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## FOR IMMEDIATE RELEASE

### **Spring Back: The Return to a “Normal” High Point Market Reaffirms Sauder’s Appeal**

Sauder brings unique, newly available designs to market that speak to consumer desires to furnish and refresh every corner of their space.

**ARCHBOLD, Ohio — March 18, 2022—** Reunited and it feels so good. Each High Point Market since 2020 has allowed us as a furniture community to gather within a new normal, while anticipating a different future. That future is now, as Sauder welcomes a ‘spring back’ at High Point Market with a focus on renewal and growth, bringing new collections and upcoming innovations to consumers.

Over the last two years, consumers have especially looked to Sauder for home office updates, as well as other rooms. So, what do you offer to the consumer who has already purchased a desking solution? While Sauder is introducing new selections for the home office, there are plenty of fresh product offerings for the bedroom, living room, and storage areas too.

“Certainly, we fulfilled a need for work- and study-at-home furniture solutions over the past couple years,” said Mike Lambright, Vice President of Marketing at Sauder. “Although desks of various styles, sizes and configurations are still in demand, we have committed to continue building the Sauder portfolio with other product categories consumers crave.”

Along with highlighting several new collections and finishes, Sauder is introducing newly available home accent offerings for an array of locations throughout the home. Unique options for dining, entryway, bedroom, and even pet-specific items provide a refresh that make the home a happier place to be.

At High Point Market, Sauder is showcasing:

- **Home accents** – Multi-functional, space saving units that enhance every corner of the home with purpose and style.
- **Sauder Pet Home** – Line extensions to residential companion pieces geared for dogs and cats.
- **Briarbrook™** – An industrial-inspired collection in a mixed material aesthetic, offering an upgrade to occasional, bedroom, and home office pieces.
- **Affirm®** - Two new finishes make this collection a commercial line with a powerful punch.
- **Cannery Bridge®**– Residential home office additions to this popular and inviting collection.

### **Home accent items**

Not every newly available piece is intended for home office use. Numerous introductions to the Sauder line include items that offer storage and function beyond the standard desk, bookcase, or file cabinet. These accent items accentuate the home aesthetic through multi-functionality and familiar design tropes. Dining chairs and tables, makeup vanities, entryway storage, plant display, as well as a unique TV stand with tuck-away work space are just some of the accent furniture items to elevate every corner of the home.

Recent home accent additions can be found across various collections, including Cannery Bridge®, Cottage Road®, Anda Norr®, and Boone Mountain® with retails ranging from \$169.99 to \$349.99.

## **Sauder Pet Home**

Whether it's a home for the pet or the perfect piece to make a pet feel at home, the Pet Home collection offers fun, funky, and functional items for cats and dogs. Beds, climbers, loungers, and storage units are made to keep an animal active and comfy. Easy to clean, removeable cushion covers, hanging hooks, and convenient hidden storage areas help keep homes tidy. Hanging toys, sisal and felt scratching surfaces, and multi-level platforms provide interactivity.

These pet items are styled and detailed with aesthetics that easily coordinate with other Sauder home collections, making it an easy choice for pet parents. Available today, new pet products on display include a dog bed with ramp, storage cabinet with removable bowls, and two wall-leaning cat ladder/climbers. Prices range from \$224.99 to \$309.99.

## **Briarbrook™ collection**

Inspired by an industrial eclectic ideal, the Briarbrook™ collection offers occasional and home office products for the reinvented space. This diverse collection plays in every room in the house and carries influences from casual country, urban loft, and repurposed aesthetics. With workshop inspiration, a grounded deep Barrel Oak finish, and detailed angular metal structures, Briarbrook™ has a rugged yet refined style that brings a new era to living and working spaces.

Briarbrook™ is available second quarter 2022, with pieces for the living room and bedroom. Home office items range from executive desk, L-shaped desk, file peds, and desk hutches. Prices start at \$252.99.

## **Affirm™ collection**

The Affirm™ collection under the Office Works by Sauder® product line brings a simple but stunning look to commercial offices with line extensions in two new finishes: Hudson Elm™ and Noble Elm™. With a consistent, professional look and an emphasis on meeting the ever-changing needs of today's flexible office spaces, this universal commercial design meets BIFMA testing standards and features pieces that are built for longevity, with high wear melamine work surfaces and impact resistant edges.

Affirm™ pieces in Hudson Elm™ and Noble Elm™ finishes, available starting April 2022, include desks of various sizes, rolling pedestals, lateral file cabinet, bookcases, hutches, and accessories. Prices range from \$79.99 to \$689.99.

## **Cannery Bridge® collection**

A favorite residential collection is now extending into the office setting, with serious upgrades. The Cannery Bridge® collection totes the warm and inviting Sindoori Mango® finish for a stylish collection that brings a familiar feeling to the office space. Designed to maximize work-at-home livability, these line extensions meet BIFMA testing standards enhancing durability and endurance.

The Cannery Bridge® office extensions include an L-desk, double pedestal desk, lateral file, utility cabinet, and desk hutch. Items are available April 2022 with prices starting at \$229.99.

## **Visit Sauder at High Point Market**

Sauder's newest collections and prototype pieces will be available April 2-6, 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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### Home Accents and Sauder Pet Home

1. Cannery Bridge® Vanity (433486), \$279.99.
2. Cottage Road® Credenza Desk (430055), \$349.99.
3. Anda Norr® Lingerie Chest (429475), \$259.99.
4. Boone Mountain® Dining Table (427131), \$169.99.
5. Cottage Road® Entryway Tree with Bench (431882), \$171.99.
6. Boulevard Café Dining Chairs (429583), \$159.99.
7. Manhattan Gate® Work Table (422387), \$199.99.
8. Sauder Select Gaming Desk (429612), \$234.99.
9. Baxter Cat Ladder (425668), \$143.99
10. Bandit Pet Storage Cabinet (425667), \$189.99
11. Ranger Cat Sky Climber (25299), \$199.99
12. Rufus Dog House with Ramp (424839), \$159.99



**Briarbrook™ collection**

1. Executive Table Desk (429446), \$399.99.
2. L-Desk (430071), \$699.99.
3. Lateral File (430070), \$299.99.
4. Utility Base (430075), \$259.99.
- Utility Hutch (430076), \$209.99.
5. Large Hutch (430077), \$359.99.
6. Computer Desk (430072), \$489.99.
- Hutch (430073), \$279.99.
7. Mobile File Pedestal (430078), \$229.99.
8. Office Credenza (430074), \$459.99.
9. Horizontal Bookcase (430266), \$299.99.
10. 4- Drawer Chest (429381), \$369.99.
11. 6- Drawer Dresser (430262), \$469.99.
12. Night Stand (430263), \$179.99.
13. Lift-top Coffee Table (430269), \$229.99.
14. Credenza (430265), \$359.99.





**Affirm™ collection – Noble Elm™**

1. Lateral File (427435), \$499.99.
2. 3- Drawer Mobile Filed Ped (427436), \$409.99.
3. 2- Drawer Mobile File Ped (427437), \$379.99.
4. 42" Return (427439), \$239.99.
5. 72" x 24" Shell (427442), \$309.99.
6. 72" x 30" Shell (427444), \$309.99.
7. 72" Bowfront Executive Desk (427471), \$374.99.
8. 5-Shelf Bookcase (427450), \$259.99.
9. 36" Storage Cabinet (427438), \$299.99
10. 72" Hutch (427448), \$379.99
11. 60" x 24" Shell (427441), \$289.99.
12. 60" x 30" Shell (427443), \$299.99.
13. 60"x 36" Hutch (427446), \$309.99
14. 60" Bowfront Executive Desk (427445), \$329.99.
15. 36" x 36" Bookcase Hutch (427447). \$189.99
16. 2-Shelf Bookcase (427451), \$124.99
17. Reception Station (427452), \$249.99
18. 48" x 24" Desk Shell/Credenza/Return (427440), \$254.99



**Affirm™ collection – Hudson Elm™**

1. Lateral File (427409), \$499.99.
2. 3- Drawer Mobile File Ped (427410), \$399.99.
3. 2- Drawer Mobile File Ped (427411), \$379.99.
4. 42" Return (427413), \$219.99.
5. 72" x 24" Shell (427422), \$289.99.
6. 72" x 30" Shell (427427), \$299.99.
7. 72" Bowfront Executive Desk (427468), \$374.99.
8. 5-Shelf Bookcase (427457), \$239.99.
9. 36" Storage Cabinet (427412), \$289.99
10. 72" Hutch (427431), \$349.99
11. 60" x 24" Shell (427415), \$289.99.
12. 60" x 30" Shell (427424), \$299.99.
13. 60"x 36" Hutch (427429), \$309.99
14. 60" Bowfront Executive Desk (427428), \$329.99.
15. 36" x 36" Bookcase Hutch (427430). \$189.99
16. 2-Shelf Bookcase (427458), \$124.99
17. Reception Station (427455), \$249.99
18. 48" x 24" Desk Shell/Credenza/Return (427414), \$254.99



**Cannery Bridge® collection line extensions**

1. L-Shaped Desk (429556), \$649.99.
2. Utility Cabinet (429515), \$229.99.
3. Lateral File (429514), \$319.99.
4. Utility Base (430075), \$259.99.
5. Computer Desk (429510), \$209.99.
5. Hutch (429512), \$279.99.