

High-resolution images of the items featured in this release can be downloaded via the link provided.

CR Laine—Spring 2017 Trend Report

COLOR BREAKS FREE : NO RULES APPLY

This season's rule? There are no rules. Blow up the old rules in an explosion of color. During spring fashion shows, designers like Marc Jacobs and Giamba "mixed, matched and juxtaposed anything and everything that clashed, with vintage fabrics and unexpected pairings of prints, fabrics and finishes," notes Vogue. Similarly, we're smashing the tired same-same aesthetic and creating refreshing rooms by mixing traditional and modern designs, warm woods and polished metals, and a plethora of upholstery — from rich leather to plush velvet.



L215-05 Hoffman Leather Chair



617-07 Flynn Ottoman



905-05 Rhea Chair



1305 Eliot Chair



550-05 Smythe Chair



135-05WH Levi Metal Chair



9577 Paul Metal Ottoman



5530-00 Gotham Sofa



3710 Series Hayden Sectional

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COLOR BREAKS FREE : NO RULES APPLY (cont.)

If this all sounds a little too bold for your tastes, don't fret. You needn't dive into the deep end of 2017's rainbow-colored waters to embrace the no holds barred approach. Wade into this wild aesthetic with gentle shades of grey, black, and white. Like a safe port in a color storm, a neutral sofa or chair can complement the entire spectrum — from geranium pink to indigo blue.



4550-20 Dawson Sofa



1150-05 Harlow Chair



617-07 Flynn Ottoman



6500-20 Houston Sofa



5750-21 Leanne Sofa
(side)



L8100 Series Taylor Leather Sectional with button-tufted seat cushions

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COLOR BREAKS FREE : NO RULES APPLY

CUT LINES and RESOURCES

L215-05 Hoffman Leather Chair

Dimensions: 29W x 33D x 34.5H in.

Featured Leather: Winchester LL Orchid

Featured Finish: Sable

Nail Trim: Medium Black Nickel spaced

Suggested Retail (as shown): \$3,200

Retail Locations: www.crlaine.com

617-07 Flynn Ottoman (shown on page 1)

Dimensions: 23.5W x 18D x 19.5H in.

Featured Fabric: Surround Rain (velvet)

Nail Trim: Small Black Nickel

*Tobi Fairley for CR Laine Collection

Suggested Retail (as shown): \$1,625

Retail Locations: www.crlaine.com

905-05 Rhea Chair

Dimensions: 23W x 24D x 32.5H in.

Featured Fabric: Brisa White (breathable vinyl)

Featured Finish: French Antique

Nail Trim: Small Brass

*Tobi Fairley for CR Laine Collection

Suggested Retail (as shown): \$2,485

Retail Locations: www.crlaine.com

1305 Eliot Chair

Dimensions: 29.5W x 34D x 42H in.

Featured Fabric: Perth Cerulean

Featured Finish: Sable

Nail Trim: Small Pewter

Shown with optional 12-inch contrasting stripe in
fabric: Perth Key Lime

Suggested Retail (as shown): \$2,550

Retail Locations: www.crlaine.com

550-05 Smythe Chair

Dimensions: 28.5W x 34D x 32.5H in.

Featured Fabric: Triangulate Aqua

Featured Finish: Walnut

Nail Trim: Small Black Nickel

Suggested Retail (as shown): \$2,370

Retail Locations: www.crlaine.com

135-05WH Levi Metal Chair

Dimensions: 27.5W x 35.5D x 34H in.

Featured Fabric: Perth Key Lime

Featured Finish on Wood Arm Cap: Dune

Suggested Retail (as shown): \$1,800

Retail Locations: www.crlaine.com

9577 Paul Metal Ottoman

Dimensions: 25W x 20D x 20H in.

Featured Fabric: Cattitude Onyx

Featured Metal Finish: Black

Suggested Retail (as shown): \$1,395

Retail Locations: www.crlaine.com

5530-00 Gotham Sofa

Dimensions: 80.5W x 35D x 34H in.

Featured Fabric: Surround Geranium (velvet)

Featured Finish: Sable

Suggested Retail (as shown): \$4,300

Retail Locations: www.crlaine.com

3710 Series Hayden Sectional

Dimensions: 110.5W x 40D x 35H in.

Featured Fabric: Riptide Ink (velvet stripe)

Featured Finish: French Antique

*Tobi Fairley for CR Laine Collection

Suggested Retail (as shown): \$9,855

Retail Locations: www.crlaine.com

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CR Laine—Spring 2017 Trend Report

COLOR BREAKS FREE : NO RULES APPLY
CUT LINES and RESOURCES

4550-20 Dawson Sofa

Dimensions: 84W x 40D x 35H in.
Featured Fabric: Ocracoke Natural
Featured Finish: Sable
Shown with optional contrast welt all over in
fabric: Vista Sable
Suggested Retail (as shown): \$4,010
Retail Locations: www.crlaine.com

1150-05 Harlow Chair

Dimensions: 35W x 39D x 35H in.
Featured Fabric: I Want That Slate
Featured Finish: Java
Suggested Retail (as shown): \$1,920
Retail Locations: www.crlaine.com

617-07 Flynn Ottoman (shown on page 2)

Dimensions: 23.5W x 18D x 19.5H in.
Featured Fabric: Caruso Indigo (stripe)
Nail Trim: Small Pewter
*Tobi Fairley for CR Laine Collection
Suggested Retail (as shown): \$1,435
Retail Locations: www.crlaine.com

6500-20 Houston Sofa

Dimensions: 84.5W x 40D x 38.5H in.
Featured Fabric: Jana Granite
Featured Finish: Java
Suggested Retail (as shown): \$3,450
Retail Locations: www.crlaine.com

5750-21 Leanne Sofa (also shown below)

Dimensions: 90W x 37D x 35.5H in.
Featured Fabric: Surround Zinc (velvet)
Featured Finish: Dune
Nail Trim: Small Black Nickel
Suggested Retail (as shown): \$4,950
Retail Locations: www.crlaine.com

L8100 Series Taylor Leather Sectional w/Buttons

Dimensions (as shown): 107W x 39D x 34.5H in.
Featured Leather: Bassano LL Indigo
Featured Finish: Java
Also available without buttons
*Tobi Fairley for CR Laine Collection
Suggested Retail (as shown): \$14,095
Various configurations available - visit crlaine.com
Retail Locations: www.crlaine.com



5750-21 Leanne Sofa

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: We create inspiring upholstered furniture through innovative STYLE. COMFORT. and COLOR.

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 our website at www.crlaine.com

UPDATED STATISTICS

- Since first implementing the EFEC & SBD programs in 2008, we have saved over \$400,000.
- Energy usage has been decreased by 15% per employee, which is nearly a 26% decrease overall.
- Water conservation efforts have decreased our water usage by 45% per employee per month, which equates to over 13,000 gallons of water on average every month. We have replaced all of our toilets throughout the facility with new low-flow, high efficiency units, which save an additional 5 gallons per toilet, per flush.
- Since implementing the EFEC recycling program, CR Laine's saved over \$30,000 by redirecting fabric scraps, leftover cardboard, excess paper and plastic wrapping, and wood blocks from the waste stream. In the last five years, we have recycled 422,658 lbs. of scrap fabrics, 27,009 lbs. of cardboard, 15,000 lbs. of paper/plastic wrapping, and 3,259 cubic yards of wood blocks.
- By implementing a paperless scanning system and duplex printing office paper, over 300 trees have been saved by recycling paper with a local management company.
- 200 lbs. of aluminum cans and plastic bottles are recycled each quarter. That's more than 6,550 lbs. of cans and bottles recycled in the last 7 yrs. since becoming SBD registered.
- In 2014, we added a 42,000 sq ft addition to our plant. All of the trees that were cleared from the land were sent to a local sawmill to be used for timbers and the gravel from our old parking lot was sent to a local rock quarry to be ground up and repurposed.

