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FOR IMMEDIATE RELEASE

Outshine: Sauder Illuminates a Perfectly Aligned Presence at April High Point

In the year of The Great American Eclipse, Sauder spotlights all that one would expect from the industry leader – an unsurpassed array of selection, service, innovation, and value.

ARCHBOLD, Ohio — March 15, 2024— As anticipation swells for a total solar eclipse that will cross North America in early April, Sauder plans to focus its light this market on the attributes that make Sauder a leader in the furniture industry. Those include an ability to outshine and surpass expectations with outstanding selection, service, and value.

“Although the next total eclipse won’t occur until 2044, market attendees won’t have to wait another minute to see the on-trend, affordable designs Sauder offers,” said Mike Lambright, VP of Marketing. “This market perfectly aligns a ‘totality’ of developments in cross-functional living spaces, from work-from-home solutions to innovations for modern living.”

At this market, Sauder broadens its product selections by debuting a new rustic-inspired casual grouping, new functional sit/stand desks in multiple sizes, and fresh bedroom options within popular Sauder collections. Additionally, the company is expanding its storage furniture options to accommodate robotic disc vacuum units, an innovative concept introduced at last October’s market.

At High Point Market, Sauder is showcasing:

- **Rosedale Ranch™** – A casual home office, storage, and bedroom furniture suit featuring modern function with rustic charm.
- **Adjustable height desks** – Functionality prevails with these desks made to accommodate any working environment with comfort and ease.
- **Bedroom additions** – Line extensions to existing Morgan Main® and International Lux® collections provide options for the bedroom.
- **Robotic vacuum storage** – BotStop™ by Sauder is dedicated to function for multi-purpose occasional and storage furniture, allowing pieces to stylishly conceal common robotic disc vacuums in any room of the home, without interfering with the automated function.

Rosedale Ranch collection

The Rosedale Ranch™ collection takes its cues from country living. Offering a fresh twist of sleek, contemporary lines combined with cozy, old-fashioned charm. It’s casual and simple, yet handsome, with thick surfaces and contrasting geometric hardware. Finished in warm, Timber Oak® woodgrain, it’s the perfect upgrade to any homestead.

Pieces with rustic charm and everyday functionality are available now, including an L-desk, file cabinet, 5-shelf bookcase, and storage cabinet. Bedroom pieces include a dresser, chest, and nightstand, to be available in May 2024. Prices range from \$169 to \$399.

Adjustable Height Desks

Innovation meets modern ergonomic design with 40- and 60-inch-wide sit/stand desks, finished in versatile and neutral white. Elevate the work experience with electric height adjustment ranging from 28” to 47”, catering to every stature and working position. Designed for convenience, these desks feature a memory button that conveniently provides four pre-set height positions, hidden wireless charging, convenient storage hooks, and adjustable levelers for stability.

These office pieces will be available in June 2024. The desks retail for under \$499.

Bedroom additions

Two trendy collections – Morgan Main® and International Lux® – expand its offerings by adding pieces for the bedroom. Finished in White, clean modern lines accented with exquisitely sculpted ribbons of texture underscore the Morgan Main aesthetic. A mixed material composition highlights International Lux, with metal framing and an eclectic, European-style vibe in Sindoori Mango® finish.

Available in June 2024, both groups offer three pieces, including a nightstand, chest, and dresser. Prices range from \$124 to \$414. eclectic, European-style vibe in Sindoori Mango® finish.

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.

First introduced at October's market, a BotStop™ side table and tall storage cabinet are available now. A shorter, base storage cabinet debuts this market. Retails range from \$109 to \$149.

Visit Sauder at High Point Market

Sauder's newest collections and prototype pieces will be available April 13-17, 2024, 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 90 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](#).

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Adjustable Height Desks

1. 48x24 Adj Height Desk (433781), \$449.99.

2. 60x24 Adj Height Desk (431985), \$499.99.



Rosedale Ranch™ collection



1. Storage Cabinet (434916), \$339.99.
2. Library with Doors (435288), \$264.99.
3. L-Shaped Desk (434913), \$399.99.
4. Lateral File (434888), \$274.99.
5. Nightstand (434921), \$104.99.
6. Dresser (434919), \$399.99.



BotStop™ Robot Vacuum Storage



1. Vacuum Storage Cabinet (437397), \$149.99.
2. Vacuum Side Table (436858), \$109.99.
3. Vacuum Base Cabinet (437398), \$119.99.



Morgan Main[®] collection bedroom

1. 4-Drawer Chest (436749), \$344.99.
2. Dresser (436748), \$414.99.
3. Nightstand (436750), \$124.99.



International Lux[®] collection bedroom

1. Tall Dresser (435787), \$249.99.
2. 4-Drawer Dresser (434830), \$329.99.
3. Nightstand (434816), \$139.99.

