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FOR IMMEDIATE RELEASE

Sauder Launches New Modern Furniture Pieces at High Point Market

ARCHBOLD, Ohio — Oct. 18, 2013 — Sauder Woodworking Co., North America's leading producer of ready-to-assemble furniture, is unveiling 90 new pieces of furniture at this fall's High Point Market trade show in anticipation of their introduction at retail locations this year. Several pieces are from Sauder's new contemporary Soft Modern Collection, which joins the company's already diverse product lineup designed to help today's consumers display their personal style at affordable prices.

"The Soft Modern Collection is our curated contribution to the modern eclectic lifestyle," says Shawn Sowers, principal designer at Sauder. "The pieces fit the way people live today, blending old and new to tell a story through design. We've bucked the conventional method of creating a line with a single motif in favor of a collection of bold, stand-alone items, related through form, color and material. With this collection, we are bringing out fresh colors, eccentricity and bold open architectures."

This fall's High Point Market, the largest furnishings industry trade show in the world, is Oct. 19 to 24 in High Point, N.C. The Sauder showroom will be open at 220 Elm St., Space 218, one block west of Main Street between West Commerce Avenue and West Green Drive.

Visitors at the event will see pieces from the Soft Modern Collection, which features a dynamic mix of materials and finish options, such as Pale Oak, Fine Walnut, Salt Oak, black, white, yellow, gray and orange. Many of the pieces are designed to accommodate technology, such as streamlined desks for laptop and tablet use. The Soft Modern pieces nicely mix with thrift shop treasures, family heirlooms and other pieces of furniture to create a luxurious style at an affordable price.

"We designed the Soft Modern Collection for small spaces that need a statement piece," Sowers says. "The items are versatile and can be used and reused in any room of the house, from the bedroom to the dining room."

For example, the storage cabinet in the Soft Modern Collection reflects this modern eclectic theme, featuring vertical zigzag detail on its doors and sides (see Image A). The storage cabinet's Faux Carrara marble-finish top has an EverSheen® top coat that provides a clear, durable finish resistant to heat, stains and scratches. Other features include an adjustable shelf behind the doors and a Moccasin finish with Pale Oak finish accents.

The Soft Modern Collection's side table features metal legs and is finished on all sides for versatile placement (see Image B). The piece comes in a Yellow Saffron or Arctic White finish base with a Pickled Ash finish top, allowing customers to select the look that fits their taste.

Other collections also take versatility into consideration. The end table in the Original Cottage Collection comes in a Rainwater finish and is finished on all sides, allowing for placement in any part of the home (see Image C). Its drawer features metal runners and safety stops as well as a solid wood knob.

Metal runners and safety stops are included in the drawer of the sideboard in the Carson Forge Collection (see Image D). The piece also features a gallery display top, an adjustable shelf, crisscross rack storage and wrought iron-style hardware and accents. The sideboard comes in a Washington Cherry finish.

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Image A. Soft Modern Collection storage cabinet



Image B. Soft Modern Collection side table



Image C. Original Cottage Collection side table



Image D. Carson Forge Collection sideboard



To better align with the modern tastes of today's consumers, Sauder is refreshing its brand image to include a new logo, colorful and stylish packaging, new sales support and a completely new, user-friendly online experience. The redesigned, mobile-optimized website will feature new sources of information and inspiration for customers to achieve their personal design look at a comfortable price point. Consumers can start following Sauder now on [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#) for ongoing style inspiration.

About Sauder

Manufactured in America's heartland for almost 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 more than 30 furniture collections that enable everyone to experience the joy of affordable style. Follow us on [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#).

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