

**Sarreid to distribute Encore Mobili line
High-end collection will debut in High Point**

Tom Russell -- Furniture Today, October 7, 2008

HIGH POINT - High end case goods importer [Sarreid Ltd.](#) will distribute a new high-end line of wood furniture products made in Vietnam by new manufacturer Encore Mobili.

Encore Mobili announced that Sarreid will distribute its products in the United States and Canada starting this fall.

Wilson, N.C.-based Sarreid will show a small selection of the new line at the new Encore Mobili showroom at 301 N. Hamilton, next to the Vanguard Furniture building, at the High Point Market, which opens Oct. 20.

Encore Mobili is a new venture started by several former Theodore Alexander managers and investors. Among the principals are David Pemberton, Stelvio Guglielmi and Gerry Paglinawan. They are building a factory outside Ho Chi Minh City, Vietnam, the first phase of which is expected to be completed in January.

"I have known David for many years and we have worked together as investors in offshore factories in the past," Sarreid President Alex Sarratt said in a statement. "It is a privilege for Sarreid to be the distributor for Encore Mobili in the United States."

Sarreid also will show its existing line at High Point in its own showroom space on the third floor of the C&D building