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## FOR IMMEDIATE RELEASE

### Experience new at the Sauder showroom this Spring High Point Market

Sauder introduces three distinct collections, fresh small-space designs for urban gardening, and brand new finishes that inspire

**ARCHBOLD, Ohio — March 22, 2019** — This spring at [High Point Market](#), Sauder is embracing new experiences – everything from new product introductions to a newly designed website at [www.sauder.com](http://www.sauder.com) to new strategies at retail and commerce to trending concepts in health and wellness.

As the retail landscape continues its dramatic reformation driven by new retail concepts and new technologies, Sauder continues to respond with innovative, consumer-focused solutions for every retail experience. On-line commerce is an experience consumers have embraced, and furniture continues to be a growing part of that evolution.

At the same time, physical retail is finding new opportunities to thrive by delivering consumer-focused experiences in real space and time. Successful retailers are quickly moving to leverage the strengths of both to deliver world-class experience to their consumers. Sauder remains uniquely positioned as a partner to deliver relevant and exciting products into this new retail ecosystem.

“It’s all about the consumer experience – whether it comes from the brand or the retailer,” says Mike Lambright, senior director of marketing at Sauder. “At this market, we continue to bring new ideas and new products in the right styles and finishes that deliver on that expectation.”

At High Point Market, Sauder is showcasing:

- **Coral Cape** — Simple bohemian style with primitive silhouettes paired with patterned accents to give this collection a tropical vibe with playful sophistication.
- **Vista Key** — Available in August, the sophisticated coastal style incorporates expressive woodgrain, brushed nickel and campaign hardware for a luxurious appeal.
- **Nova Loft** — Substantial scale and design abound in this contemporary, open architecture mixed material collection.
- **Urban Gardening** — Existing Sauder collections add small-space accent pieces created for house plants but versatile enough for other storage and display purposes.
- **Collection line extensions** — Fresh finishes and ArtaGraph™ patterns highlight new introductions in the popular Boone Mountain, Palladia, Cannery Bridge, Cottage Road, and Harvey Park collections.

#### Coral Cape collection

Delivering a refreshing tropical vibe, Sauder introduces the Coral Cape collection. New Sindoori Mango finish, bamboo-inspired gold hardware, and reversible banana leaf abstract brings an exotic, yet serene, feel to this grouping.

“The mango wood finish shown in a classic herringbone pattern on select surfaces gives this collection a cultural, regional lean,” says Rachel Whitaker, principal designer at Sauder. “For an extra touch of whimsical, playful sophistication, a banana leaf graphic in a warm tonal palette was added as reversible accents to select pieces.”

Coral Cape delivers a mindful mix of product details including a trendy sliding barn door, softened edges, and open architecture silhouettes that lend to its convenience as a storage solution.

The collection includes a desk, library, TV credenzas, coffee table, and storage cabinet. Prices begin at \$179.99.

#### Vista Key collection

After introducing bedroom prototypes at last fall's market, additional storage and display items in the Vista Key collection are being offered this market. The collection has a sophisticated nautical aesthetic with design details that make it approachable yet exotic.

Featuring Blaze Acacia finish combined with the new Pearl Oak finish, the brushed nickel accents, framing, and campaign-style hardware give the collection a high-end look. It's a new take on coastal style with select pieces available in a painted Navy.

The Vista Key prototype grouping includes an executive desk, occasional tables, credenza, bookcases and accent cabinets. Bedroom furniture includes a headboard, night stand, dresser and console. Prices begin at \$84.99.

### **Nova Loft collection**

Building on the success of other mixed material offerings in the product line, Sauder introduces the Nova Loft collection. A larger-scale design that offers sophisticated minimalism, Nova Loft boasts a combination of dark metal framing, a new Noble Walnut finish, and coordinating heights and depths to allow pieces to nest side by side for a tailored, streamlined aesthetic.

Available fall 2019, the collection contains living room, office and accent pieces, including entertainment credenzas, coffee and side tables, shelving and storage pieces, L-desk, and vanity. Prices start at \$119.99.

### **Urban Gardening**

Studies have shown that indoor plants can reduce stress levels, boost your mood and improve concentration and productivity.

Trending on health and wellness concepts, Sauder introduces a line of prototype items that offer small space solutions to hold houseplants. For indoor use, these items feature perforated metal shelving, removable trays, and hanging bars for potted plants and hanging baskets. Pieces are versatile enough for other uses too – entryway display, bath stand, bar cart, serving stand, or general accent storage.

Pieces coordinate with existing collections [Harvey Park](#), [Boulevard Café](#), and [Viabella](#) and include a wall-mounted planter, an A-frame storage rack, open shelving unit, and two-tiered plant stand. Prices begin at \$59.99.

### **Collection line extensions**

Sauder debuts line extensions to the popular [Palladia](#), [Cannery Bridge](#) and [Boone Mountain](#) collections. Utilizing Sauder's ArtaGraph™ image processing, fashion-forward updates to select Harvey Park and Cottage Road pieces debut this market.

Available in August, Palladia retains the same traditional styling and formal look in a new warm and soft finish, Split Oak. Pieces include credenzas, accent tables, L-shaped desk, and computer desk with hutch. Prices start at \$159.99.

Cannery Bridge items, now available on [Sauder.com](#), update the modern farmhouse style with a colorful and vibrant Sindoori Mango finish with herringbone accents. The assortment includes bedroom, home office, occasional tables, entertainment, and storage pieces starting at \$89.99.

Boone Mountain prototype items boast a reclaimed, timeworn aesthetic with a new, eclectic Rustic Cedar finish that emits a cool, silver patina with warm accents. Pieces include accent tables, counter height dining table, and credenza. Prices begin at \$99.99.

Now available on [Sauder.com](#), select items in the modern Harvey Park collection debut with refreshed finish combinations and ArtaGraph™ image patterns on drawer fronts. Door panels on select [Cottage Road](#) pieces are offered with a stylized fleur-de-lis pattern in navy blue to enhance this grouping's coastal vibe. Prices begin at \$119.99.

### **Visit Sauder at High Point Market**

Sauder's newest collections and prototype pieces will be available April 6 to 10 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

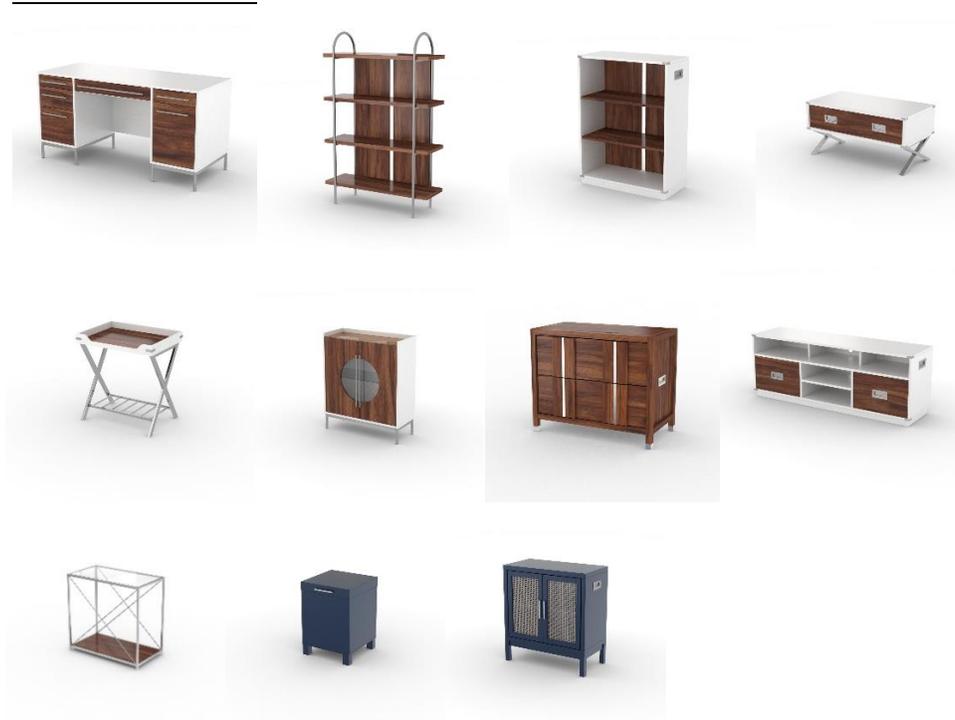
Sauder Woodworking Co. is the leading North American producer of ready-to-assemble furniture. A family-run business based in Archbold, Ohio, Sauder embraces sustainability measures that reuse and recycle more than 98 percent of its solid waste materials. Sauder combines more than 80 years of American manufacturing experience with expanded global sourcing capabilities to meet the needs of consumers and retail customers. 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 [Ideas blog](#). Learn more at [Sauder.com](#).

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### Coral Cape collection

1. Desk (424456), \$289.99
2. Library (424798), \$249.99
3. Entertainment Credenza (424799), \$179.99
4. Coffee Table (423809), \$189.99
5. Entertainment Credenza (424808), \$269.99
6. Storage Cabinet (423808), \$279.99



### Vista Key prototype collection

1. Executive Desk (424295), \$379.99
2. Bookcase (424183), \$249.99
3. Bookcase (424181), \$139.99
4. Coffee Table (424182), \$259.99
5. Side Table (424180), \$109.99
6. Accent Cabinet (424178), \$259.99
7. Anywhere Console (422439), \$249.99
8. Credenza (424177), \$269.99
9. Side Table (422458), \$94.99
10. Storage Side Table (422436), \$84.99
11. Accent Cabinet (422437), \$189.99



**Nova Loft collection**

1. Side Table (423680), \$119.99
2. Vanity (423723), \$169.99
3. Credenza (423722), \$299.99
4. TV Stand (423721), \$219.99
5. L-Shaped Desk (423720), \$349.99
6. Bookcase (423718), \$279.99
7. Storage Tower (423717), \$169.99
8. Multi-level Shelving (423712), \$199.99
9. Accent Storage (423714), \$139.99
10. Coffee Table (424517), \$159.99



**Urban gardening prototypes**

1. A-frame Storage (423676), \$84.99
2. Open Shelving (423677), \$99.99
3. Wall Hanging Planter (424022), \$59.99
4. Two-tier Plant Stand (424205), \$89.99



**Collection line extensions**

1. Palladia Entertainment Credenza (424807), \$349.99
2. Palladia L-Desk (424811), \$549.99
3. Palladia Side Table (424816), \$159.99
4. Boone Mountain Credenza (424611), \$229.99
5. Boone Mountain Side Table (424607), \$99.99
6. Boone Mountain Coffee Table (424608), \$189.99