



N E W S   R E L E A S E

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<sup>®</sup> UNVEILS BESPOKE**  
**The Art of The Possible**

**CHICAGO** (April 17, 2010) – As part of its new upholstery remerchandising initiatives, Baker, a premier furnishings manufacturer and designer, launched Baker Bespoke, a comprehensive, multi-dimensional upholstery assortment, at the Spring 2010 International Home Furnishings Market in High Point, N.C. This ability to offer commissioned upholstery to consumers is an idea that has finally come to fruition, an archetype driven by Baker to better serve its clientele and truly differentiates itself from the main stream furnishings' marketplace.

Baker raises the bar by implementing an exclusive program that has no limitations and endless possibilities. Renowned quality with years of experience, Baker is a natural place for custom work. Master upholsters and designers will take any source of inspiration – sketch, photo or description – to create one-of-a-kind upholstery designs. Usually offered by small craft houses to the trade only, Baker Bespoke is available to consumers and interior designers through its Baker Knapp & Tubbs Showrooms, Baker Stores, and independent retail channel worldwide.

Each frame is hand-built from kiln-dried maple, which has a stable, even moisture content providing greater resistance to splitting. Springs are held in place by eight knots keeping the springs permanently aligned so that no lumps develop in the seating. Springs are then attached by metal rings to poly fabric straps, which are interwoven so the foundation will remain strong. Corners have braces and joints which are screwed, glued and double doweled for the strongest frame structure possible. Legs and arms are not add-ons, but integral to the frame. High-grade cotton is selected in order to provide backs with a consistent soft and lofty feel, while a series of high-grade foam, down and feather, and blend of down and soft fiber blend cushions are offered to custom fit any seating desires or needs to exact specifications.

more ...

Baker also offers over 1,500 fabrics and leathers from which to choose or will accept Customer's Own Material or Leather (COM/COL). The fabric pattern is first hand-cut from muslin and fitted to the frame to establish an exact match before cutting the material to size. Sewn on-line one inch at a time, the material is then hand tacked and re-tacked to a perfect flow match on all four sides.

Baker Bespoke is a process as much as a product with a small shop atmosphere allowing for sizes and details in a range unavailable in any other program. From your designs and inspiration, drawings are prepared and every detail and dimension determined. This is the ideal source for an item no longer in production at Baker or conceivably by any other maker.

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.

# # #