**FOR IMMEDIATE RELEASE Contact:** Kristin Hawkins

 Steinreich Communications

 336.485.5929

**HIGH POINT SHOWROOM:** khawkins@scompr.com

**Atrium on Main, 430 S. Main Street, Suite 220**

**BERNARDS WILL UNVEIL 40 NEW BEDROOM, OCCASIONAL & KITCHEN ACCENT COLLECTIONS AT HIGH POINT MARKET**

**GREENSBORO, N.C.** – Armed with a broad selection of exclusively designed product introductions trending toward more casual and contemporary styles, Bernards Furniture Group will showcase its new point of view at the Spring High Point Market. The company is unveiling a fresh take on its product direction with nearly 40 new bedroom, occasional, and accent pieces to highlight its new design focus.

 The company has incorporated an updated mix of materials and details, including fresh finishes and metal accents, all at an exceptional value.

 “Our new products this Market are geared toward providing opening to middle-price points with fashion-forward product to deliver a superior value,” said Fran Scheller, vice president of merchandising and product development. “Dealers will notice a significant shift in the design of our product line as well as our new showroom this Market. Our new product mix will give our retail partners the needed tools to attract consumers into their stores.”

 Highlights of the bedroom introductions include the ***Marseille******Bedroom Collection*,** which offers a fresh take on classic Louis Philippe styling and features wormy cherry veneers with a casual antique finish. Quilted details and nail head trim characterize the gracefully curved headboard and footboard of the ***Marseille Signature Upholstered Panel******Bed***, which adds soft sophistication to the updated look. An updated ***Sleigh Bed*** is also available for this collection.

 Part of the ***Havana Bedroom Collection,*** the ***Arched Panel Storage Bed*** is striking in a translucent gray finish on birch veneers. Accented with brushed nickel hardware, the sleek lines of the group are perfect for contemporary spaces.

-more-

BERNARDS CASE GOODS INTROS

TAKE 2-2-2-2-2

 Highlights of the 24 occasional groups include the ***Nottingham Occasional Set*** which is crafted with cherry veneers in a black cherry finish. Each of the three tables feature impressive turned legs which are anchored by a planked traditional base. For a more contemporary style, the striking ***Ellery Occasional Group*** features modern bases with hammered gold-tone metal architectural patterns which support its warm brown table tops.

The ***Naples******Kitchen Cart*** is a key kitchen accent introduction. It includes a birch top, silverware drawer, and an abundance of open and closed shelving for storage. Featured in a Sky Blue finish, it is also available in Canary Yellow.

Home office introductions include the smartly scaled ***Curvature Desk*** and ***Chair*** which feature unique hairpin metal legs which give it an industrial and modern feel. The black metal ***Arbor Creek******Desk*** has two grid-patterned shelves which support a streamlined wood top in a warm oak finish. It is paired with a modern slat back ***Desk Chair***.

Founded in 1983, Bernards Furniture Group offers high quality case goods at a tremendous value. With styles ranging from traditional to contemporary, the company maintains a forward vision to be the one stop furniture source for its dealers and strives to keep all items in stock at all times. Available by direct container or from their Greensboro, N.C., warehouse location, Bernards’ No. 1 goal is dealer satisfaction, which is supported by an outstanding internal customer service staff and outside sales representatives.

-30-