

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

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

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

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



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

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

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

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



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 19th 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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**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

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.

