



Media Contact:

Jasmine Gurley

jasmine.gurley@surya.com

877.275.7847 x213

Surya Inc. | 1 Surya Drive | White, GA 30184

SURYA RELEASES FALL 2017 CATALOG

Enhancements include richer data, more robust imagery and thousands of new products

CARTERSVILLE, GA. (September 29, 2017) — Surya has announced the release of its most comprehensive catalog to date, featuring 936 pages of more than 60,000 SKUs, an expanded Trends section and an enhanced selection of inspiring lifestyle imagery. The visually appealing yet highly functional Fall 2017 Catalog includes thousands of new accessories across all categories, offering endless options for seamlessly coordinated spaces for any style and budget.

To simplify the search process for customers, products are grouped into major categories – Lighting, Wall Decor, Decorative Accents, Textiles, Accent Furniture, Rugs, and Outdoor – which are then organized by style. Each style is laid out by price from high (\$\$\$\$\$) to low (\$) for targeted searches based on budget. Surya is also providing richer product data, including Pantone® TPX numbers for more categories to ensure accurate color selection.

Visual indexes are available for Surya’s Top Sellers, which include a short list of the company’s go-to products with proven sales traction, as well as for the full line of Surya rugs. Larger images have been incorporated to display the intricate design details of high-end rugs and supplemental zoomed-in close-ups have been provided for mirrors and pillows. The catalog includes significant additions to the company’s machine-made and high-end rug offerings, as well as table, task and floor lamps.



“We have listened to our customers’ feedback and applied it to the contents and organization of our latest catalog,” said Satya Tiwari, president of Surya. “Our goal is to simplify the buying experience and one way we accomplish this is by providing a best-in-class resource that is easy-to-navigate, but also visually stimulating, fueling our customers’ imaginations with ideas for how they can bring their clients’ visions to reality with the full suite of Surya accessories.”

The Fall 2017 Catalog is currently mailing to customers and will make its official debut at High Point Market. To browse a digital version of the fall catalog, visit www.surya.com/ecatalog or download the Surya app from the Apple App Store. Market attendees can pick up a copy in the Surya showroom, Showplace 4100, which will be open daily from 8 a.m. to 8 p.m., beginning Friday, Oct. 13. Attendees are also encouraged to schedule an appointment with a Surya sales specialist at www.surya.com/market-registration by Wednesday, Oct. 11.

Click the following links for high-resolution images of the [Fall 2017 Catalog](#) and [Trends](#).

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About Surya

Surya is the premier one-stop source for coordinating home accessories for a broad range of lifestyles and budgets. An expert at translating the latest apparel and interior design trends, Surya artfully combines color, pattern and texture to offer more than 60,000 fashion-forward products, including rugs, pillows, throws, wall decor, accent furniture, lighting, decorative accents, and bedding. The brand also provides innovative display, merchandising and training solutions to support retailers in successfully promoting and selling home accessories. Surya has showrooms in Atlanta, Dallas, High Point, Mexico City, New Delhi, and Toronto. To learn more, visit www.surya.com.