



## **CALIFORNIA HOUSE RETURNING TO HIGH POINT MARKET IN OCTOBER**

*Company to debut NEW Bedroom, Home Entertainment, and Game Room collections at the Suites at Market Square, Made in America section, Booth 1-528.*

**SACRAMENTO, Ca – September 1, 2011:** California House, a 58-year-old furniture manufacturer based here, announced today it is returning to the High Point, NC furniture market October 22-27, 2011. California House is expanding their product line to include six new collections of domestic bedroom groups, in addition to their long-standing home entertainment and game room lines.

### **Bedroom**

Focusing on the advantages of being a domestic special-order manufacturer, California House is offering each new bedroom collection in 35 wood finishes and on a variety of species, including Oak, Maple, Cherry, Walnut, and Mahogany. The new collections will include transitional and traditional pieces, featuring all solid-wood construction as well as upholstered beds. Case pieces, including nightstands, dressers, chests, and mirrors, will each have custom size options available. Price points will start around \$2,999 retail for a typical five-piece group (bed, nightstand, dresser, chest, and mirror).

The new bedroom collections will be available starting late October and have a five week special-order lead time.

### **Home Entertainment**

California House's home entertainment offering puts the homeowner in charge by allowing the user to quickly and easily customize each piece to fit their wall space, television, and components. Each of the six collections offers standard pro-level features, including passive-ventilation and flow-through shelving capable of prolonging the life of expensive electronic hardware as well as complete wire management systems to make component installation easy. Every collection is available in 35 wood finishes and on six wood species. Styles range from traditional to contemporary.

California House will have several new pieces on display at Market, including new wall systems and corner consoles. Prices start around \$999, retail.

## **Showroom**

California House will be exhibiting in the Made in America section at the Suites at Market Square in Space 1-528. This will be California House's first showing at High Point since April 2005.

"It is time to go back. We look forward to re-establishing our presence at the industry's headline show, and are particularly excited to be exhibiting in the Made in America section at the Suites at Market Square. We invite customers to stop by our space and take a look at our newly expanded catalog", says David Start, vice president of California House.

## **About California House**

California House is a family-owned and operated company that has been making furniture in Sacramento, California since 1953. It has a state-of-the-art 70,000 sq. ft. factory capable of quickly shipping special-order and custom furniture to customers around the world. For more information, please visit [www.californiahouse.com](http://www.californiahouse.com).

### **CONTACT:**

Mr. David S. Start

916.428.2238

3316 51<sup>st</sup> Avenue

Sacramento, CA 95823

[dsstart@californiahouse.com](mailto:dsstart@californiahouse.com)

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