHFA). Additional information can be found on our website at [www.crlaine.com](http://www.crlaine.com)

### UPDATED STATISTICS

- Since first implementing the EFEC & SBD programs in 2008, we have saved over \$200,000.
- Energy usage has been decreased by almost 42% since 2007. This equates to a savings of \$24,000 in the last 4 years. In April of 2011, we implemented a new lighting system that reduced our energy usage by 50% in the first year!
- Water conservation has decreased our water usage by 32.4% since 2006, which equates to over 12,000 gallons of water on average every month. In 2010 alone, we used 63,674 gallons LESS than in 2009. We recently replaced all of our toilets throughout the facility with new low-flow, high efficiency units, which will save an additional 5 gallons per toilet, per flush!
- Since implementing the EFEC recycling program, CR Laine's saved over \$25,000 by redirecting fabric scraps, leftover cardboard, excess paper and plastic wrapping, and wood blocks from the waste stream. In the last three years, we have recycled 136,400 lbs. of scrap fabrics, 17,000 lbs. of cardboard, 10,000 lbs. of paper/plastic wrapping, and 1,240 cubic yards of wood blocks.
- Recycling and duplex printing office paper has saved 650,000 sheets of paper. That's over 43 cases of paper and a savings of \$2,670 in office paper alone. Additionally, over 300 trees have been saved by recycling paper with a local management company. By implementing a paperless scanning system, we were also able to empty several filing cabinets and recycle thousands of documents with Shred-it last year.
- 200 lbs. of aluminum cans and plastic bottles are recycled each quarter. That's more than 4,000 lbs. of cans and bottles recycled in the last 5 yrs.

