

Kindel, Karges expand product mix



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Kindel Grand Rapids is showing this new Dorothy Draper table desk at the June High Point Market.

Featuring bamboo-inspired legs, it retails at \$9,680.

HIGH POINT — Luxury furniture manufacturers Kindel and Karges are expanding their product mixes this market with a mix of home office and occasional and living room furniture.

Kindel is adding about 13 pieces of home office, representing the largest introduction in the segment it has offered at a single market.



The introduction includes two writing desks in the Dorothy Draper line as well as an assortment of desks, bookshelf storage units, file storage and tiered credenza units and single drawer file storage units.

These are part of the company's custom Facets program, which offers options in Kindel and sister brands, Karges and Council, ranging from wood species to custom sizes and an estimated 40 hardware options. There also are more than 60 finishes that also can be mixed and matched for two-tone effects on various pieces.

One of the pieces is a mobile work unit that combines an occasional table with drawer storage and a fold-out work surface.

There also is a three drawer-cabinet designed by Sasha Bikoff called Loop de Loop that is shown in at two colorful footprints featuring the loop design on the drawer fronts.

The company has offered individual desks over the years. However, this is the largest single introduction in the category.

“It has never been a focus,” said Gretchen Keith, vice president, marketing and brand management at Kindel Grand Rapids, noting home office pieces previously have been scattered throughout the line.

As with other resources that have expanded their presence in home office, the work from home trend inspired Kindel to further develop the category.

“Of course there have always been people who have worked from home, but it wasn’t always such a large number,” she said. “And from what we are hearing, that is not going to change. ... They are more productive.”

She said the pieces are designed to fit in many different settings in the home ranging from guest rooms to dedicated office areas.

Dorothy Draper desks are targeted to retail from \$6,000 to \$9,680, and desks in Facets are targeted to retail from \$4,600 to \$7,000. Storage units retail from \$4,400 to \$7,200.

Sister brand Karges is launching 13 new pieces in its Truex line. There are occasional tables — including cocktail, lamp and end tables — as well as cabinets, a sofa, a barstool and some lounge chairs.

Keith noted that the designs of these products have Hollywood glam influences, taking “some timeless traditional forms with some unexpected details.”

Lead times on the domestically produced home office and Karges products are estimated roughly from 12 to 14 weeks. At market, these and other products can be seen at the Kindel, Karges and Council showrooms in space 103 of 200 Steele.