



CAMBRIA®

PROJECT
Room & Board Partnership
Pren Collection

LOCATION
Minneapolis, MN

BRITANNICA GOLD™

ROOM & BOARD

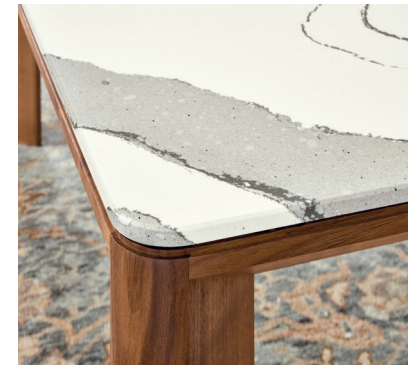
CAMBRIA NATURAL QUARTZ SURFACES



BRITANICCA™

OVERVIEW

Two iconic brands translated their global reputations for timeless design, American craftsmanship, and elevated modern style to create the Pren collection, a high-end furniture collection by interiors retailer Room & Board and Cambria, the nation's leading provider of natural quartz surfaces.

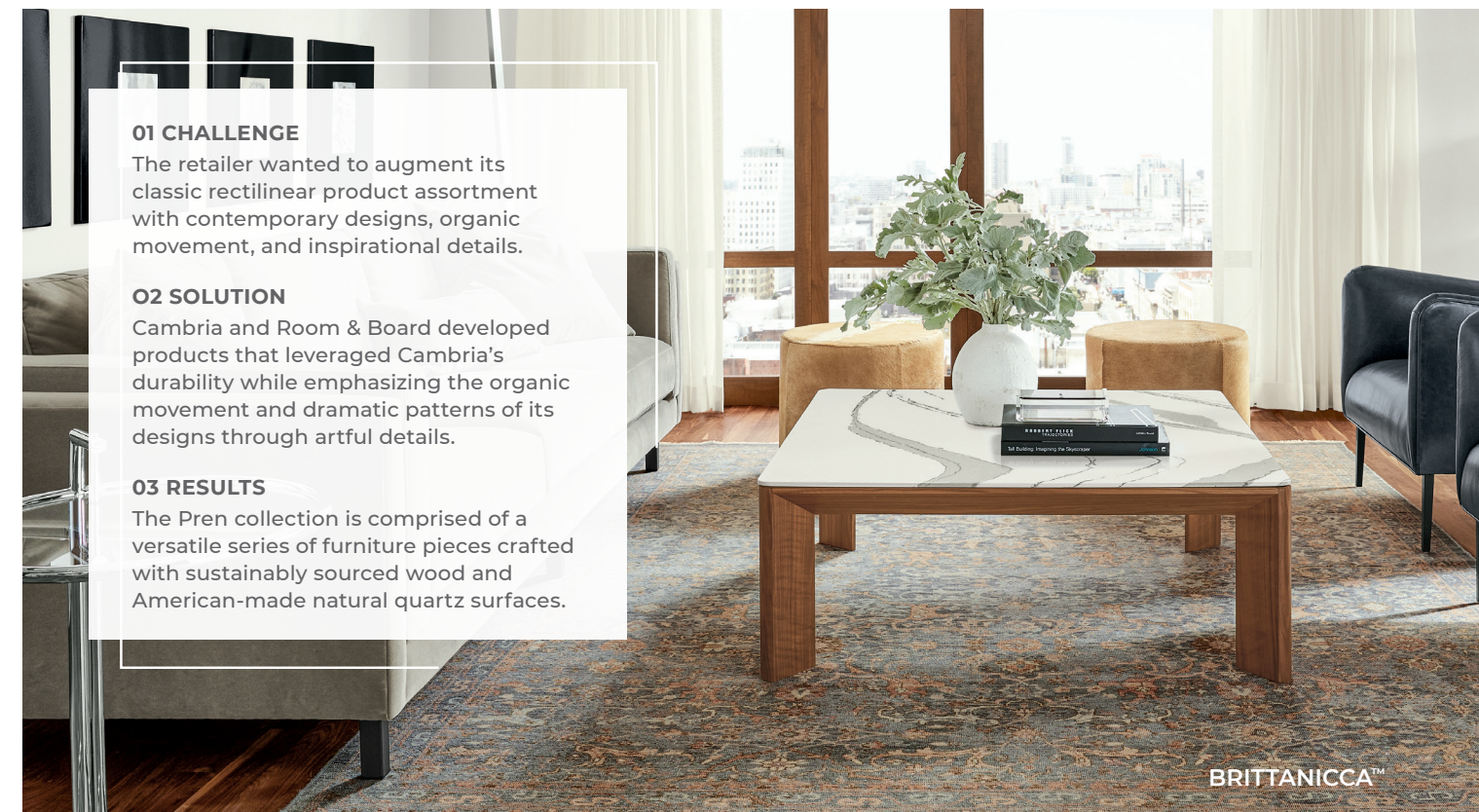


APPLICATIONS

- Tables
- Desks
- Coffee Tables
- Cabinets

CAMBRIA DESIGNS

- Brittanicca™
- Brittanicca Gold™



01 CHALLENGE

The retailer wanted to augment its classic rectilinear product assortment with contemporary designs, organic movement, and inspirational details.

02 SOLUTION

Cambria and Room & Board developed products that leveraged Cambria's durability while emphasizing the organic movement and dramatic patterns of its designs through artful details.

03 RESULTS

The Pren collection is comprised of a versatile series of furniture pieces crafted with sustainably sourced wood and American-made natural quartz surfaces.

BRITANICCA™



BRITTANICCA™

01

CHALLENGE

Room & Board is a privately held retailer of modern furniture and décor for commercial and residential applications. Since its inception in 1980, it has built a reputation as one of the most respected furniture retailers in the country with a steadfast focus on quality, value, and service.

Cambria is a privately held manufacturer and the leading producer of American-made natural quartz surfaces. Since its inception in 2000, Cambria has developed an industry-leading design palette of 200+ designs all offering unparalleled strength and durability.



01

CHALLENGE

For most of its history, Room & Board has leveraged clean lines and square edges through its collections. This honors a time-tested aesthetic that takes inspiration from the enduring design movements of the past, particularly Shaker, Asian, Danish, and Arts & Crafts. However, in recent years, the design team has aimed to elevate its product assortment by incorporating more organic shapes and movement with design details that are inspirational and purely modern.

To do so, Room & Board looked to Cambria, a fellow brand known for its commitment to high-quality products and design innovation. Shared values unite the two teams, along with a commitment to sustainability and so each intricately detailed piece that comprises the Pren collection is crafted with wood that is sustainably sourced from within the U.S. and is finished with a Cambria surface.

Over time, both companies have built a loyal base of customers, and together set their sights on introducing designs that combined exquisite style and exceptional durability. "We both stand for timeless design, outstanding quality, and an intense focus on customer experience," said Room & Board Director of Vendor Management and Merchandising Gene Wilson. This debut Pren collection is a beautiful and functional juxtaposition of two classic, Minnesota-based brands.



02

SOLUTION

Room & Board and Cambria's teams worked hand in hand to leverage each other's core competencies and expertise. For Room & Board, that meant its highly developed business in accent tables and dining/serving products and, for Cambria, that meant its commitment to innovation combined with a state-of-the-art facility and the top craftspeople in the world. Together they formed the perfect canvas to celebrate style in a fresh iteration.

Room & Board relied on the knowledge it'd gleaned from years of analyzing assortment opportunities, insights from the design community, feedback from customers and internal partners, European trend research from Milan and Paris, and sales data to determine areas where Cambria would translate best with its customer base and vice versa.

"The Room & Board merchandising and design team developed assortment objectives that called for higher-end designs with elements not commonly found in our core product," said Wilson. "Our goal was to find the right products to celebrate the beauty of Cambria quartz in applications that demand outstanding performance and to create table bases with angles that allow Cambria quartz to be the dominant feature of the product."

The collection's focus narrowed to a versatile series of dining and conference tables, desks, coffee tables, console tables, and dining and bar cabinets within the Pren collection, all of which are made by Room & Board and finished with Cambria quartz in two signature designs: Brittanicca™ and Brittanicca Gold™.



BRITTANICCA GOLD™



BRITTANICA GOLD™

“It all comes down to the drama of the pattern,” said Wilson. “We picked what we loved and felt would be inspiring to our customers and partners. The organic movement in each top takes the end product to a higher level, and the design is dramatically enhanced by the minimal one-inch surface thickness and modern rounded corners created for us by Cambria to mirror the form of each design.”

Cambria’s sustainability story is best showcased in its daily practices ranging from its raw mineral procurement to the manufacturing and finishing processes used to create its natural quartz surfaces. The product is GREENGUARD Gold Certified by UL Environment; listed in the Health Product Declaration Collaborative (HPD) v2.1.1 repository; compliant with the International Living Future Institute’s Living Building Challenge (LBC); and part of the Declare and mindful Materials programs.

“Working with Cambria has been inspiring. The team has been open with intentions and the value that can be achieved together. There has been positive inspiration for us to go beyond the norm.”

— Gene Wilson
Director, Merchandising &
Vendor Management at
Room & Board Inc

Room & Board manufacturers more than 90% of its products in the U.S. in an effort to ensure great service through shorter production lead times and to minimize environmental impact. Each of the intricately detailed Pren pieces were crafted with a solid Midwestern walnut or Appalachian white oak wood base, sustainably sourced within the U.S. where selective harvesting allows surrounding trees to flourish.

For residential or commercial partners looking to go beyond the norm with a custom creation, the two brands are also offering pieces in the Pren collection in all 200+ Cambria designs and in a two-centimeter thickness top by special order. As with all Cambria products, the surfaces are nonabsorbent, scratch and stain resistant, maintenance free, and backed by a transferable Full Lifetime Warranty.

The furniture looks right at home in businesses. Whether furnishing a corporate, hospitality, or public space, the Pren designs combine a warm residential look with commercial quality. Through its Business Interiors program, Room & Board offers volume discounts, specialized services for industry professionals and curated commercial product recommendations.

“This is a classic pairing of like-minded brands joining together to achieve something beautiful, lasting, and highly adaptable. We were thrilled to work with such a reputable and forward-thinking brand.”

— Mackenzie Weldon,
Vice President of Corporate
Partnerships for Cambria



BRITANNICCA GOLD™



BRITANNICCA GOLD™

03

RESULTS

Room & Board and Cambria combined the best of what each brand does into one breathtaking collection. Pren features Room & Board wood craftsmanship and Cambria natural quartz surfaces. It launched in January 2020 at all Room & Board retail locations nationwide as well as online.

“We brought high-end design and heirloom quality together and made it attainable to many,” said Wilson. “This is an elevated design that is intended to stand the test of time in terms of both quality and design point of view. We are already considering the next best opportunities to work together again.”



C A M B R I A[®]



Declare.