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## FOR IMMEDIATE RELEASE

### The Original: At Fall High Point Market, Sauder Celebrates Milestone as RTA Furniture Inventor and Innovator

Sauder observes its 85<sup>th</sup> company anniversary; introduces five distinct collections, four new finishes, and several major line extensions to existing collections

**ARCHBOLD, Ohio — September 23, 2019** — This fall at [High Point Market](#), Sauder, the original and market leader in made-in-America, ready-to-assemble furniture, celebrates the company's 85<sup>th</sup> anniversary by introducing five all-new collections spanning an array of styles from modern to farmhouse.

Founded in 1934 by the late Erie Sauder, this fall marks a milestone anniversary for the company. Still family-owned and manufacturing furniture in the same small town of Archbold, Ohio, Sauder is credited with inventing and patenting the first ready-to-assemble table in 1953 – providing a more efficient way to sell and distribute furniture.

“Through the years – under the guiding principles of my grandfather – we’ve stayed true to who we are,” says Kevin Sauder, president/CEO at Sauder. “We have been providing affordable furniture solutions, stylish designs, and backing it with award-winning service for many decades.”

Although the landmark anniversary is rewarding, the company is not resting on its longevity.

“We are debuting more new collection groupings, additional fresh items in our established collections, and more original finishes than ever before,” says Mike Lambright, senior director of marketing at Sauder. “This is all part of Sauder’s strategy to expand the product line so customers have a greater selection of aesthetics, finishes, and price points to better match their personal style.”

At High Point Market, Sauder is showcasing:

- **Willow Place** — A clean and contemporary approach, Willow Place features tapered feet, soft chamfered edges, and a light maple finish that contribute to an approachable and warm demeanor.
- **Garden Villa** — With a style that crosses into country, cottage or farmhouse, this grouping is sure to appeal to many fans of the casual aesthetic.
- **Linden Market** — This curated collection consists of items hand-picked from proven market successes to create a somewhat contemporary but sophisticated transitional grouping.
- **Summit Station** — Born out of the need for something familiar, yet fresh, Summit Station showcases a light neutral finish, trendy hardware, and a playful open architecture with tapered feet.
- **Granite Trace** — Driven by thoughtful design and a sunbaked aesthetic of the cedar finish, this collection boasts a distinctive weathered farmhouse vibe that casually adapts to any setting.
- **Collection line extensions** – Fresh finishes and original designs highlight new introductions in the popular [Beginnings](#)<sup>®</sup>, [North Avenue](#)<sup>®</sup>, and [Coral Cape](#) collections.

### Willow Place collection

Sauder introduces the light and elegant Willow Place prototype collection. Tapered feet and soft chamfered edges on top surfaces combine with a new Pacific Maple finish to lend a clean and contemporary feel to this transitional-styled grouping.

“The natural tones and expressed woodgrain add visual interest to the collection and create a warm and approachable aesthetic,” says Rachel Whitaker, principal designer at Sauder. “Its graceful styling couples with clean, straight-forward function to provide a visual breath of fresh air.”

Willow Place delivers lightweight panel construction on most items. Sauder’s miter-folding capability on the four and six inch tapered feet ensure absolute finish color-matching with the cabinet parts.

This 12-piece prototype collection, to be available in February 2020, includes furniture for the bedroom, home office, and living room. Prices begin at \$99.99.

### **Garden Villa collection**

A nod to the trendy and popular casual aesthetic, Sauder debuts the Garden Villa collection. Its louvered doors, rugged hardware, and tiered moldings under the top surfaces blend perfectly with the neutral Orchard Oak finish to give these pieces cross-functioning appeal in country, cottage or farmhouse décor.

The Garden Villa grouping will be available December 2019 and includes a TV stand, desk, storage organizer, and two bookcases, tall and short. Prices begin at \$149.99.

### **Linden Market collection**

Only the best-sellers are allowed here. Sauder introduces a curated collection of popular items hand-picked from proven winners across the product line. The grouping boasts a bold, yet elegant look with black graphic accents accentuating the Split Oak finish.

Available in October 2019, the nine-piece Linden Market collection contains bedroom, living room, office, and accent pieces including a dresser, chest, night stand, TV stands, storage credenzas, and storage cabinet. Prices start at \$149.99.

### **Summit Station collection**

Making its debut this market, the items in the Summit Station collection effortlessly combine a transitional and contemporary vibe that creates a familiar but fresh aesthetic to any setting.

The group, available November 2019, showcases the new, light and neutral Laurel Oak finish along with elegantly proportioned tapered feet in both open and closed architecture. Trendy, linear detailed hardware and long chamfered edges on door and drawer panels complement the collection's strong style positioning.

With plenty of modern function to go around, pieces in the Summit Station collection include bedroom offerings – a dresser, chest, armoire, wardrobe, night stand, and twin bed. Additional items include two TV stands, a single pedestal desk, and an L-shaped desk. Pricing starts at \$79.99.

### **Granite Trace collection**

Boasting a distinctive weathered farmhouse look that casually adapts to nearly any setting, Sauder introduces the Granite Trace collection. Bold wrought hardware in iron black accentuates the sunbaked aesthetic of the Rustic Cedar finish, evoking an aura of the open-sky country that inspired it.

Available today, the 10-item grouping consists of carefully curated silhouettes from some of Sauder's best-selling collections. Pieces include a desk, storage cabinet, console, decorative bookcases, accent tables, and TV stands. Prices start at \$109.99.

### **Collection line extensions**

Sauder debuts line extensions in the popular [North Avenue](#)<sup>®</sup> collection. Framed in dark metal accents, new bedroom pieces in Charter Oak finish feature hard lines that fit well with urban or rustic décor. Available December 2019, bedroom pieces include a dresser, chest, night stand, and twin platform bed. Prices start at \$69.99.

Other additions to North Avenue include occasional, storage and office pieces in Charter Oak and Smoked Oak finishes. Items include a coffee table, table with drop-leaf, stool set, L-shaped desk, and storage cabinet. Prices begin at \$59.99.

Available in January 2020, Sauder introduces new additions to its entry-level price point collection, [Beginnings](#)<sup>®</sup>. Pieces in the best-performing silhouettes are debuting in a new, lighter Summer Oak finish, including TV stands, desks, bookcases, occasional tables, chest, L-desk and credenza. Prices start at \$24.99.

Line extensions for the new [Coral Cape](#) collection, first shown at last April's market, are debuting this fall. Delivering a refreshing tropical vibe, new items in Coral Cape feature rich, open architecture silhouettes softened with rounded and swooped details. Bamboo-inspired gold hardware complements the Sindoori Mango finish to round out the exotic vibe.

Coral Cape additions are available December 2019, including a bookcase, L-desk, TV credenza, lounge chair, bar cart, and several occasional tables. Prices start at \$69.99.

### Visit Sauder at High Point Market

Sauder's newest collections and prototype pieces will be available October 19-23 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 85 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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### Willow Place prototype collection

1. Entertainment Credenza (426121), \$199.99
2. Accent Bookcase (425292), \$169.99
3. Entertainment Credenza (425286), \$269.99
4. Side Table (425884), \$???.99
5. Coffee Table (425285), \$169.99
6. Desk (425282), \$199.99
7. L-shape Desk (425877), \$339.99
8. Lateral File (425851), \$249.99
9. Dresser (425281), \$319.99
10. Night Stand (425279), \$99.99
11. Twin Daybed (425278), \$219.99
12. 4-Drawer Chest (425267), \$239.99





### Garden Villa collection

1. Bookcase (424092), \$149.99
2. 9-Cube Organizer (424101), \$199.99
3. Tall Bookcase (424106), \$199.99
4. Desk (424108), \$279.99
5. TV Stand (424109), \$199.99



### Linden Market collection

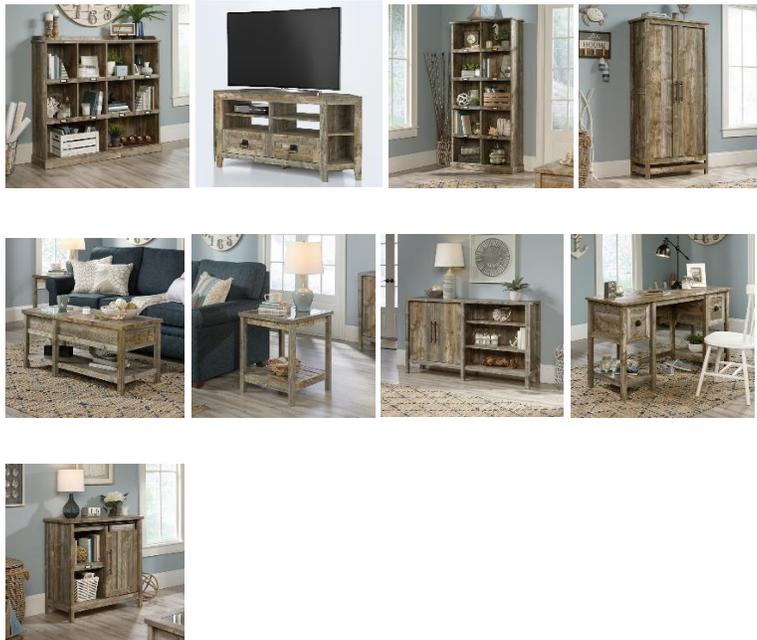
1. 5-Drawer Chest (425025), \$319.99
2. Dresser (425024), \$389.99
3. Night Stand (425023), \$149.99
4. Credenza (425021), \$289.99
5. Enter. Credenza (425022), \$299.99
6. Enter. Credenza (425019), \$289.99
7. Storage Credenza (425020), \$229.99
8. Storage Cabinet (425018), \$289.99
9. L-Desk (425017), \$279.99





### Summit Station collection

1. L-Desk (425014), \$229.99
2. Credenza (425013), \$229.99
3. TV Stand (425012), \$159.99
4. Desk (425015), \$169.99
5. Storage Cabinet (425016), \$229.99
6. Dresser (425109), \$279.99
7. 4-Drawer Chest (424872), \$209.99
8. Night Stand (424873), \$79.99
9. Armoire (425011), \$239.99
10. Twin Mates Bed (424874), \$259.99



### Granite Trace collection

1. Bookcase (424987), \$199.99
2. Corner Enter. Credenza (424989), \$289.99
3. Tall Bookcase (424986), \$209.99
4. Storage Cabinet (424991), \$289.99
5. Lift-top Coffee Table (424993), \$224.99
6. Side Table (424992), \$109.99
7. Console (425136), \$199.99
8. Desk (424988), \$199.99
9. Accent Cabinet (424984), \$179.99



### Collection line extensions

1. **North Avenue** 4-Drawer Chest (425010), \$169.99
2. **North Avenue** Dresser (424937), \$179.99
3. **North Avenue** Night Stand (425777), \$69.99
4. **North Avenue** Twin Platform Bed (424939), \$179.99
5. **North Avenue** Lift-top Coffee Table (424931), \$129.99



6. **North Avenue** L-Desk (425077), \$149.99
7. **North Avenue** Table with Drop Leaf (424943), \$99.99
8. **North Avenue** Counter-Height Stool (424944), \$59.99
9. **Beginnings** L-Desk (425092), \$129.99
10. **Beginnings** Bookcase with Doors (425089), \$79.99
11. **Beginnings** Lift-top Coffee Table (425081), \$129.99
12. **Beginnings** Credenza (425073), \$139.99
13. **Coral Cape** L-Desk (423742), \$299.99
14. **Coral Cape** Enter. Credenza (424520), \$289.99
15. **Coral Cape** Coffee Table (423525), \$149.99
16. **Coral Cape** End Table (423743), \$74.99
17. **Coral Cape** Bar Cart (424014), \$174.99
18. **Coral Cape** End Table (423991), \$69.99
19. **Coral Cape** Bookcase (424475), \$159.99
20. **Coral Cape** Lounge Chair (423749), \$149.99