



## NEWS RELEASE

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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> ANNOUNCES BAKER ELEMENTS** **Your Style Takes Shape**

**CHICAGO** (April 17, 2010) – Baker, a premier furnishings manufacturer and designer, launched Baker Elements, a new generation of made-to-measure, made-to-order seating inspired by Baker classic forms. Presented as part of its introductions at the Spring 2010 International Home Furnishings Market in High Point, N.C., Baker Elements represents one of the strategic elements defining its new upholstery merchandising campaign developed to better serve the marketplace by offering levels of customization to suit individual tastes and myriad price points.

Taking its cues from tailored made-to-measure haute couture, Baker simplifies the process by creating a five step program, which affords an ease and clarity that allows designers and consumers to select components to design the perfect upholstery fit. Baker Elements ushers in a new generation of custom seating, drawn from an assortment of classic patterns all built to the Baker standard. Baker presents a simple, straightforward purchasing model designed to encourage consumers and designers alike to explore options, entertain possibilities, and draw inspiration from three generations of bestselling upholstery forms or design a custom piece to fit their personal ideal.

Baker also offers over 1,500 fabrics and leathers from which to choose or will accept Customer's Own Material or Leather (COM/COL). Whether working with a designer, Baker sales associate or independent Baker dealer, Baker Elements was conceived to solve many of the problems experienced when buying upholstery, thoughtfully designed by one of the world's oldest and renowned U.S. furniture makers.

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Customers can choose from the following:

- A variety of 28 sofa, chairs, ottomans, sectionals and chaise configurations with height variance options ranging from approximately 36 to 39 inches and depth variance options ranging from approximately 38 to 40 inches. Sofas and ottomans can be ordered up to 120 inches and 52 inches in width respectively.
- Choice of nine arm styles or armless with choice of T- or square cushion design.
- Six back designs including a Tight Rolled Back, Knife Edge, Multi-Boxed and Boxed Back options.
- A selection of 10 bases including multiple skirted and wood base styles.
- A series of 17 different contemporary, traditional and casual leg designs.

No matter which in-house design is chosen, Baker Elements still makes upholstery the old-fashioned way. Fabric is hand-cut and sewn on-line one inch at a time, then hand tacked and re-tacked to a perfect flow match on all four sides. Endless quality checks are made to ensure perfect pitch and correct cushion selection for extraordinary comfort and support. Hardwood frames are hand-constructed with corner blocked, glued, screwed, and dowelled in Old World fashion and true eight-way hand spring-to-base tying, positioning more springs to support pressure points, so furniture maintains its beauty for years to come.

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.

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