

High-resolution images of the items featured in this release can be downloaded from our online Data Asset Library. See page 6 for instructions.

CR Laine—Fall 2012 Trend Report

EMERALD CITY—FIFTY SHADES OF GREEN

Fifty shades of green. It is not a new novel, but a popular color trend dominating both runway and home fashion. In 2013, hues from earthy to emerald will layer together in looks that are anything but monochromatic. Designer heavyweights like Vera Wang demonstrated this trend on the runways of September's NY Fashion Week. And Suite 208 of Norway's Grand Hotel has gained quite a fan base, fueled by the proclamation that green was the 2012 Color of the Year for the Norwegian market. When asked about the color's popularity in the US market, CR Laine's VP of Merchandising, Holly Blalock, commented, "Green in a variety of shades is timeless. Whether playful or preppy, green retains the sensibility of a classic. It's a color with no boundaries and presents in a fresh new way when multiple hues are layered together."



1345 Copley Arm Chair
1940's Dorothy Draper Print



9105 Exoh Chair
22 Ottoman
Graphic Greens



3112 Claybourne Sofa
Leather has the look



6010 Laney Sofa
Basket print by Charlotte Moss



1240 Bryson Sofa
Preppy Plaid

CR Laine—Fall 2012 Trend Report

EMERALD CITY—FIFTY SHADES OF GREEN

CUT LINES and RESOURCES

1345 Copley Arm Chair

Dimensions: 28W x 31D x 46.5H in.
Featured Fabric: Brazilliance Palm
Suggested Retail (as shown): \$1,525
Retail Locations: www.crlaine.com

3112-LL Claybourne Leather Apartment Sofa

Dimensions: 76W x 42D x 35H in.
Featured Leather: Rodeo Citron
Suggested Retail (as shown): \$5,115
Retail Locations: www.crlaine.com

9105 Exoh Chair

Dimensions: 28.5W x 27D x 38.5H in.
Featured Fabric: Zimba Avocado
Featured Finish: Benjamin Moore Paint Color -
Cotton Balls (OC-122)
Suggested Retail (as shown): \$1,465
Retail Locations: www.crlaine.com

1240 Bryson Sofa

Dimensions: 84W x 43D x 38H in.
Featured Fabric: Inverness Basil
Contrast Leather Welt: Winchester Spruce
Suggested Retail (as shown): \$3,475

6010 Laney Sofa

Dimensions: 86W x 35D x 34H in.
Featured Fabric: Tisket Pear
Suggested Retail (as shown): \$3,310
Retail Locations: www.crlaine.com

22 Phoebe Ottoman

Dimensions: 21W x 21D x 19H in.
Featured Fabric: Zig Zag Avocado
Suggested Retail (as shown): \$610
Retail Locations: www.crlaine.com



Look25 from Vera Wang's Collection/Spring 2013 : available
online at verawang.com

Source: <http://www.verawang.com/EN/fashion/collections/spring-2013/1002-look-25>



Grand Hotel, Oslo, Norway : "Fargerike (*Colorful*) brush up suite 208 at
the Grand Hotel with this Year's Color!". online article.

Kari Hasselknippe, Fargerike. August 29, 2012.

Source: <http://www.fargerike.no/News/Fargerike-pusser-opp-suite-208-pa-Grand-Hotel-i-Arets-Farge/>

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CR Laine—Fall 2012 Trend Report

IT'S ONLY NATURAL

Structured silhouettes in natural fiber slipcovers become loose and laid back

2740-SC Ellsworth Slipcovered Sofa

Dimensions: 84W x 43D x 38H in.

Featured Fabric: Wrangler Procelain

Suggested Retail (as shown): \$3,125



2740-SC Ellsworth Slipcovered Sofa

2290-SC Garrison Slipcovered Sofa

Dimensions: 79W x 40.5D x 41H in.

Featured Fabric: Chapman Linen

Suggested Retail (as shown): \$4,015



5556 Cullen Chair



2290-SC Garrison Slipcovered Sofa

5556 Cullen Chair

Dimensions: 28W x 33D x 35.5H in.

Featured Fabric: La Brea Porcelain

Suggested Retail (as shown): \$1,900

2195 Gaston Chair

Dimensions: 32W x 40D x 41H in.

Featured Fabric: Fife Flax

Suggested Retail (as shown): \$1,835

5535 Gotham Chair

Dimensions: 27.5W x 35D x 34H in.

Featured Fabric: Zahzu Graphite and Inspire Linen

Suggested Retail (as shown): \$1,805



2195 Gaston Chair



5535 Gotham Chair

5321 Donovan Long Sofa

Dimensions: 114W x 44D x 39H in.

Featured Fabric: Jody Linen

Suggested Retail (as shown): \$3,375



5321 Donovan Long Sofa

Retail Locations: www.crlaine.com

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PALM BEACH BLITZ

Colorful and quirky with a strong 1940s influence

7015 Windsor Chair

Dimensions: 32.5W x 34.5D x 45H in.

Featured Fabric: Chiang Mai Aqua

Suggested Retail (as shown): \$2,935

Retail Locations: www.crlaine.com



7015 Windsor Chair

1985 Connie Chair

Dimensions: 34W x 36D x 42H in.

Featured Fabric: Bengal Bazaar Teal

Suggested Retail (as shown): \$1,990

Retail Locations: www.crlaine.com



1985 Connie Chair

1275 Cordell Chair

Dimensions: 39W x 40D x 52H in.

Featured Fabric: Gated Earth

Suggested Retail (as shown): \$2,295

Retail Locations: www.crlaine.com



1275 Cordell Chair

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CR Laine—Fall 2012 Trend Report

TUFT LOVE

Artfully crafted hand-tufted pieces take the spotlight

1131 Collingwood Sofa

Dimensions: 101.5W x 40D x 34.5H in.

Featured Fabric: Wrangler Porcelain

Suggested Retail (as shown): \$3,735

Retail Locations: www.crlaine.com



1131 Collingwood Sofa

1085-SW Cooper Swivel Chair

Dimensions: 40W x 40D x 38.5H in.

Featured Fabric: Livingston Storm

Suggested Retail (as shown): \$1,965

Retail Locations: www.crlaine.com



1085-SW Cooper Swivel Chair



1295 Devereux Chair

1295 Devereux Chair

Dimensions: 37W x 37D x 45H in.

Featured Fabric: Ben Natural

Suggested Retail (as shown): \$1,775

Retail Locations: www.crlaine.com

1800 Topeka Sofa

Dimensions: 89W x 41D x 36.5H in.

Featured Fabric: Ben Natural

Suggested Retail (as shown): \$3,240

Retail Locations: www.crlaine.com



1800 Topeka Sofa

Instructions to Download Trend Reports & Images

To access the image library, go to <http://crlaineil.imagesolutionsint.com/login>

Username: marketing@crlaine.com

Password: temp

Once you have logged in, you will be prompted to enter your information and set up your own login for future use. There is an instructional video under the Help button in the top right corner of the library screen.

Contact Stephanie Boyett at 828.485.1462 or sboyett@crlaine.com if you have questions.

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1995 Sotheby Chair

CR Laine Furniture—Company Background

History: Established in 1958, CR Laine Furniture had humble beginnings. With three part-time employees and their founder/owner, C.E. Roseman, Sr., they produced small numbers of goose neck rockers. Since that time, CR Laine has grown into a full service upholstered furniture manufacturer producing the best in customized, bench-crafted upholstery. They utilize new processes and equipment, but will always hold true to world-friendly, time-tested premium construction features such as:

- Frames made from sustainably harvested hardwoods
- Water-based wood adhesive with no VOC (volatile organic compounds) emissions
- Eight-way hand-tied coil springs made from approximately 50% recycled metal
- Seat deck and trim pad made from 80% regenerated fibers
- Foam padding and foam seat cushion core made from at least 10% natural soy-based

Location: Manufacturing facilities and corporate offices are located in the foothills of North Carolina's Appalachian Mountains, in the city of Hickory. CR Laine's High Point showroom is located at 310 N Hamilton Court on the second floor in space 204.

Leadership: CR Laine has a proud history as a successful family owned and operated upholstery manufacturer. C.E. "Sonny" Roseman, Jr. is CEO and third generation family member, Warren Frye, is President.

Mission Statement: Our mission is to bring comfort and joy to each family's home by providing exciting, high quality custom home furnishings crafted and supported by our family for yours.

Environmental Statement: CR Laine is committed to preserving the resources of our world for future generations. It is our goal to minimize the environmental impacts of our company through the continual improvement of waste reduction and use of sustainable practices.

Recycling: Throughout the organization, we recycle paper, plastic, aluminum, and cardboard. We encourage non-printed e-mail communication and conserve energy by switching off the lights in manufacturing during lunch as well as switching off all computers at the end of each day. Additionally, lumber scrap material is locally recycled/repurposed.

Sustainable by Design: In October 2008, CR Laine became the **first** company to achieve Sustainable by Design registration from the American Home Furnishings Alliance (AHFA). Additional information can be found on the back of the press kit folder.

UPDATED STATISTICS

- Since first implementing the EFEC & SBD programs in 2008, we have saved nearly \$200,000.
- Energy usage has been decreased by almost 42% since 2007. This equates to a savings of \$24,000 in the last 3-1/2 years. In April of last year, we implemented a new lighting system that is guaranteed to reduce our energy usage by 50% in the first year!
- Water conservation has decreased our water usage by 32.4% since 2006, which equates to over 12,000 gallons of water on average every month. In 2010 alone, we used 63,674 gallons LESS than in 2009. Our goal for 2013 is to replace all of our toilets with new low-flow, high efficiency units, which will save an additional 5 gallons per toilet, per flush!
- Since implementing the EFEC recycling program, CR Laine's saved over \$20,000 by redirecting fabric scraps, leftover cardboard, excess paper and plastic wrapping, and wood blocks from the waste stream. In the last three years, we have recycled 136,400 lbs. of scrap fabrics, 17,000 lbs. of cardboard, 10,000 lbs. of paper/plastic wrapping, and 1,240 cubic yards of wood blocks.
- Recycling and duplex printing office paper has saved 600,000 sheets of paper. That's over 40 cases of paper and a savings of \$2,670 in office paper alone. Additionally, 278 trees have been saved by recycling paper with a local management company. By implementing a paperless scanning system, we were also able to empty several filing cabinets and recycle thousands of documents with Shredit last year.
- 200 lbs. of aluminum cans and plastic bottles are recycled each quarter. That's more than 3,000 lbs. of cans and bottles recycled in the last 4 yrs.

