



Higher thinking, lower prices.

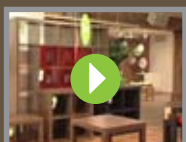
→ Summary

Get excited – the 2010 IKEA catalog has launched in the United States, and this year's version of the annual catalog is filled with **NEW** offerings from IKEA as well as **NEW, LOWER PRICES** on the quality items you have loved in your homes for years!

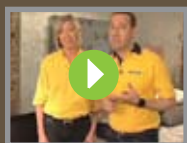
As you know, low prices are nothing new for us at IKEA. However, our **NEW LOWER PRICES** means we've found **NEW** ways to offer your favorite products even for less money – whether it's through innovative design, use of materials, transportation, or even what you do at the store and at home. We like to call it, higher thinking for lower prices.

So flip open the new catalog, and get inspired for great savings and an even better everyday life at home.

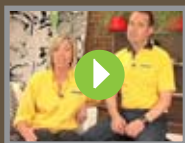
→ Media Center



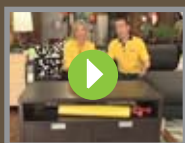
TRENDSPOTTING AT THE IKEA 2010 CATALOG PRESS EVENT



SUBTRACT THE EXTRAS

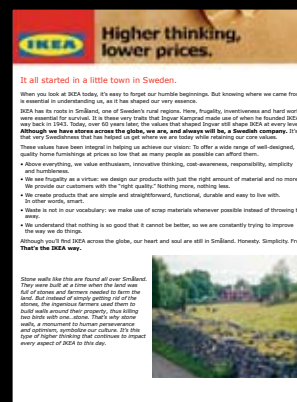


ENVIRONMENTALLY- FRIENDLY CAN BE WALLET-FRIENDLY TOO



BUDGET-SAVVY TIPS FOR UPDATING YOUR HOME

→ How is this possible?



→ Photos



POÄNG
armchair



EDLAND
linen
cabinet



**IKEA 365+
GNISTRA**
knives



KLIPPAN
sofa/
BLADHULT
cover



LACK
side
tables



KARLSTAD
sofa

*download NEW LOWER PRICES LOGO

→ Press Materials

- Press Release
- New Product Information
- IKEA 2010 Catalog - English version
- IKEA 2010 Catalog - Spanish version
- www.IKEA-USA.com

→ Contact Information

IKEA - U.S.

Janice Simonsen
Design Spokesperson
JANICE.SIMONSEN@MEMO.IKEA.COM
610.834.0180 x5343

IKEA - East Coast:

Christine Soner
Product Loans and Image Requests
CHRISTINE.SONER@MEMO.IKEA.COM
908.352.1550 x1449

IKEA - West Coast:

Peggy Kovacic
Product Loans and Image Requests
PEGGY.KOVACIC@MEMO.IKEA.COM
818.841.8060 x1550

KETCHUM

Kathy Boerner
Media Requests
KATHY.BOERNER@KETCHUM.COM
646.935.3914

→ Share



→ Follow Us



→ Catalog

