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FOR IMMEDIATE RELEASE

Erie's Way: Sauder Honors Founder and RTA Furniture Inventor at Fall High Point

Sauder values the pioneering resolve of the past, embraces today's consumer needs, and looks to a future of continuous innovation, design, and value to withstand the test of time.

ARCHBOLD, Ohio — September 22, 2023— Innovation was the bedrock that drove Sauder's founder, Erie Sauder, to create a revolutionary segment of the American furniture industry – ready-to-assemble (RTA). In honor of his vision, at this October's High Point market the company celebrates Erie's induction into the American Home Furnishings Hall of Fame and debuts new product abounding with ingenuity and value.

Erie received the first U.S. patent for a "knock-down" occasional table in 1953. Since that time, a lot has changed in RTA furnishings. What has not changed is Sauder's drive to find better ways to make, sell, and distribute furniture while providing home-life quality enhancements to today's consumers. As Erie was known to say, "It's amazing what you can do when you don't know it can't be done!"

"We are very pleased that my grandfather is receiving this honor," said Kevin Sauder, President/CEO. "He was a pure entrepreneur that really changed the way furniture was made and sold. It's great to see this humble man honored in the company of industry giants."

Additionally, the company was selected as a 2023 Pinnacle Design Award finalist by the International Society of Furniture Designers (ISFD). Nominated in two categories, *Occasional Table Broad Appeal* for a metal/glass coffee table in Sauder's Coral Cape® collection and *Bedroom for Broad Appeal* for a mixed material set from Sauder's Boulevard Café collection. The award winners will be revealed at a ceremony held October 16 in High Point, NC.

Along with these design-recognized items, Sauder is displaying several new collections that appeal to a wide range of tastes and application – including classic farmhouse, coastal grandmother, and soft traditional. Innovative storage options designed to accommodate robotic vacuum units also makes its debut this market.

At High Point Market, Sauder is showcasing:

- **Hillmont Farm™** – A classic office and storage furniture suit featuring an updated farmhouse charm in a warm country-style oak finish.
- **Grand Coast™** – A beach-inspired collection that features vintage aesthetics accented by geometric hardware and light buff finish with woven fabric detail.
- **Sonnet Springs™** – A charming, soft traditional grouping of home office and living room furniture in a time-worn patina.
- **Robotic vacuum furniture** – BotStop™ by Sauder is a patent-pending, dedicated function for multi-purpose occasional and storage furniture that allows pieces to stylishly conceal common robotic disc vacuums in any room of the home, without interfering with the automated function.

Hillmont Farm collection

Emanating a classic farmhouse vibe with warm Timber Oak® finish, this group evokes a sense of serene simplicity. Cozy and comfy, casual but not rustic, its country living at its finest with all of the nostalgia and none of the farm chores.

Pieces with downhome charm and everyday functionality are available November 2023, including an L-desk, file cabinet, square coffee table, and storage cabinet. Prices range from \$299 to \$359.

Grand Coast™ collection

Take a permanent vacation from ordinary and cast away to an interior design that emanates calming, seaside fusion. Finished in radiant Dove Linen®, characterized by its delicate woven fabric detail, pieces are accented with a circular burst of bronzed hardware.

A few Grand Coast™ pieces are available today with additional items planned to be in stock Q4 2023. Selections for home office and living room include an L-shaped desk, lateral file cabinet, storage cabinet, TV credenza, and library with doors. Prices range from \$224 to \$259.

Sonnet Springs™ collection

Transform any living or office space into a refuge of poetic grace with this harmonious collection. A balanced composition of finishes, in delicate Khaki Pine™ and weathered Pebble Pine®, integrate with arched molding details and framed fronts to present a traditional, yet casual, vibe.

Office and occasional selections in the grouping are available now. Individual pieces include an executive desk, L-shaped desk, storage cabinet bookcase and utility stand. Prices range from \$214 to \$514.

BotStop™ furniture

An innovative furniture concept that delivers multi-purpose function, BotStop™ pieces stylishly conceal robotic disc vacuum units, like the iRobot® Roomba®, while providing everyday functionality one would expect from a furniture item. An open bottom design allows the vacuum to travel in or out for docking while removable panels provide easy access to the vacuum canister and bag.

A BotStop™ side table, bookcase, and storage cabinet will be available 1Q 2024. Retailers range from \$119 to \$249.

Pinnacle Design Award Finalists

Recognized in the *Occasional Table Broad Appeal* category, the Coral Cape® metal coffee table (#423525) is a playful accent for adventurous interiors. Boasting a layered canvas of graphic glass panels on satin gold frames, it's more than just a functional accent table. This item retails under \$229.

The 3-drawer chest (#424217) highlights the Boulevard Café bedroom assortment recognized in the *Bedroom for Broad Appeal* category. Inspired by industrial workspaces, the black metal framing mixes with a rustic Vintage Oak® finish to fuse with visually graphic details like perforated panels, linear shelving, and discreet drawer pulls. This item retails under \$299.

Visit Sauder at High Point Market

Sauder's newest collections and prototype pieces will be available October 14-18, 2023, 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 70 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](#).

Hillmont Farm™ collection



1. Storage Cabinet (435180), \$359.99.
2. Coffee Table (435179), \$299.99.
3. L-Shaped Desk (435177), \$359.99.
4. Lateral File (435158), \$299.99.

Grand Coast™ collection



1. L-Shaped Desk (433725), \$239.99.
2. Storage Cabinet (433606), \$179.99.
3. Lateral File (435242), \$179.99.



BotStop™ furniture



1. Vacuum Storage Cabinet (437019), \$249.99.
2. Vacuum Bookcase (437018), \$229.99.
3. Vacuum Side Table (436858), \$109.99.



Sonnet Springs™ collection



1. Bookcase (435754), \$419.99.
2. Storage Cabinet (434929), \$349.99.
3. Executive Desk (434922), \$514.99.
4. Utility Stand (435766), \$214.99.
5. L-Shaped Desk (434928), \$499.99.



Pinnacle Design Award Finalists

The Boulevard Café
3-drawer chest
424217, \$299.99



The Coral Cape®
metal coffee table
423525, \$229.99