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FOR IMMEDIATE RELEASE

Sauder Boutique Collection Expands to Offer New Silhouettes at Affordable Prices

Three new pieces demonstrate functional, comfortable and familiar forms of contemporary furniture

ARCHBOLD, Ohio — May 4, 2016 — Sauder expands its high-design, moderately priced [Sauder Boutique Collection](#) with the introduction of three items on display at [International Contemporary Furniture Fair \(ICFF\)](#) from May 14 to 17. A credenza, dining table and set of indoor-outdoor bistro chairs add new silhouettes and function to the modern furniture collection. Sauder Boutique made its debut in boutique and online retailers nationwide last year, challenging expectations of what beautiful, high-design furniture pieces should cost.

“When we launched Sauder Boutique, we proved high style can be affordable. Now, we’re taking that one step further and making a statement about what modern looks like,” says Shawn Sowers, principal designer director for Sauder. “You often see many sharp, straight lines in modern high design, but the three new Sauder Boutique pieces embody that contemporary can be comfortable, both in design and price point.”

The new items bring sophisticated function, contemporary comfort and familiar forms to the Sauder Boutique Collection.

Conductor Credenza — sophisticated function

The Conductor Credenza is a sophisticated small-space entertaining destination. Designed with mixed materials and textures paired with gloss and matte finishes, the credenza features a perforated copper-plated tray, solid Carrara marble insert and bronze mirror surface on an adjustable shelf. A combination of black textured metal and reflective surfaces exude an air of elegance and glamor while maintaining functionality as a modern cocktail bar or entertaining station. Use the reversible copper-plated tray to contain cocktail supplies, and refrigerate the solid Carrara marble insert for serving chilled hors d’oeuvres. The Conductor Credenza also holds a television up to 42 inches. It is priced at \$599.99.

Bootleg Table — contemporary comfort

The Bootleg Table defies the notion that contemporary can’t be comfortable. With rounded corners, a contoured form and exaggerated radius on the table edges, this modern design is transformed into an inviting, contemporary dining table. A cherry veneer starburst inlay top finished in smoke black creates an effect both stunning and subtle. Leather wrapping adds a soft, organic element to the black metal powder-coated legs, while simultaneously replacing floor levelers as a functional design element.

“Too many contemporary furniture pieces are created without consideration of user experience. It’s all about the design,” Sowers says. “The Bootleg Table is the fusion of contemporary design and comfortable living, blending form with function. It’s warm, welcoming and creates an atmosphere for conversation and camaraderie without sacrificing design.”

The table seats up to six people and is priced at \$749.99.

Common Chair — familiar form

The Common Chair boasts a simple yet elegant design reflective of a chair’s most basic form. Designed to accompany the Bootleg Table, the black mesh seat and backrest offer a veiled view of the elegant table design. The indoor-outdoor chairs are made of flexible powder-coated metal, providing comfortable, contemporary bistro dining seating. The Common Chair is ANSI/BIFMA certified and is available in a set of two for \$399.99.

Visit Sauder at ICFF

Sauder Boutique products will be on display at ICFF, May 14 to 17, in Booth 2048.

Sauder Boutique at retail

Sauder Boutique is available for purchase on the collection's [website](#) and through specialty design retailers across the country, with locations available through the retail locator, as well as online retailers, including [wayfair.com](#) and [allmodern.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 [Instagram](#), [Pinterest](#), [Facebook](#), [Twitter](#) 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](#).



Conductor Credenza

\$599.99

39 "W x 18 "D x 35.5 "H



Bootleg Table

\$749.99

76 "W x 34 "D x 29 "H



Common Chair

\$399.99, set of two

21.625 "W x 18 "D x 33.25 "H

[Download high-resolution product images.](#)

NOTE: Link will expire May 31, 2016

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