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## FOR IMMEDIATE RELEASE

### Sauder Celebrates 90<sup>th</sup> Anniversary, Enduring Innovation at October High Point

This fall market, Sauder shows off its newest product introductions, creative concepts, inventive technologies, and experimental collaborations that help meet consumer's needs.

**ARCHBOLD, Ohio — October 1, 2024—** At High Point market, Sauder, the pioneer and leader in the ready-to-assemble furniture industry, celebrates the company's 90<sup>th</sup> anniversary by embracing a nod to the past while introducing several creative, innovative product concepts and technologies for today and beyond.

Founded in 1934 by the late Erie Sauder, a 2023 inductee into the American Home Furnishings Hall of Fame, this year marks a milestone anniversary for the company. Still family-owned and manufacturing furniture in the same small town of Archbold, Ohio, Sauder is credited with inventing and patenting the first ready-to-assemble table in 1953 – providing a more efficient way to sell and distribute furniture.

"A lot has changed with our business and our industry through the many decades we have been in the furniture business," said Kevin Sauder, president/CEO at Sauder. "But what hasn't changed is our commitment to finding better ways to bring innovative, stylish, and affordable furniture options to our customers."

This market, Sauder continues that pathway by introducing several new groupings and finishes that offer options for a variety of spaces, including craft & hobby rooms, garages, closets, and home offices. These fresh offerings bring creativity and innovation to the forefront, giving consumers flexible, stylish, and even customizable furnishing options that appeal to a variety of tastes.

"It's exciting to see our marketing and development team find imaginative ways to further advance our product assortments," said Mike Lambright, VP of Marketing. "Beyond new additions, this market they're giving us a real glimpse at the future, with ways for consumers to customize products, and with opportunities to elevate the category through brand collaboration."

At High Point Market, Sauder is showcasing:

- **Craft Works™** – Expandable craft & hobby cabinets and hutches to organize and conceal supplies and provide functional work areas.
- **Newberry Lane™** – A versatile country chic vibe with trellis-style framing that exude a soft, rustic charm for a living room or home office.
- **Sauder Garage System** – A scalable, wall-mounted cabinet system for garage organization that brings flexibility, personalization, and easy installation.
- **Innovative options** – Creative and stylish concepts provide visions of furniture's future with consumer product customization and a brand collaboration with Rachel Ray.

### Craft Works collection

An extension to Sauder's popular selections for craft & hobby storage, Craft Works provides pieces with unique functionality and appeal for creative do-it-yourselfers. Cabinets open and expand to reveal storage and work areas, including pull-outs, swingouts, and drop-leaves with dedicated cubby shelf areas, hanging pegboards, and shelves with retainer bars. The cabinets retract and close to easily hide supplies, returning the room to its original appearance.

Pieces are finished in Khaki Pine for a natural look that blends with most home decors. Pieces available now include a rolling craft cart and a craft workstation. Prices range from \$269 to \$299.

### **Newberry Lane collection**

This new grouping brings a touch of grandma chic to the home. Finished in the natural grain of Khaki Pine® finish and featuring trellis-like framing, the style exudes a timeless country vibe that brings a perfect balance of softness and rustic charm. Work surfaces feature a contrasting black Hearthstone accent finish.

Scheduled to be available in January 2025, standout pieces include a versatile storage wall and functional L-desk. Retails start at \$449.

### **Sauder Garage System**

Garage spaces are not just for parking cars or storing tools. Consumers are converting garages into multi-functional and transformable spaces like home gyms, workshops, small businesses, weekend sports hangouts, and even extended living areas.

Sauder's Garage System is a collection of white storage cabinets that present a welcoming home aesthetic in the garage. Wall-mounted cabinets of various sizes serve as the foundation for this system. Add-on door kits and durable top surfaces of varying color and substrate options bring flexibility, personalization, and durability.

Pieces boast easy installation and include two tall cabinets (deep and shallow), a base cabinet, and an upper cabinet with optional door kits to fit each size. The work top, available in four finish options, fits the base cabinet. Available in 2025, prices range from \$79 to \$469.

### **Innovative options**

Making color customizable, Sauder is showcasing several units in a breakthrough "Ready-To-Finish" laminate that has been developed to enable consumers to easily apply any color in one coat of standard household paint. Extended finish concepts include custom print-on-demand and limited addition finish options. Rachel Ray's team will also be on-site showing her vision for elevated RTA in the pet, kitchen and storage spaces.

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

Sauder's newest collections and prototype pieces will be available October 26-30, 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 North America's leading producer of ready-to-assemble (RTA) furniture and one of the top five residential furniture manufacturers in the United States. Sauder also produces other wood products including contract furniture, and most recently kitchen cabinets and closets. An authentic American original, a majority of Sauder® furniture is manufactured in Archbold, Ohio – right where the company was founded in 1934. Although the town is small (pop. 4,300), the facility footprint is expansive. With some of the most technologically advanced equipment in the world, Sauder's local facilities encompass nearly 4 million square feet of space, employ about 2,000 workers and house a wide variety of local and imported materials. Sauder also sources furniture from a network of quality global partners, all supported by domestic warehouses in three strategic locations. Learn more at [Sauder.com](https://www.sauder.com).

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## Newberry Lane™ collection



1. Storage Wall (435616), \$449.99.
2. L-Shaped Desk (435643), \$449.99.



## Craft Works™ collection

1. Craft Cart (435232), \$379.99.
2. Craft Station (435234), \$379.99.



Expanded view



Expanded view



# Sauder Garage System

**Bundles:**

- 1. Deep Cabinet w/ Doors (446422), \$469.99.
- 2. Shallow Cabinet w/ Doors (446423), \$379.99.
- 3. Upper Cabinet w/ Doors (446424), \$215.99.
- 4. Base Cabinet w/ Top (446425), \$449.99

