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FOR IMMEDIATE RELEASE

At ICFF, Sauder Boutique proves high style can be affordable

80-year-old furniture manufacturer enters a new market with standout designs and price points

ARCHBOLD, Ohio — May 6, 2015 — Sauder, an 80-year-old, family-owned, Ohio-based company known for its stylish and affordable mass-market home furnishings, is creating a new market niche with its high-design, moderately priced [Sauder Boutique](#) line. After a much-lauded pilot introduction at the 2014 [International Contemporary Furniture Fair](#) (ICFF), Sauder has moved this line of modern furniture pieces into full production and will again exhibit the line at this year's ICFF.

Sauder Boutique is challenging expectations of what stunningly beautiful, high-design furniture pieces should cost and, in doing so, is appealing to consumers who, until now, only aspired to own such pieces.

"Each piece was designed to be a focal point in a room, with styles you're drawn to understand and interact with," says Shawn Sowers, principal designer for Sauder. "These pieces can stand on their own as compelling accents or combine with other items to make a bold style statement."

Eleven pieces make up the current Sauder Boutique collection, including bookcases, tables, stools, a credenza and a desk. Authentic materials — such as white-washed and ebonized ash veneers, brushed bronze and copper-plated metal, and glass in coppered, smoked and bronze tints — are paired with unexpected pops of color within compelling silhouettes to achieve a sophisticated look. Individual product prices range from \$150 to \$800.

All products were designed in the design studio at Sauder, a company founded on the premise that everyone deserves affordable, well-designed furniture. Sauder's dynamic design staff has reinvigorated the company's designs, allowing Sauder to successfully expand into new markets in recent years. Sauder Boutique is the company's newest way to blend style with affordability for discerning customers and retailers.

"Sauder Boutique products align perfectly with our guiding principles of award-winning design, development and innovation at all levels," says PJ Casey, executive director at CITE. "We are thrilled to present this collection, with its high-design aesthetic and reasonable price point, to round out our product selection in our showroom and on [citenyc.com](#)."

Consumers will be able to purchase Sauder Boutique items through specialty design retailers located across the country that offer a range of upscale furnishings and accents, as well as at online retailers, including [CITEnyc.com](#) and [NestDallas.com](#).

Sauder Boutique during ICFF

Sauder Boutique products will be on display at ICFF, May 16 to 19, in Booth 2048, and at the CITE showroom, 32 Greene Street, New York City. Be sure to join us at the Sauder Boutique launch party at CITE, Monday, May 18, from 6-8 p.m. RSVP required at SauderPR@bader-rutter.com.

About Sauder

Manufactured in America's heartland for more than 80 years, 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. The company currently offers nearly 50 furniture collections that enable everyone to experience the joy of affordable style. Follow us on [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#). For tips on affordable style, visit the [Put Together Lookbook](#), [furnish forward](#) blog or [Expedition Design](#) style lab. Learn more at [Sauder.com](#).

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