

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](http://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](http://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](http://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](http://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](http://www.crlaine.com)



Look 25 from Vera Wang's Collection/Spring 2013 : available  
online at [verawang.com](http://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



*2290-SC Garrison Slipcovered Sofa*



*5556 Cullen Chair*

#### **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



*2195 Gaston Chair*

#### **5535 Gotham Chair**

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

Featured Fabric: Zahzu Graphite and Inspire Linen

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



*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](http://www.crlaine.com)

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## CR Laine—Fall 2012 Trend Report

### 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](http://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](http://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](http://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](http://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](http://www.crlaine.com)



*1085-SW Cooper Swivel 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](http://www.crlaine.com)



*1295 Devereux Chair*

#### **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](http://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](mailto: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.

