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FOR IMMEDIATE RELEASE

Sauder Launches New Brand Image, New Furniture Pieces at High Point Market

ARCHBOLD, Ohio — Oct. 18, 2013 — Sauder Woodworking Co., the leading North American producer and inventor of ready-to-assemble furniture, is refocusing its business to serve a new generation of consumers. Sauder's new brand image features a modern, contemporary logo, colorful and stylish packaging, and redesigned digital platforms to give consumers a better online experience. The company also is revealing several modern pieces at High Point Market from Oct. 19 to 24, 2013, in High Point, N.C.

This year, Sauder will launch a new mobile-optimized website, allowing customers to research products from home or on the go. Consumers following Sauder on [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#) will see expanded style inspiration. In the new year, Sauder will encourage popular bloggers to try new products, report on their experiences and offer insights into how to achieve certain style aesthetics.

"My grandfather started Sauder Woodworking with the recognition that people deserve quality, stylish furniture at a price they can afford," says Kevin Sauder, CEO and president of Sauder. "This has never been truer than with today's younger generation that is coming of age during tight economic times. Sauder products are the perfect fit for this cost-conscious, style-focused group. Our new branding is also more in line with this younger generation's style preference."

Sauder expanded its already diverse product lineup with the spring premiere of the Soft Modern Collection, which is available for purchase at High Point Market. The collection features 35 bedroom, occasional, dining and storage pieces and showcases 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 Soft Modern pieces also are designed to accommodate technology, including streamlined desks for laptop and tablet use. The versatile, stand-alone pieces in the Soft Modern Collection nicely mix with thrift shop treasures, family heirlooms and other pieces of furniture, allowing consumers to showcase and refresh their individual style at affordable prices.

"The new pieces in the Soft Modern and other collections are our contribution to today's modern eclectic lifestyle," says Mike Lambright, director of marketing at Sauder. "They showcase a fresh, contemporary style and are rolling out quickly. Five new products are moved into the production stream each week."

New designs introduced for the eclectic-minded include the Cottage Road, County Line and Cannery Bridge collections and a variety of entertainment dining and occasional seating pieces.

Cottage Road offers a side table, work table and entertainment credenza in Soft White with a Lintel Oak finish topping the surfaces. Inspired by the eclectic and make-do furnishings that often come together brilliantly in a vacation getaway, a piece from Cottage Road adds style to the modern curated interior. Retail pricing ranges from \$89 to \$249.

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The County Line bedroom collection offers a four-drawer chest, dresser, armoire and nightstand in a Rum Walnut finish. Each piece makes for a country accent for the eclectic crowd or works within the set to create an oasis of simplicity and country charm. The pieces range from \$69 to \$249.

The Cannery Bridge Collection features a Lintel Oak finish inspired by the use of recovered and repurposed materials. One-of-a-kind pieces include a desk, table, wall shelf, bench and storage cabinet. Each design carries out an eclectic interior theme to create the look of a genuine find. Retail pricing ranges from \$59 to \$329.

Rounding out the eclectic theme and expanding on Sauder's move toward whole-home solutions, the company is introducing new trendy occasional seating pieces, including recliners, lounge chairs, accent chairs, bar stools and dining chairs. Prices range from \$49 to \$369.

The Sauder showroom will be open Oct. 19 to 24 at 220 Elm St., Space 218, one block west of Main Street between West Commerce Avenue and West Green Drive.

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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