



FOR IMMEDIATE RELEASE

Contact: Kathy Boerner
646-935-3914

Kathy.Boerner@Ketchum.com
www.Catalog2012.com

**IKEA UNVEILS 2012 CATALOG WITH FOCUS ON NEW, INNOVATIVE SOLUTIONS
TO HELP IMPROVE LIFE AT HOME**

CONSHOHOCKEN, PA (July 19, 2011) – IKEA, the Life Improvement Store, today announces the launch of the IKEA 2012 Catalog in the United States starting this August. Understanding the many factors influencing how people live and use their homes today, IKEA has filled this year's catalog with innovative ways to improve life at home by offering new solutions to life's everyday challenges, including smarter use of space. Additionally, to make it even easier to find inspiration and ideas for updating one's personal space, IKEA is introducing new digital tools, including a **Catalog iPad application** and a new design-focused Twitter handle, **@DesignByIKEA**. IKEA also plans to launch a design blog and photo-sharing community in August to further inspire and engage with home design enthusiasts.

"Whether looking for solutions to save time or money, create space for family, or to be more sustainable, IKEA is committed to helping meet various design needs and dreams by making one's space do more," says Marty Marston, Product Public Relations Manager, IKEA U.S. "As the Life Improvement Store, our goal is to provide tools, products and solutions, at an affordable price, to help our customers address their unique challenges and to better enjoy life at home."

In the 2012 catalog, readers will find a strong focus on the IKEA commitment to create a better life at home through:

- **Functional (and affordable) design:** Double duty products that deliver more function such as **KIVIK** sofa and seating series (page 57, loveseat and chaise \$978.00) that offer built-in storage in addition to durability and good looks. The KIVIK even comes in "easy to take home" packaging, saving more on transport and delivery.
- **Sustainable design:** Innovative production techniques call for fewer resources and help reduce waste. The materials for **STUVA** storage boxes (page 275, storage bench with box \$99.00 each) are produced using the innovative "board on stiles" production method, making them not only faster to manufacture but also lighter in weight, resulting in fewer shipments and more savings passed along to the customer. Speaking of savings, our new expanded LED lighting range, including our **TIVED** work lamp (page 349, \$29.99), help reduce household energy use (LED lighting is about 85% more efficient than incandescent lighting).
- **Smart design:** Creative storage and organization solutions to help organize even the smallest spaces, such as the **LILLÅNGEN** smart sink (page 204, single bowl sink \$49.99) with specially designed plumbing components that maximize space for storage underneath bathroom cabinets. IKEA also helps you work in new pieces with your current style, with products like the **HEMNES** secretary with add-on unit (page 245, \$449.00 for grey/brown), combining traditional looks in a cozy workstation - complete with built-in cable management for collecting cables and cords out of sight - that fits right in with your living room.

2012 marks the 61st anniversary of the first IKEA catalog. This year, the catalog will be available in 59 printed editions, in 31 languages and in 39 countries. Starting in August, consumers can request a copy of the 2012 catalog, as well as sign up for inspirational emails and mobile text messages, at www.getmycatalog.com/2012; view the catalog online at http://onlinecatalog.ikea-usa.com/US/en/2012/IKEA_Catalog/; or download the new iPad application to browse on the go.

For additional inspiration, consumers can visit the new design-focused IKEA Twitter handle, **@DesignByIKEA**, "Like" IKEA on Facebook at <http://www.facebook.com/IKEAUSA>, and starting in August, visit "Design by IKEA," the new IKEA design blog, and "Share Space," a new photo-sharing community (more information/link coming soon!).

For Press: Please visit our multi-media release at www.Catalog2012.com for downloadable press information on the IKEA 2012 catalog, select hi-res product images, an embeddable catalog widget, and additional background materials.

ABOUT IKEA

IKEA strives to be 'The Life Improvement Store,' and since its 1943 founding in Sweden, has offered home furnishings of good design and function, at low prices so the majority of people can afford them. There are currently more than 320 IKEA stores in 38 countries, including 37 in the U.S. IKEA, the world's leading home furnishings company, incorporates sustainable efforts into day-to-day business and supports initiatives that benefit children and the environment. For more information, go to IKEA-USA.com.

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