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FOR IMMEDIATE RELEASE

Fall Forward: Sauder Meets Challenging Times with Surprising Variety of New Intros

Bringing a forward-looking array of product launches in styles and functions designed to meet customers where they live and work.

ARCHBOLD, Ohio — September 30, 2022— While costs for goods and services have reached levels not seen in the U.S. for the past 40 years, Sauder approaches this High Point Market with a ‘fall forward’ vision that embraces today’s challenges with optimism and foresight.

Introducing what may be Sauder’s most extensive lineup of never-before-seen products, this market offers a ‘more is better’ mindset within the Sauder showroom. New furniture collections with varying designs, styles, and finish options deliver an assortment that fits consumer’s desires for home and work spaces.

“Lower consumer confidence and the resulting economic slowdown has absolutely impacted the furniture business in 2022,” said Mike Lambright, Vice President of Marketing at Sauder.

However, the brand known best for affordable offerings with looks that rival case goods has that value proposition on its side. Where do consumers look to save in an economy of record-high gas, food, and energy prices?

“When discretionary spending is limited, optimistically we feel consumers will look to the Sauder brand as one that delivers a value beyond expectation,” said Lambright. “Our ability to readily develop and introduce diverse furniture options that will resonate when consumers are ready to buy helps solidify that expectation.”

Furniture collections in popular styles like Transitional, refined Country, Modern Industrial, Contemporary, and Traditional speak to the varied selections on display. At High Point Market, Sauder is showcasing:

- **Dover Edge™** – Designed for teens/tweens, a flexible modern aesthetic makes this ideal for anyone.
- **Tiffin Line™** – Casual, yet bold SOHO grouping in dark Raven Oak with black rattan accents.
- **East Rock™** – Digitally printed marbled accents and louvered panels highlight a transitional motif.
- **Larkin Ledge™** – An everyday classic with beautiful detailing and popular Glacier Oak finish.
- **Rollingwood™** – Traditional country-inspired pieces for work or home office.
- **Ambleside™** – A modern industrial take with two-toned contrasting finishes.
- **Porto Palma™** – Modern, light, and clean – more breezy than a tropical retreat.
- **Carolina Grove™** – Chicer than rustic, more refined than cottage –a traditional influence elevates classic elements with a modern flare.
- **East Adara™** – Traditional sophistication and elegance in a light gray oak patina.

TRANSITIONAL

Dover Edge

While designed notably for teens or tweens, this youthful aesthetic combines with an abundance of storage flexibility that makes these pieces ideal for everyone at any age. Rounded corners and edges lend a subtle softness that underlines assorted oak finish choices.

Available today, pieces include a compact desk, vanity, and dresser options – all designed with small spaces in mind, while cubby storage cabinets are ideal for hallways, foyer, or the bedroom. Retails range from \$174.99 to \$409.99.

Tiffin Line

Bold and casual – this SOHO grouping brings a mix of traditional and modern to the home office setting. A dark Raven Oak® finish bolsters a confident aesthetic with supporting rattan inserts on door and drawer fronts, black handles, and square tapered feet at the base.

Available Q1 2023, all pieces meet BIFMA test standards for safety, durability, and performance. Items include executive desk, L-shaped desk, credenzas, cabinets, and hutches with prices starting at \$184.99.

East Rock

It's a luxurious look that packs big impact into small space environments. East Rock takes louvered accents – an element popular on today's cottage and farmhouse styles – into a more transitional modern presentation. Marbled top accents digitally printed with high-wear DuraGraph™ and cases on platform bases lend to its clean aesthetic.

With an array of items for nearly every room of the home, this 12-piece collection is available December 2022. Bedroom pieces include chest, dresser, and night stand. Home office pieces include single pedestal desk, writing desk, L-desk, and lateral file cabinet. Occasional and storage items include coffee table, accent cabinets, tall bookcase, and TV credenza. Retails range from \$149.99 to \$469.99.

COUNTRY

Larkin Ledge

A light and popular Glacier Oak™ finish highlights a refined country aesthetic. Simple forms and subtle details elicit a casual, neutral feel that blends in any environment. With matching hexagon inlay and integrated tray-top moldings to heighten the visual experience in a subtle way.

The 12-piece collection, available December 2022, offers an array of items for the home office, bedroom, kitchen, and living room. At the Sauder showroom, the 60" credenza, lift-top coffee table, single pedestal desk and lateral file cabinet are on display. Retails range from \$170.99 to \$324.99.

Rollingwood

A robust collection for the home office, Rollingwood brings a traditional country warmth. Finished allover in a new Brushed Oak™, the homey design features bead board panels, curved drawer fronts, and scalloped base details that speak to its country roots.

Available in 1Q 2023, the collection includes home office staples such as an executive desk, 66" L-desk, lateral file cabinet, and 4-shelf bookcase with drawer. Additional pieces include a writing desk, multiple hutches, storage credenza, and base cabinet. Retails range from \$279.99 to \$779.99.

MODERN

Ambleside

For a unique look that leans toward a modern industrial aesthetic, this collection fits the bill. Clad in a medium-toned Serene Walnut™ finish with complementary black accents, Ambleside presents a chic solution to the living room or home office. Detailing includes doors and fronts with a geometric, fluted design and decorative spindle legs that keep the furniture cases off the floor.

Ambleside™ pieces will be available late Q1 2023, including home office pieces L-desk, lateral file cabinet, bookcase, and storage cabinet. Other items include TV credenza, lift-top coffee table, and fireplace TV credenza. Prices start at \$179.99.

Porto Palma

Relaxing and comfortable. That's the vibe this contemporary collection exudes – with a clean, soft palette that works without complication in nearly any environment or with any décor. A lightly fogged Haze Acacia™ finish highlights an artful woodgrain on this modern beauty.

Pieces in this grouping begin rollout in Q1 2023. Selections include a lift-top coffee table, tall bookcase, lateral file, and single pedestal desk. A unique two-piece desk with credenza easily configures into an L-desk. Prices range from \$224.99 to \$474.99.

TRADITIONAL

Carolina Grove

Influenced by traditional design, this collection elevates its classic look with a more modern vibe. Bold, black outlines around drawer fronts and doors finished in a light Winter Oak™ draw focus to the center, a refinement that keeps the collection grounded. More casual environments can embrace this classic style without feeling dated.

Carolina Grove is available now, with selections of desks, cabinets, and bedroom pieces. Matching metal and glass occasional tables complement offerings within this collection. Prices start at \$101.99.

East Adara

A sophisticated and delicate ambience offers a soft elegant appearance for the bedroom or home office. Detailed molding accents around the top and case sides are accompanied by decorative feet and ring handles to provide a formal, feminine feel on a light Cascade Oak™ finish.

Available pieces include a square coffee table, desks and a filing cabinet for the home office, and a chest, dresser and nightstand for the bedroom setting. Prices start at \$279.99.

Visit Sauder at High Point Market

Sauder's newest collections and prototype pieces will be available October 22-26, 2022 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 over 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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Transitional Style



Dover Edge collection

1. Desk (432067), \$194.99.
2. 4-Drawer Chest (433515), \$356.99.
3. Night Stand (433521), \$174.99.

Tiffin Line collection

1. Lateral File (433269), \$399.99.
2. L-Shaped Desk (433262), \$814.99.
3. Hutch (433271), \$184.99.



East Rock collection

1. Lift-top Coffee Table (433861), \$299.99
2. Credenza (431761), \$369.99
3. Lateral File (431765), \$324.99
4. Desk (431763), \$329.99



Country Style



Larkin Ledge collection

1. Credenza (434189), \$324.99.
2. Coffee Table (433723), \$224.99.
3. Lateral File (433625), \$264.99.
4. Desk (433624), \$319.99.



Rollingwood collection

1. Executive Desk (431432), \$779.99.
2. L-Shaped Desk (431433), \$699.99.
3. Desk Hutch (431434), \$409.99.
4. Lateral File (431438), \$339.99.
5. Library Hutch (431436), \$279.99.
6. Bookcase (431440), \$389.99.



Modern Style



Ambleside collection

1. L-Shaped Desk (431621), \$479.99.
2. Lift-top Coffee Table (431617), \$229.99.
3. Credenza (431600), \$189.99.

Porto Palma collection

1. Lateral File (431276), \$319.99.
2. Desk with Credenza (431234), \$474.99.
3. Lift-top Coffee Table (431229), \$289.99.



Traditional Style



Carolina Grove collection

1. Credenza (429544), \$415.99.
2. L-Shaped Desk (429547), \$299.99.
3. Lateral File (429548), \$259.99.

East Adara collection

1. Lift-top Coffee Table (430309), \$289.99.
2. L-Shaped Desk (429772), \$399.99.
3. Lateral File (430304), \$279.99.

