

FOR IMMEDIATE RELEASE:

**Cranium Furniture Springs onto Market with Novel Round Bed and
3,300-Custom Color Offerings**

Extreme Makeover: Home Edition to feature Cranium's Sercio round bed in the new season.



CHICAGO, IL (August 6, 2007) – In a crowded marketplace of cookie-cutter furniture, Cranium Furniture www.craniumfurniture.com launched in May to offer a novel round bed with an industry-leading number of color options. All of the 25 pieces Cranium Furniture carries can be made to match the exact color customers want from more than 3,000 Benjamin Moore color variations.

After searching unsuccessfully for a round bed in stores, “Extreme Makeover: Home Edition” found Cranium online, thanks to the company’s search engine marketing campaign. Cranium is donating its Sercio round bed for a ‘60s-themed bedroom for a young girl. “Extreme Makeover: Home Edition” is scheduled to air an episode featuring Cranium’s Sercio [round bed](#) this fall on ABC.

CARVING A NICHE

“We created Cranium Furniture to carve a niche and address the huge trend toward color customization in all facets of interior design,” explained Naveed Usman, co-founder of Cranium Furniture. “Paint sales have skyrocketed in the last couple of years due to the ease of people customizing the look and feel of their homes. There’s a definite market for offering people the ultimate personalized touch to bedroom and home furniture. Our products are also a great solution for interior designers.”

The U.S. furniture market is saturated with cheap Chinese imports and many furniture operations in the [United States are being forced to close down because of fierce competition and low gross margins](#). Cranium saw an opportunity in the high-end, custom market. Everything the company sells is custom-colored, designed to a customer’s specifications and built in the United States.

“We wanted to break the cookie-cutter model that the furniture market has embraced for far too long,” added Usman. “Customers want better quality, more custom choices and, in many cases, are willing to pay for it. We want to offer variety and customization, and to collaborate with our customers. Our customers love their furniture from us even more since *they are part* of the process.”

After launching the company online and initially offering just the round bed, Cranium received dozens of email requests for bedroom furniture that would match the round bed – nightstands, dresser and matching bedding. Within weeks, Cranium began carrying these items.

“I was looking for a different, stylish and well-built bed,” explained Dr. William Weddington, Cranium’s first customer. “Upon receiving the king-sized round bed and mattress, I was very pleased with the quality of the product. The bed is well made, sturdy and you can see that a great deal of care went into its construction. Cranium’s service was also terrific.”

COST, SHIPPING

- The Sercio round bed ensemble has a retail price of \$7,700. This includes the bed, headboard, mattress and a “bed in a bag” (custom-fitted comforter and sheet set).
- Cranium offers volume pricing on two to 12 and 12 to 25 units and for wholesalers to sell to and at galleries.
- Cranium only ships in the U.S. The Sercio round bed comes in four pieces and is delivered and assembled by a “white-glove,” third-party service.

Cranium Furniture is a boutique, online furniture store that matches a customer’s color choice – from among 3,300 Benjamin Moore colors – with its 25 different selections of modern furniture. Its best seller is the Sercio round bed. Launched May 17, 2007, the company says it makes those hard-to-find furniture pieces look sexy, cool, fun, and just plain different. Located in Lincolnshire, Illinois, Cranium gives its customers the power to color their world.

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