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FOR IMMEDIATE RELEASE

Furniture of the Future: Sauder remains resilient, innovative with an eye for customer needs

Times are changing and Sauder continues its commitment to creating on-trend, functional, and inventive furniture pieces for consumers that are spending more time at home than ever

ARCHBOLD, Ohio — October 9, 2020 — Although Sauder is not exhibiting at [High Point Market](#) this fall, the nation's leader in ready-to-assemble furniture is continuing to build its new item portfolio by introducing a host of furniture designs in varying styles – from rustic farmhouse to chic industrial to eclectic modern – in order meet consumer demand.

"Regrettably, we felt the best decision in the current environment, was to not open Sauder's showroom for this market," says Kevin Sauder, president/CEO at Sauder. "After consulting with our sales team, assessing the anticipated attendance from our customers, and considering safety implications, that was the appropriate action."

Unprecedented and unpredictable times in the furniture industry has prompted many brands to make bold and necessary adjustments to its business operations. Through it all, Sauder has sharpened its focus on developing and delivering furniture solutions that consumers crave.

"Our commitment to introducing 'furniture of the future' – both domestically produced and sourced options – has been unwavering over the past six months," says Mike Lambright, senior director of marketing at Sauder. "Our product design and merchant teams have continued to push forward with new collections and line extensions to provide a greater selection of aesthetics, finishes, and price points to align with personal style preferences of consumers."

New SOHO collections Sauder is introducing:

- **Aspen Post™** — Combining the scenic beauty visible at a mountainside resort with the serenity of a rural homestead, this collection brings a feel of artistry and tranquility to the at-home workspace.
- **Englewood™** — Inspired by midcentury modern and blended with clean contract styling, this contemporary collection can adapt to customers' needs – large or small.
- **Steel River®** — This collection goes beyond mere patina to put some surly realism into the fresh line extensions of this rustic industrial masterpiece.

Aspen Post™ collection

The welcoming, natural character that drives farmhouse design makes a comfortable, yet highly functional, home office environment. Designed with existing furniture in mind, [Aspen Post™](#) allows the seamless addition of any combination of its pieces – desks, lateral files, hutches, and cabinets –without compromising on cohesiveness and aesthetics.

The light and natural Prime Oak™ finish serves as the extraordinary element of this farmhouse aesthetic. Combined with the black, rustic drawer and door handles to elevate its artistry in any setting.

This nine-piece collection is available now and includes an L-shaped desk, executive desk, file cabinet, office utility stand, office credenzas and more. Prices begin at \$139.99.

Englewood™ collection

[Englewood™](#) is the hard-working, scalable solution for ever-changing office needs. Unique slat molding details and warm Spiced Mahogany™ finish incorporate the familiarity of home into a work environment, while maintaining an exceptionally executive look.

Hidden storage pervades every piece to assist in organization and maintain that desired professional aura. The 10-piece collection includes double pedestal desks, an L-desk, a lateral file cabinet, storage credenzas, and hutches. Englewood™ is available now with prices beginning at \$149.99.

Steel River® line extension

Sauder introduces home office line extensions to the popular [Steel River®](#) collection. Heavily oxidized metal framework featuring rivet details and trussed construction is complemented with two wood finish options – a charcoal-look Carbon Oak® and a light Milled Mesquite™. The design effect provides a genuine, industrial look of that hard to find recovered statement piece.

Although this grouping has a vintage-y look, there's a great deal of modern functionality throughout the pieces. New intros in each finish, available late December 2020, include a lateral file cabinet, double pedestal desk, L-desk, and hutch. Prices start at \$299.99.

Additionally, Sauder introduces several daring collections that are not afraid to play with texture, materials, and shapes:

- **Radial™**— Circular shapes, rounded arches, and a mix of classic geometrics create standout pieces with a directional energy and personality.
- **Market Commons®** — With open architecture, mixed materials, and an uncommon value in chic industrial design, this collection is anything but ordinary.
- **Center City™** — Constructed with multiple textures, the intricately clever design of this grouping brings subtle sophistication into any home.
- **New Hyde®** - These slim, sturdy ladder-inspired modular pieces attach to the wall to create combinations of space-saving storage and function at strategic locations.
- **International Lux line extensions** — Offering the same eclectic, contemporary design in a mixed material aesthetic, International Lux boasts new options in popular wood finish accents.

Radial™ collection

Making its debut October 2020, Radial™ provides a sweeping medley of Art Deco and post-modern contemporary design. Dialing in on the foundational movements of 20th century aesthetics for inspiration, it creates a remarkably cohesive collection for the 21st. A warm textural pallet of perforated bronze metal, dark Umber Wood™ finish, and Deco Stone-like accents add a softer touch to a truly contemporary design.

Spinning a little nostalgic glam into home décor, this seven-piece collection includes an entertainment sideboard, TV stand, cocktail/coffee table, end table, computer desk, L-shaped desk and file cabinet. Prices start at \$109.99.

Market Commons® collection

Mixed materials of Rich Walnut™ woodgrain and Slate Gray™ faux-marble finishes, combined with black metal frames and grids, push this utilitarian inspired collection into a category of its own. Offering flexible solutions for office, entertainment, and living room, these industrious pieces will work hard to provide a trendy accent to any room in the home.

[Market Commons®](#) is available now and includes five pieces – a bookcase, TV credenza, L-shaped desk, cocktail/coffee table and end table. Prices begin at \$89.99.

Center City™ collection

This collection features casual contemporary pieces made with mixed materials that focus on a “less is more” aesthetic. A sculptural quality can be seen in the satin taupe metal legs and bases while geometric perforated metal panels add effortless visual interest.

The neutral tone woodgrain surface in Champagne Oak™ lends a subtle expression that blends well with other finishes found throughout the home. Layered surfaces in glass and laminate provide a clear reminder that style does not need to be loud—the beauty is in the details.

The six-item [Center City™](#) collection is available now with living room, home office, entryway, and accent storage options. Prices begin at \$69.99.

New Hyde® collection

Sauder debuts the versatile mid-century vibe of the [New Hyde®](#) collection. The unique ladder design of this collection links together the home and the furniture in it – literally. Whether its a desk with a bookcase on each end or an entire wall full of bookcases, the wall-mounted combinations are various. All finished in a warm Serene Walnut™ and accented with the clean lines of powder-coated metal frames.

New Hyde™ – the new take on old staples for the office, family room, and entryway. Available now, prices for the five-piece grouping begin at \$179.99.

International Lux line extensions

Sauder introduces line extensions to the popular [International Lux](#) collection. Framed in satin gold metal accents, new office and occasional pieces in two finish options – wood-finish Sindoori Mango® and faux Deco-Stone surfacing – provide a boost to the selections within this eclectic and sophisticated collection.

Home office additions in Sindoori Mango® include an L-shaped desk and lateral file cabinet. Other additions in both finish options include a round side table and coffee table, console table, and tall bookcase. Pricing starts at \$69.99.



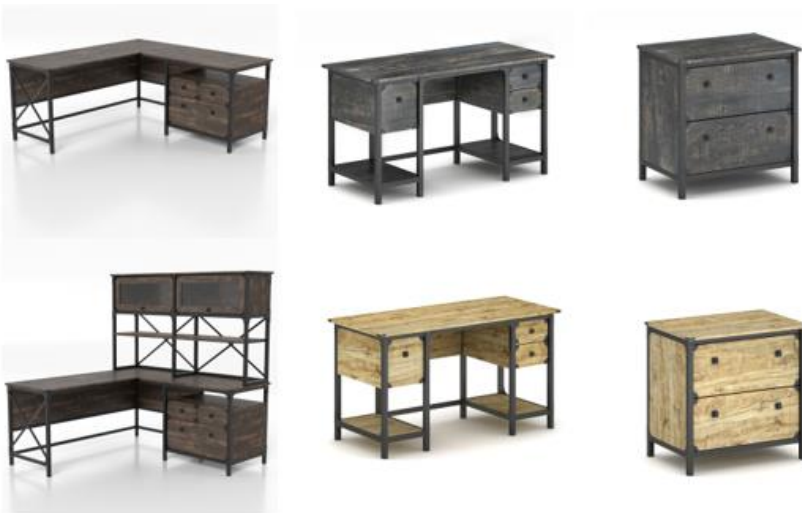
Aspen Post™ collection

1. Executive Desk (426487), \$549.99
2. Credenza (427018), \$349.99
3. Lateral File (427013), \$269.99
4. L-shaped Desk (427163), \$579.99
5. Computer Desk (427030), \$409.99
6. Credenza (427020), \$299.99
7. Library Hutch (427017), \$139.99
8. Desk Hutch ((427027), \$189.99
9. Library Base Cabinet (427015), \$209.99



Englewood™ collection

1. Executive Desk (426484), \$509.99
2. Computer Desk (426918), \$389.99
3. Credenza (426916), \$309.99
4. Lateral File (426908), \$279.99
5. Library Hutch (426910), \$149.99
6. L-Shaped Desk (426914), \$549.99
7. Credenza (426917), \$279.99
8. Utility Stand (426909), \$209.99
9. Hutch (426919), \$159.99
10. Hutch (426915), \$259.99



Steel River® line expansion

1. L-Shaped Desk, Carbon Oak® (427855), \$549.99
2. Desk, Carbon Oak® (427652), \$279.99
3. Lateral File, Carbon Oak® (427654), \$209.99
4. Hutch, Carbon Oak® (427852), \$309.99
5. Desk, Milled Mesquite™ (427653), \$279.99
6. Lateral File, Milled Mesquite™ (427655), \$209.99



Radial™ Collection

1. Entertainment Credenza (424250), \$339.99
2. TV Stand, (426022), \$274.99
3. Lift-Top Coffee Table (426023), \$169.99
4. End Table (426024), \$109.99
5. Desk (426025), \$249.99
6. L-Shaped Desk (426026), \$329.99
6. Lateral File (426027), \$219.99



Market Commons® collection

1. L-shaped Desk (425767), \$249.99
2. Side Table (425769), \$89.99
3. Bookcase (425764), \$149.99
4. Lift-top Coffee table (425768), \$149.99
5. Credenza (425765), \$199.99



Center City™ collection

1. TV Stand (426059), \$139.99
2. 5-Shelf Bookcase (425658), \$119.99
3. Side Table (425653), \$69.99
4. Coffee Table (425852), \$89.99
5. Accent Storage Cabinet (425655), \$179.99
6. Desk (427120), \$145.99



New Hyde® collection

1. Bookcase with Sliding Door (426436), \$179.99
2. Bookcase with Drawers (426438), \$179.99
3. Desk (426439), \$199.99
4. Entertainment Credenza (426437), \$179.99
5. Entryway Storage (426440), \$159.99



International Lux line extension

1. Bookcase, Sindoori Mango® (428206), \$179.99
2. Bookcase, Deco Stone (428207), \$179.99
3. Console Table Deco Stone (428208), \$179.99
4. Console Table, Sindoori Mango® (428209), \$179.99
5. L-Shaped Desk, Sindoori Mango® (428210), \$299.99
6. Round Coffee Table, Sindoori Mango® (428214), \$119.99
7. Round Coffee Table, Deco Stone (428215), \$119.99
8. Lateral File, Sindoori Mango® (428211), \$219.99
9. Round Side Table, Sindoori Mango® (428212), \$69.99
10. Round Side Table, Deco Stone (428213), \$69.99



Student Projects - Product Design

Finally, Sauder's coordination with the theme "Furniture of the Future" includes keeping an eye open for the talent of the future. Industrial and furniture design students from Wayne State University and Kendall College of Art and Design competed to have their furniture concepts built and featured in the Sauder showroom.

"In this challenge, students were reminded to embrace the Sauder belief that people deserve quality, stylish furniture at a price they can afford," says Rachel Whitaker, principal designer at Sauder. "Equipped with constraints, research and market trends, the students drew from their experience of living in a dorm or first apartment to present versatile, multifunctional solutions addressing furniture needs for both work and play."

Although a shuttered Sauder showroom misses the opportunity to introduce the work of these next-generation designers, the included images of six student-designed prototypes and the thought process behind these concepts ideally provides optimism and inspiration for the future of furniture design.



Student Projects

1. Modular Vanity (429336), Josie G.
2. Rolling Door Entertainment Stand (429419), Jake H.
3. Chirp Desk (429418), Gavin M.
4. Cascading Shelf (429420), Oliver M.
5. Side Table Litter Box (429336), Ashley B.
6. Modular Decorative Table (429415), Adam C.

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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