



NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Robin Richter
Kohler Co. Interiors Group PR
(920) 457-4441 ext. 72340
robin.richter@kohler.com

www.bakerfurniture.com or
1(800) 592-2537

BAKER® ANNOUNCES BAKER CLASSICS **Authentic Meets Iconic**

CHICAGO (April 17, 2010) – Baker, a premier furnishings manufacturer and designer, launched Baker Classics as part of its upholstery remerchandising strategy unveiled at the Spring 2010 International Home Furnishings Market in High Point, N.C. Baker Classics combines the traditional forms from its wide range of in-house and *Best of Baker* collections with six new sofa, chair and ottoman suites designed exclusively for the collection. Baker Classics offers timeless design, materials, craftsmanship and comfort at an attractive value. With beautiful fabrics and countless options that make every item a personal expression, Baker Classics fits any style and every room. Baker Classics will be available at Baker Knapp & Tubbs Showrooms, Baker Stores and Baker independent dealers worldwide.

Baker Classics is an assortment for the purist, including both period and updated traditional designs. For the better part of three generations, Baker Upholstery has been known for its superb design and execution. In addition to the wide range of silhouettes currently in the Baker line, six quintessential *Best of Class* designs were developed in-house this Market to enhance the mix. These three piece suites include English Arm, Rolled Arm, Tuxedo and Sloped Arm designs and are offered skirted or with turned or flared legs dependent upon the frame. Several quality cushions are also a part of Baker Classics. Although Comfort Down and Baker Crown cushions are standard on most Baker upholstery, six additional cushion constructions are offered and most can be ordered as firm or extra firm.

Customers can select from the over 1,500 Baker fabrics and leathers or provide Customer's Own Material or Leather (COM/COL) at no additional charge. Couture touches such as a variety of decorative trimmings including new options in custom rope and tassels, brush edging, braids, ties,

more ...

Baker® Announces Baker Classics, Page 2

bullion fringe, nail head trim and welt and skirt options are offered standard or as an up-charge depending upon the design. Exposed wood leg options can be finished in any of the Baker 16 standard and four premium finishes.

Whether traditional or comfortably modern, Baker Classics iconic style owes to its longstanding work with tastemakers the world over as well as its own design team and upholstery experts. Each piece is a testament to Baker's commitment to authenticity.

Baker Knapp & Tubbs, Inc. includes Baker furniture, Baker Knapp & Tubbs Showrooms, and Baker Stores. Along with McGuire Furniture Company, Ann Sacks tile, stone and plumbing company, Kallista plumbing, and Mark David hospitality furniture, it is part of the Kohler Interiors Group, a wholly owned subsidiary of Kohler Co., a global leader in kitchen and bath designs.

Founded in 1873 and headquartered in Kohler, Wis., Kohler Co. is one of America's oldest and largest privately held companies. Kohler is a global leader in the manufacture of kitchen and bath products, engines and power generation systems, cabinetry, tile and home interiors, and international host to award-winning hospitality and world-class golf destinations.

#