



## 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](http://www.bakerfurniture.com) or  
1(800) 592-2537

### **BAKER® UNVEILS NEW FORMS TO ITS SUCCESSFUL SIMPLY BAKER™ UPHOLSTERY LINE**

**CHICAGO** (October 16, 2010) – To expand upon the success of its Simply Baker upholstery line, Baker introduced new five new designs at the Fall 2010 International Home Furnishings Market in High Point, N.C. This highly successful series, which launched in 2008, with subsequent introductions in 2009 and spring 2010, brings simplicity, availability and affordability to the marketplace – providing the tools to create an individual design statement with three levels of customization.

Simply Baker brings simplicity, availability, and affordability to the marketplace with a select upholstery assortment providing unprecedented value. Five chairs and two ottomans join the current Simply Baker line-up of sofas, loveseats, chairs, ottomans and sectional.

- Maxwell Lounge Chair: The chair features a tight upholstered back with a three button tuft detail. Upholstered tuxedo style arms flank a loose seat cushion above an upholstered base. The chair is supported by exposed maple wood front turned legs and saber back legs finished in Veneto Dark.
- Butterfield Barrel Chair: A shaped back curves to form the chair's high cut-away arms. A loose seat cushion rests upon an upholstered base. Exposed maple wood tapered front and tapered saber back legs finished in Veneto Dark complete the piece.
- Morgan Club Chair and Ottoman: A broad, slightly curved splayed back is met by straight upholstered arms that flank a loose seat cushion. The chair is supported by straight front maple legs and saber back legs. The companion ottoman has a semi-attached cushion and tight upholstered base with tapered maple legs. The chair and ottoman are offered standard in the Veneto Dark wood finish.

more ...

## **Baker® Unveils New Forms to its Successful Simply Baker Upholstery Line, Page 2**

- **Ayer Wing Chair and Ottoman:** Simple and refined, the Ayer Wing Chair has barely-there wings that carry down to form its low-slung arms. A loose seat cushion rests upon a tight upholstered base and is supported by exposed maple wood tapered front legs and saber back legs. The companion ottoman has a semi-attached cushion and tight upholstered base with tapered maple legs. The chair and ottoman are offered standard in the Veneto Dark wood finish.
- **Riddle Slipper Chair:** An understated design, the Riddle Slipper Chair features a loose back pillow that stands slightly above its tight upholstered back support. A tight upholstered, attached seat cushion rests above its tight upholstered base. Tapered front legs and saber back legs finished in Veneto Dark complete the piece.

Across all three levels, standard components include layered hardwood frames, Baker Comfort Down cushions, and shortened lead-times.

**Level One:** Classic “stocked” pairings of fabric-to-frame offer immediate shipping and a starting price point. The frames are offered in a single standard Baker fabric and exposed wood legs in a complementing Baker Standard Finish.

**Level Two:** This next level offers all of the Simply Baker styles in the customer’s choice of 78 correlating fabric palette of select linen, velvets, chenille, boucles, and printed and woven patterns and an array of plain cloth shades and 16 Baker Standard Finishes with an unprecedented 21 day shipping policy.

**Level Three:** The final level allows customers to choose from the full spectrum of over 1,000 fabrics and any Baker® wood finish. Timely shipping will be available on orders involving in-stock fabric and customer’s own material once received.

For more than a century, Baker has been one of the enduring benchmarks for furniture made in America. Simply Baker continues in that tradition. From expert tailoring to eight-way hand tied springs, quality cushions and finely crafted frames, every item is what you expect it to be – great look, great comfort and great quality – without any great effort or investment.

more ...

**Baker® Unveils New Forms to its Successful Simply Baker Upholstery Line, Page 3**

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.

# # #