

SARREID LTD

FOR IMMEDIATE RELEASE

Sarreid Introduces “Modern Heirloom” Collection and Custom Color Program at Spring High Point Market

High Point, NC — April 2026 — This Spring High Point Market, Sarreid Ltd. invites designers and retailers to experience a renewed vision rooted in heritage craftsmanship and forward-thinking design. Anchored by the debut of its *Modern Heirloom* collection and the launch of a long-anticipated custom color program, Sarreid continues to evolve while staying true to the values that have defined the brand for decades.



At the heart of the introduction is *Modern Heirloom*—a collection of proprietary Sarreid designs that elevate both materiality and form. These pieces are thoughtfully created to transcend trends and be passed down for generations. Standout introductions include the **Parquet Sideboard**, a masterful expression of craftsmanship and texture; the **Chelsea Jupe Table**, which pairs sculptural sophistication with innovative functionality; and the **Elora Dining Chair**, now available in new black and white finishes in addition to the classic Palladio, offering greater versatility for a range of interiors.

Responding directly to designer demand, Sarreid will also debut its **Custom Color Program**, offering a curated selection of the brand's most beloved silhouettes in any Pantone color. This program empowers designers to bring their unique vision to life—combining Sarreid's signature craftsmanship with limitless color possibilities. With customizable sheen options and a streamlined process, the program reflects Sarreid's ongoing commitment to collaboration with the design community.



Additionally, several of Sarreid's best-selling pieces have been updated with improved materials and more refined profiles. These include the **Miner's Camp Dining Table**, **Farmhouse Side Table**, and **Farmhouse Console Table**—each reintroduced with a cleaner, more elevated point of view. With a focus on maintaining strong inventory positions, these refreshed core items are designed to support retail partners with dependable, in-stock offerings that balance proven demand with a more current aesthetic.

“Sarreid has always been about creating pieces with soul—furnishings that feel as relevant today as they will decades from now,” said Brad Cates, CEO of Sarreid Ltd. “This market, we are proud to introduce designs that honor that philosophy while giving designers more ways than ever to make them their own.”

As part of its market programming, Sarreid will host a **Lunch & Learn panel on Saturday, April 25:**

From Principal to Power Player: Building Influence, Authority and Longevity in Design

The discussion will focus on how established designers can evolve their businesses beyond growth in volume to long-term influence and strategic positioning. Topics will include building authority versus visibility, forming meaningful industry alliances, and creating a sustainable, intentional career path.

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DWAYNE BERGMANN CAT FRENCH CHRISTOPHER GRUBB

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FROM PRINCIPAL TO POWER PLAYER:
BUILDING INFLUENCE, AUTHORITY, AND
LONGEVITY IN DESIGN

Saturday, April 25th 12:30 PM

Sarreid Showroom
C&D Building, 3D
Lunch will be served at 12:00pm.

GAIL DOBY - MODERATOR

Panelists include:

- **Dwayne Bergmann** (Dwayne Bergmann Interiors / Barrett Bergmann Home)
- **Cat French** (Cat French Design)
- **Christopher Grubb** (Arch-Interiors Design Group, Inc.)
- **Gail Doby** (Pearl Collective) is moderating

Lunch will be served at 12:00 PM, with the panel beginning at 12:30 PM. **RSVP is encouraged.**

Sarreid's showroom is located on the third floor of the **C&D Building, 3D**.

About Sarreid Ltd.

For nearly 60 years, Sarreid Ltd. has been creating heirloom-quality furniture that blends timeless craftsmanship with inspired design. From their home base in Wilson, North Carolina, and their showroom in High Point, they proudly serve designers and retailers around the world. Known for their signature Jupe dining tables — celebrated for their innovative engineering and classic style — as well as finely crafted casegoods, leather seating, and accents, every Sarreid piece is built to be as enduring as it is beautiful. Learn more www.sarreid.com

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