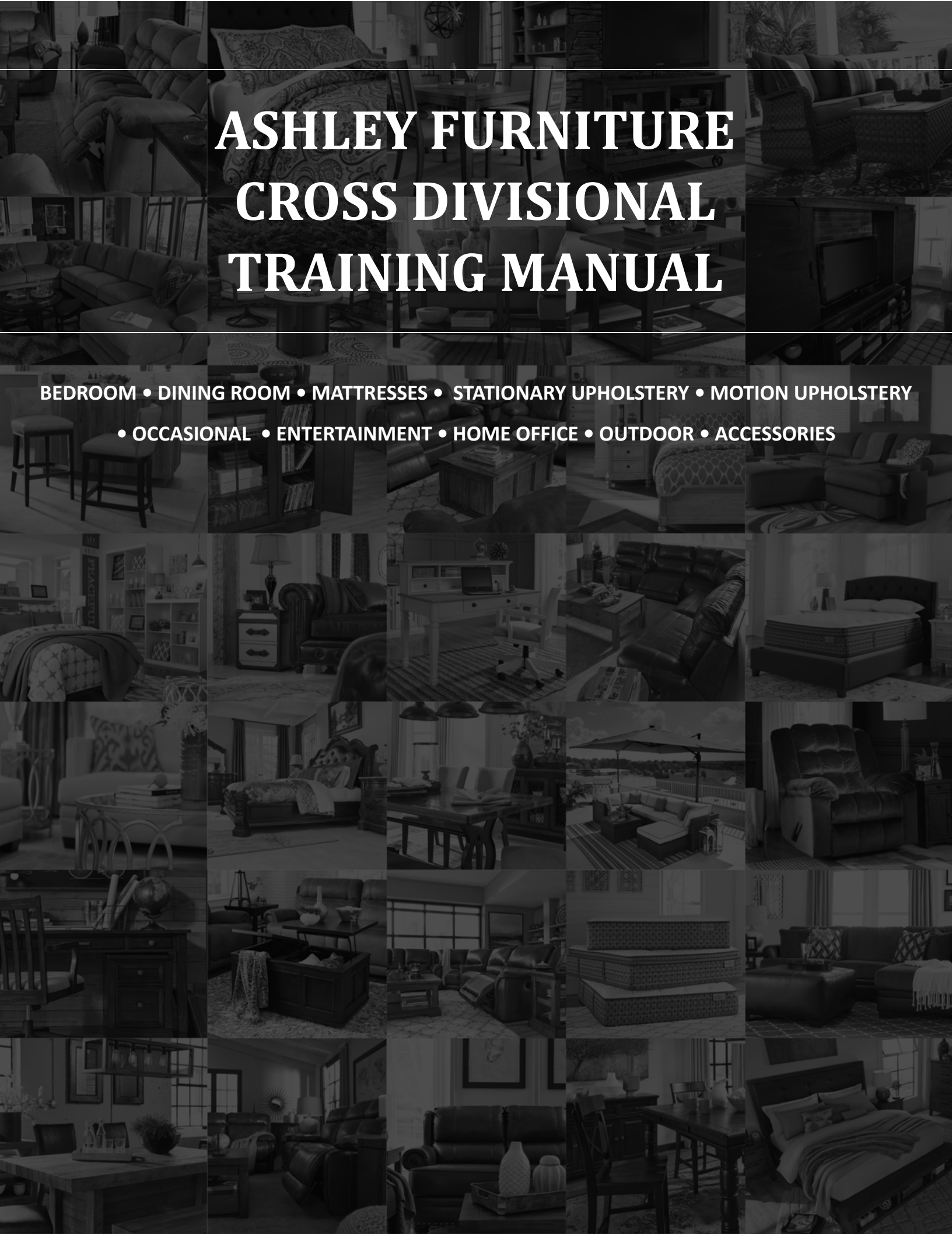
ASHLEY FURNITURE CROSS DIVISIONAL TRAINING MANUAL



BEDROOM • DINING ROOM • MATTRESSES • STATIONARY UPHOLSTERY • MOTION UPHOLSTERY • OCCASIONAL • ENTERTAINMENT • HOME OFFICE • OUTDOOR • ACCESSORIES

INTRODUCTION

INTRODUCTION

Within these pages, you will learn everything there is to know about the construction, features, benefits and how to sell Ashley Furniture products. Our goal, is that with this information, you will have more knowledge and confidence in selling our products. Whether you are new to selling furniture or a seasoned veteran, the information here will help you sell more furniture.

ABOUT ASHLEY FURNITURE

We're the #1 furniture retailer, #1 selling furniture brand and the largest furniture manufacturer in the United States & North America.

Ashley designs, quality tests, builds, delivers and backs our own furniture ensuring it meets Ashley's own rigorous standards.

We have the largest selection & inventory coupled with the best shipping fleet in the industry – ensuring fast dependable delivery to 95% of North America weekly.

Ashley is backed by 70 years of growth and excellence in the United States. They are environmentally friendly, charitable & dedicated to the US economy - investing more dollars in recent years in the US than all other furniture companies combined. With over 12 million square feet of manufacturing/distribution capacity worldwide … that's 250 acres!

With over 9,000 SKUs and delivering 35+ million pieces annually and over 6,000 truckloads per week, Ashley has the largest shipping fleet in the US. With Worldwide offices and manufacturing facilities, best in class suppliers and a global supply chain Ashley is able to offer industry leading marketing solutions and the best consistent quality story of any furniture company in the world.

Sunrise Company: Ashley Furniture is always changing and adapting to the needs of the end consumer. Since the beginning, Ashley has had 14 major rebirths:

- Occasional tables (1970)
- Wall systems (1972)
- Bedroom (1983)
- Global sourcing (1984)
- Dining Room (1985)
- Millennium Line (1986)
- Upholstery (1994)
- Leather Upholstery (1996)
- Recliners (1997)
- Motion (1998)
- Mattresses (2009)
- Omni-channel (2014)
- Accessories Division (2015)
- Outdoor Furniture (2016)

Striving For Perfection

- Largest investment of capital in the U.S. furniture industry
- Lean Manufacturing processes
- Modern, state-of-the-art super plants worldwide with industry-leading, high-speed automated equipment and manufacturing systems
- Over 300 acres under roof of manufacturing and distribution capacity worldwide
- World's largest upholstery plant in Ecru, Mississippi. Regional manufacturing and distribution centers in California, Florida, Mississippi, North Carolina, Pennsylvania, Texas and Wisconsin
- Largest Casegoods production plant in the U.S. & the largest Casegoods manufacturer in North America.
- Global manufacturing systems and processes improve quality, reduce cost and increase throughput to promote retail profitability and growth
- Low cost manufacturing promotes customer pricing and quality advantages
- Worldwide product testing and quality control laboratories
- #1 searched furniture term on Google in the United States - Over 3 Million times per day.
- North America's largest importer of furniture/ 12th largest user of containers in the U.S.
- Ability to deliver to 95% of North America weekly
- Over 9,000 SKUs
- Approaching 35 million pieces sold annually
- Industry leading marketing solutions

OUR BRANDS

Ashley Furniture Industries, Inc. is the manufacturer of Ashley, Signature Design by Ashley, Benchcraft and Berkline branded products. All products are made using the same refined manufacturing processes and have the same features, benefits and quality across all brands.

Our Vision

We want to be the best furniture company.

Our Mission

Improve Quality

Reduce Cost

Do More Business

Be Profitable

Stay in Business

WHAT ARE CASEGOODS?

Casegoods generally describe any piece of furniture that is built upon a box or case. Dressers, nightstands & media chests are examples of case goods The Ashley Furniture Casegoods Division includes the following:

- Promotional priced through upper to mid-priced bedrooms groups
- A large number of casual dinettes plus upper to mid-priced formal dining
- Youth Bedrooms

CASEGOODS CATEGORIES

The Casegoods Division has three construction categories:

- Good -Domestic
- Better -Imported
- Best –Imported

The warranty on all categories is one year from the date of purchase to the original owner (non-transferrable).

GOOD CONSTRUCTION CATEGORY

Made of engineered wood and laminate. Two types of engineered wood used (for additional information see General Construction: Casegoods):

- **Particle Board (PB)** -used with wood veneers. A practical and inexpensive alternative to solid wood that has become one of the nation's leading building materials. A panel product made of saw dust and wood shavings bonded together by synthetic resin and pressed into sheets. Used primarily as core material for doors, furniture, and cabinets. Often covered on one or both sides with a surface finish or veneer.
- **Medium Density Fiberboard (MDF) –** used with laminate. Otherwise known as engineered wood, MDF has become very prolific in the furniture industry. Soft wood chippings are steamed, bonded with resins, then heated and pressed into wood. Provides a very smooth, hard surface with very little variance. Stable, attractive, and resistant to humidity issues.

Laminates

- A laminate is a pre-printed or solid color decorative paper that has been saturated with a resin.
- Under heat and pressure, these resin-saturated films will bond to a medium density fiberboard (MDF) without the need for additional adhesives
- For laminates of natural materials (wood, stone, metal), a photograph of the actual material is used.
- Laminates are highly durable, low maintenance, and inexpensive with a variety of price points.
- Compared to solid wood (which is known to fade), laminates have a 15 year life span against wear and UV fading

Drawer Construction

- All drawers are constructed of laminates over MDF
- All drawers use nylon roller side glides (limited lifetime warranty) which ease in opening and closing of the drawers
- All drawers have finished, non-snag drawer interiors
- All drawers use a two-part epoxy glue (stronger than corner blocks) to construct

Other Key Features

- Made in the USA
- Engineered wood is CARB (California Air Resource Board) compliant formaldehyde emissions
- Side roller glides which are riveted in place for smooth drawer operation
- Silicone adhesive around bottom of drawers for durable storage
- Metal to metal (male & female) mirror attachment
- U channel on sides of cases
- Padded polyurethane back panels Architectural styling
- Custom designed hardware & decorative moldings

BETTER CONSTRUCTION CATEGORY

All Wood Construction

These groups are constructed of solid wood and wood veneers. Typical construction consists of solid wood frames, drawer fronts, pilasters, and trim with wood veneer tops, sides, and large panels. These bedrooms are manufactured and imported from overseas.

Most commonly used woods are: oak, cherry veneers, walnut veneers, Asian hardwoods, and other select hardwoods.

All finishes and other parts and components are warranted by Ashley Furniture Industries, Inc. to the original retail purchaser for 1 year from the date of purchase to be free from material and manufacturing defects.

Veneers

Veneering is the process of applying a thin sheet of material (usually wood), to the surface of another material, usually a less expensive piece of wood. This provides a more luxurious look and feel without the cost of solid wood.

Veneers have become a popular choice in comparison to solid wood as they can withstand temperature changes better and with the advancement in adhesives, are also much stronger and more durable than solid wood. (For additional information see General Construction: Casegoods)

Wood Veneers Advantages :

- Veneering is typically less expensive than solid wood
- Endless design possibilities (i.e. diamond, reverse diamond, checkerboard, etc.).
- Durable surfaces not prone to splitting or seasonal movement.
- Environmentally friendly with a less amount of wood necessary for construction
- Veneering comprises about 80% of wood furniture in all price ranges because of its strength and versatility

Wood Veneer Disadvantages:

- Difficult to repair since the veneer is thin
- Early veneer lacked quality construction and for some consumers they may still identify with old veneering techniques (i.e.. Lifting veneer, etc.)

BETTER CONSTRUCTION CATEGORY (Cont'd)

Drawer Construction

- All drawers are constructed of select hardwoods
- We now have engineered drawer boxes with solid and veneer fronts on starting price groups in Better
- All drawers have side and corner supports to help secure the bottoms
- All drawers use a combination of English and French dovetail joints, along with staples and glue, to construct
- Full Extension, Dual sided ball bearing glides. Allows for easy, smooth drawer opening and closing.
- Sure Close, Positive Stop-drawer glides - ensure proper seating of each drawer into the case to avoid unintentional opening of the drawers. This keeps drawers from wandering open on their own since the ball bearing action is so smooth.
- All drawers have stops to prevent them from falling out
- All drawers have finished, non-snag drawer interiors and top drawers are felt line to protect contents

Other Key Features

- Imported
- Made from select hardwood solids & veneers
- Kenlin – Under drawer center glide with drawer stop
- French/English drawer box construction with corner blocks
- Dust proof case bottoms
- Larger & deeper drawers
- Float glass
- Felt lined top drawers

BEST CONSTRUCTION CATEGORY

The best construction category is also imported and has the same basic construction as the better category with some **upgraded features**: hidden felt lined jewelry drawers, finished drawer interiors, full extension ball bearing drawer glides, and multi-step/complex finishes.

YOUTH BEDROOM

Decorating children's bedrooms can be a challenge, considering that the rooms will need to grow and change as they mature. To make sure your customer doesn't end up with a style that their child is going to quickly outgrow, follow these design basics:

Choose flexible furnishings. Go with a style of furniture that has simple lines. A bed that's shaped like a race car is great for a 7-year-old, but when he's 13 it's going to be time to buy new furniture. Daybeds are wonderful choices in furniture, since they work well with any color and can be used for a child at any age. The simpler it is, the more flexible it is.

Give them room to grow. Children need plenty of space to move, play, store clothes and entertain friends. Design with the child in mind: A toddler requires lots of floor space for playing, while a teen needs seating for more adult activities such as visiting with friends.

Construction: Youth bedroom falls into the Good/Laminate and Better/All-Wood/Solid Wood categories. Youth bedroom can be sold in the following configurations to suit customers' needs:

- Twin headboard bedrooms
- Complete twin bedrooms
- Twin storage bedrooms
- Twin trundle bedrooms
- Twin daybeds
- Bunk & loft beds
- Metal & upholstered beds

Consult each style for available pieces in each youth bedroom.

3D PRESS TECHNOLOGY

The New Millennium product line utilizes the best materials, processes and components such as superior plus MDF, under-mount soft close drawer glides, 3D press technology and the deepest vinyl wrapped drawer interiors.

The New Millennium offers top level design features examples of which are smoke and frosted glass, sliding shelves and deep surface texture detail.

The cases are 20" deep with 18" deep vinyl veneer wrapped mitered drawers in a smooth replicated maple grain. These drawers feature a seamless edge on ½" thick drawer box sides. Under-mount soft close drawer glides provides the highest level of drawer function available.

Custom designed long chrome plated metal drawer handles

A variety of materials are used for both aesthetics and function. Frosted and smoke glass covers the tops and helps provide a durable surface while adding to the overall beauty of the design.

Most of the parts used are 3D press superior plus MDF board providing the highest quality face and edge surface for a smooth look free of irregularity.

The optimized 3D process can be used for an infinite number of irregular shapes and surfaces not achievable in other laminate processes. Creating sculpted forms and deep textures.

Thanks to the inherent properties of the 3D material and a climate controlled environment that eliminates dust and dirt gloss reaches a higher level making faux marbles appear polished to a mirror surface.

3D technology replaces the need for the additional operations of adding a decorative material in the form of edge banding or foil on part edges eliminating seams and insuring a match in color, design, texture and gloss as the 3D material encapsulates the part.

3D Innovation allows us to achieve rounded durable infinity edges that resists damage in addition to being very attractive.

When needed 3D pieces include thermally fused melamine used on the backside to stabilize the part and prevent warping. Melamine is popular in laminate flooring.

DINING ROOM

SELL THE RIGHT TABLE

There are so many shapes and sizes of dining tables. Which one is right for your customer? The look of the table is important, of course, but making sure it fits their space and gives enough seating is even more critical.

The table needs to allow for the number of diners they want to seat comfortably and still leave enough room for to walk around it. Typically, as the table length increases, so does the width of the table top.

Measure table-to-wall clearance. Measure the space around the room. To allow diners to sit down and get up easily from their seats, try to leave 42-48" between your table and the walls.

Measure table-to-furniture clearance. If there is furniture in the dining space, begin the 42-48" measurement from the edge of the furniture instead of the wall.

Don't overcrowd your table. Each person needs about 2 feet of eating space. Of course, if the table allows for it, you might be able to squeeze in another seat or for those occasional larger gatherings.

Round tables are great for small spaces. They fit in tight spaces and have no sharp corners to bump into. You can usually fit more people around it because it has no corners. Pedestal tables are even better, as they offer more legroom.

Seating size for a round table. Here is a quick calculation for round tables, but you might be able to add more seating for a tighter fit. Also, keep in mind that using a pedestal base allows more seating because it eliminates the legs that can get in the way of a chair.

- 3' with a pedestal base seats 4
- 4' with legs seats 4
- 5' with a pedestal base seats 6
- 5' with legs seats 4
- 6' with pedestal base or legs seats 8
- 7' with pedestal base or legs seats 9

Note: Large round tables can make it difficult to reach for food. Rectangular shapes seem to work better for seating very large crowds.

A rectangular table works well in a long, narrow room. It leaves more room for traffic flow. For most tables, as the table length increases the width increases as well.

Seating size for a rectangular table. These are some calculations for rectangular tables. Again, you might be able to add more seating for a tighter fit.

- 4' long seats 4
- 5-6' long seats 6
- 7' long seats 8
- 8-9' long seats 10
- 10-11' seats 12

Go big on the table and small on the seating. When looking to take up less room in a space, try a bench instead of chairs on all or one side of the table. You can push the bench under the table to stash it away when not in use.

Go square. If the room is square, a square table makes for a more intimate dining experience because everyone is an equal distance apart. Also, it will look great mimicking the room shape around it.

ASHLEY DINING ROOMS

All Ashley Furniture dining room tables are manufactured and imported from overseas. Typical construction is solid wood or wood veneer top, solid or plywood table apron, and solid wood legs for durability.

Most commonly used woods are: oak, cherry veneers, walnut veneers, Asian hardwoods, and other select hardwoods.

All finishes and other parts and components of Ashley Casegoods are warranted by Ashley Furniture Industries, Inc. to the original retail purchaser for 1 year from the date of purchase to be free from material and manufacturing defects.

CONSTRUCTION

Most Ashley Furniture dining falls into the better, solid wood category. For solid wood construction, boards are sawed into narrow lengths and the grain pattern is reversed.

The pieces are then glued back together to form the various widths and lengths needed. Notice the random lengths. Many pieces of solid wood are glued together

The advantages to solid wood are:

- Valuable in the minds of the consumer.
- Known to withstand the "test of time"
- Solid wood products can be refinished.

The disadvantages include:

- As weather conditions change, solid wood is much more likely to warp, crack or split
- Certain solid woods (ie. Cherry, mahogany, etc.) are typically more expensive than a wood veneer or engineered wood

TABLE LEAVES

Table leaves are a great way to add additional seating to tables. If an Ashley Furniture dining table comes with a leaf, always recommend additional chairs with the dining group. There are three types of leaves designed for each table. Two things to note: some tables do not come with leaves and leaves are not replaceable or available for additional purchase.

Regular leaf: Traditional leaf that inserts in the center or end of the table. These leaves must be stored when not in use.

Butterfly leaf: These leaves fold up and store under the table.

Drop leaf: Typically found on small round tables. Each side drops down. In this fashion, tables can be placed against walls.

DINING TABLE FINISHES

There are three (3) primary wood sealants: stain, paint and finish. Stains are used to tint the wood, paints contain colored pigments that cover the wood, and finish provides a protection coating on the surface of the wood.

Good Quality: Lacquers

- Quick drying finishing material most often sprayed on surface in multiple, thin layers
- These cellulose derivates are widely used because of their relative durability, ease of repair, and crystal clarity. May be damaged by exposure to substances such as nail polish remover, shoe polish, alcohol or extreme heat
- Produced in various sheens and colors

Better Quality: Polyurethane

- Finishes can be shiny or matte, clear or colored
- Polyurethane is harder to destroy than lacquer, but is also more difficult to repair if damaged
- Generally tougher than conventional lacquers with more resistance to heat, moisture, chemicals and abrasion

Best Quality: Modified Polyurethane

CLEAR&TUFF®

- Also known as Clear & Tuff
- Provides better protection than traditional nitrocellulose furniture finishes against water, alcohol and most everyday household chemicals.
  • Provides better protection from fading than traditional nitrocellulose furniture finishes when exposed to direct sunlight.
  • With proper care the finish should retain its beauty and clarity for years to come.
- CARE and CLEANING: Surfaces should be cleaned with water using a slightly dampened soft cloth and then immediately wiped with a clean soft cloth until dry. Surface can be polished using approved residential polishes, waxes or cleaning oils per the recommended instructions of the manufacturer.
- TOUCH-UP and REPAIR: Clear & Tuff is a modified urethane that can be repaired and re-coated using standard refinishing techniques as commonly used on traditional nitrocellulose furniture finishes. Prior to touch-up and repair, all surfaces to be re-coated should be properly sanded with 320 grit zinc striated paper and wiped free of dust with a tack-rag,

Millennium Tables

- Polyurethane top coat
- Natural Marble Tops on Bars
- Durable, stain-resistant upholstered fabric
- Return Memory Swivel Barstools

DINING CONSTRUCTION FEATURES SUMMARY

- Multi-Step Finish
- Solid
- Solid + veneer
- Marble
- Multiple leaf option
- Faux Stone/Poly Urethane
- Improve Polyurethane or Clear & Tuff
- Leaves: drop leaf, butterfly leaf, standard leaf
- Glass - beveled
- Distressing

DINING CHAIRS

Upholstered Chairs - Upholstered chairs have a soft seat and/or back. They have a removable seat cushion for easy cleaning or reupholstering. Other features include:

- Grooved sides
- Finger joined corner blocks
- Screwed & glued not stapled
- Designer Select fabrics
- Adjustable levelers on front legs of all metal chairs
- Fabric changes
- All chair foams are TB117 compliant for slow burn

RTA - Ready to Assemble Chairs are manufactured to be assembled and leveled at the point of delivery. To assemble chairs: loosely tighten bolts and then turn the chair upright and level it to the surface. Once level, tighten bolts with a wrench. Features include:

- Hard Seat - The bottoms of hard seat chairs are sealed to prevent season splitting
- Screwed & glued at each stress point
- Leveled in factory & pressed
- Shaped saddle
- Construction Story: Best
- Webbed suspension
- Larger seats
- More detailed shaping or carving

BEDDING BASICS

Mattresses are designed to provide the support and comfort you need to relax and rest. If you have had your mattress for a while, you may be wondering if it is time to buy a new one. Research shows that people sleep better, suffer less back pain and experience fewer symptoms of stress when sleeping on newer beds. In general, your sleep quality improves if your sleep surface relieves pressure on joints and other areas of the body. Matching your specific comfort needs with the right product is a very subjective process. Mattresses are made with a variety of materials and technologies to deliver support systems that meet the broad array of consumers' needs, tastes, and budgets.

Mattresses should be evaluated every seven years for quality and support. If you haven't shopped for a new mattress recently, there are many options to choose from. The following provides basic information on the different types of mattresses available today so that you are better equipped to choose a mattress that meets your needs.

MATTRESS TYPES

Innersprings: An innerspring mattress uses a steel coil support system. Manufacturers offer several different types of spring systems, including units with springs connected into a single unit and individually wrapped pocketed coils. Spring shapes, designs, coil gauge, and number of coils in a mattress can vary. The innerspring is covered by padding or upholstery materials, which can include various foams, fiber, and additional layers of smaller steel springs. Coil count can be more arbitrary, but the idea is that the greater the number of coils, the more points of support and greater distribution, thus the better the bed can contour and support the sleeper.

Hybrid Mattresses: A hybrid mattress combines a steel coil support system with one or more types of foam, such as polyurethane foam, memory (or visco elastic) foam, or latex foam, as well as foams that contain gel or other materials.

Foam Mattresses: Foam mattresses use one or more types of foam as the support system. The foam may be polyurethane foam, memory (or visco elastic) foam, or latex foam, and can contain gel or other materials. The foam used in such mattresses can be manufactured in a variety of shapes and densities to offer consumers a mattress that has different comfort, feel and heat dissipation features.

Memory Foam Mattresses: Memory foam (or visco elastic foam) mattresses use a high density polyurethane foam as the support system, in the upholstery layer, or both. This foam has properties that allow it to contour closely to the shape of the sleeper.

Gel Mattresses: Gel mattresses use a type of foam that contains gel in the product's support system, upholstery layers, or both. The gel is added to the foam using deferent types of technology. The gel foam can offer consumers different comfort, feel and heat dissipation features.

Latex Mattresses: Latex mattresses use latex foam as the support system, in the upholstery layers, or both. Latex may be made from plant or petroleum-based materials.

COMFORT TYPES

Pillow Top Mattresses: Pillow top mattresses provide an additional upholstery layer sewn into the top of the mattress. This layer can be made from a variety of fiber and foam materials. Opt for a pillow top design if you want one of the softest options available on an innerspring mattress. A pillow top is a permanent feature and can't be removed. It feels similar to sleeping with a dense, high-quality egg carton pad on top of your mattress, but you don't have to worry about it sliding off or shifting as you sleep or the lumpy egg carton design. A big disadvantage of a pillow top mattress is the uncomfortable depressions that develop as you sleep. If you roll over or change positions, it might feel like you're sinking into dips created by the weight of your body's pressure points. You can't flip a pillow top mattress over -- the cushioning is on one side only.

Euro-Top Mattresses: Much like a pillow top, a Euro-top mattress has several extra inches of padding and filler on top. While a pillow top looks like a billowy, soft add-on to the mattress, a Euro-top has more structured "walls" along the top, resembling a thin added-on mattress rather than a soft pillow. While most pillow tops are designed to add softness, a Euro-top may be soft or firm

Plush Mattresses: A plush mattress has quilting under its surface fabric and is softer than firm and extra-firm alternatives. For many, plush is a happy medium between a firm and a pillow top mattress. Those who frequently sleep on their sides and back might prefer the extra cushioning that a plush mattress affords, without compromising the support and durability of the inner coils and support structure. People who sleep on their stomachs might feel that a plush mattress is too soft and doesn't provide the support they need. A pillow top mattress would be even more uncomfortable for a stomach sleeper.

Plush mattresses are constructed by adding a layer of soft foam over the internal frame that holds the springs or coils. The cover of the mattress is sewn over the entire surface and hides the foam so you can't see it. The permanent mattress covering also protects the foam from wear and tear. Low-quality plush mattresses and those used by heavier individuals often break down -- faster than firm mattresses -- and lose their buoyancy and soft padding.

Firm Mattresses: Manufacturers use specific design techniques to create beds that have a firm style surface. The use of carefully selected foams, in conjunction with tighter sewing patterns in the quilt, both help to create this firm feel. Firm mattresses typically have a lower height than their plush, pillowtop, or boxtop counterparts. Firm mattresses offer optimal support, but are designed to offer limited contour-ability. Firm mattresses can also be classified by manufacturers by terms such as luxury firm and cushion firm or can be paired with a eurotop style for a unique firm feel. Cushion firm mattresses tend to be a bit softer feeling than those classified solely as firm, but are sometimes the only firm feeling option from a manufacturer at a particular level.

FOUNDATIONS

Foundations: A good foundation, often called a boxspring or adjustable bed base, is as important as a good mattress. The box springs take a lot of the nightly wear and tear and contribute to the bed's overall comfort and support. Never put a new mattress on an old foundation. When you select your new mattress, buy its companion foundation - the two are designed to work best together. In fact, buying the mattress without its matching foundation may affect the terms of the warranty

SIERRA SLEEP® BY ASHLEY FOUNDATIONS

Sierra Sleep® offers four (4) types of foundations depending on the type of bed.

The Perfect Rise Foundation is an all-in-one support system that takes the place of an ordinary bed frame and box spring. The metal unit sets up quickly and without using any tools, creating a sleeping haven with unwavering support. Sleek, nonskid fabric cover holds the mattress in place; add a bed skirt and no one will ever know the riser exists. Included brackets attach the riser to a headboard. Even better: the clearance from frame to floor is incredibly spacious and ideal for under-bed storage

- Acts as bed frame and foundation
- 14" Height
- 12 Touch points to the floor
- Easy to assemble
- Compact shipping design
- Headboard brackets

Standard Foundation: The 1-2 combination of a supportive mattress and well-built foundation is just what you need for restful sleep. With solid wood construction, a diagonal bar and corner supports, there's extra support and durability built into this foundation. Smooth nonskid surface holds every style of mattress in place, including hybrid, memory foam and innerspring mattresses.

- Acts as bed frame and foundation
- 14" Height
- 12 Touch points to the floor

Easy Open Foundation

- All Steel Foundation
- 7" Height
- Easily Shippable
- Zip on Cover

Bunkie Board: bunkie board is a thin, stiff upholstered foundation that you can use to support your mattress. Available in every bed size, bunkie boards are a 2-inch foundation that provides adequate mattress support to ensure you don't void your mattress warranty, without adding extra height.

- All Steel Foundation
- 7" Height
- Easily Shippable

SIERRA SLEEP® BY ASHLEY POWER BASES

Adjustable Foundations: Unlike a stationary foundation or box-spring, an adjustable foundation, or power base, allows you to bend, elevate or lower various parts of the sleep surface. Many adjustable foundations have dual controls that each partner can use to adjust the sleep surface elevation to meet their individual needs. Most adjustable foundations are powered by an electric motor, but some are manually adjusted. They are designed to look like a conventional foundation when placed in the fully horizontal position. For best results, adjustable foundations should be used with a mattress designed for that purpose.

Sierra Sleep® offers three (3) types of power bases in a Good, Better, Best story. All power bases are avaialable in Queen, King and California King Sizes.

Good Power Bases:

- Wireless hand control
- Flat position button - must hold button down
- Fully Upholstered surround enhances finished bed appearance
- All steel frame, requires no additional
- supports
- Mountable to headboards with separate mounting kit
- Low profile design works with platform and storage
- True wall-hugger design, keeps you close to night stands
- 650 lbs. weight capacity tested to 15,000 cycles
- 3 year non prorated warranty bumper to bumper
- One piece King

Better Features (same as good plus these additional features):

- Fully independent head and foot motors, infinite adjustment
- Wireless hand control
- USB charging ports

Best Features (same as good and better plus these additional features):

- Articulating head rest
- LED under bed night lights
- Two programmable preset positions
- Head and Foot massage motors with variable intensity

sierrasleep®
— BY ASHLEY —

Sierra Sleep® is a complete line of sleep products including traditional and advanced technology sleep mattresses and a variety of pillows launched by Ashley Furniture Industries, Inc. Sierra Sleep® offers new technologies and innovative sleep solutions to give the consumer a "Better Sleep at a Better Price."

SIERRA SLEEP® MATTRESS TYPES

Sierra Sleep® offers Innersprings, MyGel Hybrids and MyGel Memory Foam mattresses. Each style of mattress has their own construction and properties, depending on price point. Here are some key features on some units:

Sierra Sleep® Innersprings:

- **Quantum Edge**: Sierra Sleep® top of the line mattresses offer Quantum Edge Steel Perimeters. The revolutionary, providing comfortable support all the way to the edge of the bed. It articulates 2 narrow-diameter form a perimeter around the mattress 4% better than foam encasing. Fabric encased coils provide superior motion separation and conformability. Coil count for these units is 968 in a queen size set.
- **Foam Encasements**: Some styles feature 3" High Density Foam Encasements. Encasements provide edge to edge support and improve the life of the mattress.
- **Perimeter Coils**: Starter models feature 2 perimeter rows of 9" 13.0 gauge pocked coils for edge support.
- **Coil Count and Systems**: Coil count is usually based on the queen size models of beds. Sierra Sleep® innerspring models have 968 Quantum Edge coils, 720 & 680 Power Packed wrapped coils, and 312 Bonnell coils.
- **Pocketed coils**: Also known as wrapped coils, encased coils, encased springs, or Marshall coils, pocketed springs are designed to provide proper support while transferring very little motion.
- **Bonnell coils** are hourglass-shaped springs that provide support in innerspring mattresses. The wide portion of the hourglass flexes easily and allows the body to sink in when weight is applied, providing responsive initial comfort. The more tightly curled center of the hourglass is less responsive and offers deep, stable support that is essential for a night of restful sleep. Coils are laced together with cross wire helicals to form a Bonnell unit, also called a single coil or uncoil system. This continuous coil arrangement provides balanced body support
- **Layered Foams & Fills**: Units can offer various types of foams and fills to provide different feels to each unique mattress style. These various types of padding can give supersoft feel for comfort and/or firm padding for extra support. Most foams are high density for better resiliency and durability. Refer to the schematics of each mattress for exact foam & fiber construction and properties.
- **Zoned Support**: Some models feature high density push zoned sculpted pressure relief foam with 3lbs high density memory foam lumbar support. This additional padding is placed where 2/3 of the body weight is positioned.

Sierra Sleep® MyGel Hybrids:

- Contains 2-3" of MyGel Foam.
- High Density Foam
- 6-8" Pocket coil system
- Removable and washable knit covers
- 11-13" profile heights
- 660 coil count

Sierra Sleep® MyGel Memory Foams:

- Luxury Quilt and Heavy Weight Luxury Stretch Knit covers
- 14" to 8" Profile Heights
- Quilted gel infused memory foam
- Gel Infused Memory Foam
- Ventilated Support Foam "
- Air Flow Support Foam
- Features vary by style. Refer to each style for specific specifications.

Sierra Sleep® iKids mattresses:

- iKids Memory Foam: 1" Memory Foam & 5" Support Core
- iKids Innerspring: Layered foam (soft Conforma fiber, blended cotton fiber, 1" luxury support quilt foam, 1" Conforma Soft foam, High Density Support Pad, Verticoil Spring unit.

NO-FLIP MATTRESSES

Also known as "one-sided mattresses," no-flip mattresses are built from the ground up and are not reversible. Instead of having a supportive core surrounded by comfort materials on both sides, no-flip mattresses start with a supportive layer on the bottom and have comfort layers stacked on top. These mattresses do not need to be flipped and only have one sleeping surface.

Years ago, most mattresses had two sides and were designed to be flipped and rotated. However, since the no-flip mattress was introduced in 2000, two-sided mattresses have been phasing out. One-sided mattresses no longer need to be flipped, though rotating is still a good idea for some models.

Why the change? Traditional innerspring mattresses are built around a central coil system. No-flip mattresses feature a coil system base with layers of comfort materials stacked on top. In a two-sided mattress, comfort layers are placed on both sides of the coil system. In a no-flip, one-sided mattress, twice as many comfort layers can be stacked on top of the coil system base. This allows for more potential to create a more comfortable mattress, and twice as many comfort materials means that the single sleeping surface should theoretically last twice as long.

Benefits

There are many benefits to no-flip mattresses. The main benefit, of course, is that consumers don't have to flip their heavy mattress to ensure uniform wear. Another benefit is that you essentially have twice as many comfort layers working to relieve pressure on your body and reduce motion transfer. This is especially valuable for those who share a bed with an active sleeper. For those who are concerned that a no-flip mattress won't last as long as a double-sided mattress, you need only look at the warranty to see that one-sided mattresses are guaranteed to last just as long (if not longer). In fact, one-sided mattresses are historically less likely to have warranty claims filed against them than two-sided mattresses.

10-STEP BEDDING SALES PROCESS

1) **Greet & Qualify**: Welcome the customer(s) into the store with a warm smile and a non-business opening line. If you are already working with them on a different room (dining, living room, etc., begin with number 3, below).

2) **Build Rapport**: Some call this step "schmoozing" or "warming them up". Genuinely listening to your customer builds trust, which establishes rapport. Rapport leads to a sale, and hopefully, a long-term relationship with your customer. Appropriate humor, complimenting them, validating concerns and discussing subjects other than just business are all important parts of building rapport, and remember, although rapport starts now (technically at the greet), it must be carried all the way through the sales process.

3) **Sleep Position**: Ask them how they sleep—on their side, back, stomach, or all of the above? Now you can introduce pillows (remember, pillows account for approximately 30% of overall comfort)!

4) **Introduce & Demonstrate Pillows**: Based upon their preferred sleep position, direct them to a pillow or two that will suit their unique needs. Demonstrate the pillow by explaining the technology (whether it be Gel, Latex, ventilated Ashley Sleep, etc., and discuss the shape, such as contoured, etc.). Provide an anti-bacterial pillow cover. Remind them to hold onto this pillow throughout the trial process.

5) **Choice of Technology**: Ask them what they are used to sleeping on. Ask them if they have done any research on newer technology (considering bedding technology changes as fast as anything else!). Ask if they have a preference, whether it's innerspring, memory foam, etc.

6) **Comfort Selection/Needs Assessment**: Once you know what kind of bed they are interested in, ask them if they typically prefer a softer or firmer feel. Ask them if they would mind you inquiring if they have any back pain or other health-related concerns that would make a difference in selecting the perfect mattress for them.

7) **Mattress Trials**: Suggest a mattress, starting at a medium-level price-point (so you can step up or down and are not stuck, and be sure to discuss similarities and differences between both mattresses). Make sure they lie down on the same side of the mattress as they do at home so it does not feel alien/awkward to them and make sure they lie down as they do when asleep (on side, back, etc.). Ask their opinion on the mattress. If they do not like it, find out why and move to a better fit, then ask again.

8) **Features, Benefits & Demonstrations**: WHEN (not if) the customer finds a mattress set that they like and find comfortable, begin discussing features and benefits, tying them in to the unique needs the customer has already mentioned to you. This will also be the point when you do demonstrations with them, such as telling them to stand as comfortably as possible—as if they were at a long wedding and must stand for hours. Discuss how proper posture and spinal alignment leads to comfort.

9) **Power-Base Introduction**: Once the customer is in love with their future mattress, it is time to talk to them about upgrading to an adjustable base—introduce the customer to zero-gravity comfort (using the multiple step process on how to demonstrate an adjustable base properly). Discuss how power bases are not just for those who read or watch TV in bed, they also have health benefits, such as pressure-point relief, easier breathing, etc.

10) **Ask for the Sale**! Now is the time you have been waiting for. Ask for that sale and, if necessary, handle and overcome objections by asking detailed questions and solving the problem for them.

ZEPHYR PERFORMANCE SERIES PILLOWS

Nothing starts the day off better than getting a good night's sleep. And sleeping with the right pillow can help. Pillows can not only impact the quality of sleep, but also how healthfully we rest and recharge. But the wrong pillow may worsen headaches, neck pain, shoulder and arm numbness, discomfort, sneezing, and wheezing. A bad pillow won't be the cause of any of these problems, but using the incorrect pillow can certainly exacerbate many of the underlying problems linked to these symptoms, and it certainly can keep you from getting a good night's rest.

And if the pillow is past its prime, it may contain skin cells, mold, mildew, fungus, and dust mites, which make up more than half of an older pillow's weight. Is it time to buy a new pillow? Experts say the general rule is to buy a pillow every 12 to 18 months. After two years, it's got to go.

CONSIDER SLEEP STYLE

The goal of using a pillow is to help keep the head in what is called a 'neutral alignment,' meaning the head is sitting squarely on the shoulders without bending back too far or reaching too far forward.

Some expert advice:

• **Back sleepers** need thinner pillows, so their head is not thrown too far forward. Also, look for a pillow with extra loft in the bottom third of the pillow to cradle your neck.

• **Side sleepers** need a firmer pillow to fill in the distance between the ear and outside shoulder.

• **Stomach sleeper** need to look for a very thin, almost flat pillow. You may not even need a pillow for your head, but consider tucking one under your stomach to avoid lower back pain.

Currently, Zephyr Performance Series pillows are offered in six (6) different styles.

1) **Promotional**: Features bamboo infused cover, memory foam and roll packed in non-woven bag. For stomach sleepers and travelers.

2) **Prime**: Gel infused memory foam and ventilated air flow for cool sleep. Cover also features one side for cooling and one side for warming. For side and back sleepers.

3) **Revitalize**: Gel infused memory foam, TruCool fabric, and ventilated air flow for cool sleep. For side and back sleepers.

4) **Opulence**: Gel infused memory foam with dual support, extremely breathable fabric, cooler than down with phase changing technology, ventilated air flow. The Opulence pillow has the luxury of down comfort and great for all sleepers.

5) **Refresh**: Synthetic Active Latex, TruCool fabric, ventilated air flow. The perfect blend of comfort and support. For side and back sleepers

6) **Divine**: Top of the line Zephyr pillow. Features synthetic active latex with dual support, extremely breathable fabric, cooler than down phase changing technology, ventilated air flow and luxury down like comfort. For side and back sleepers.

The perfect time to sell an new pillow to your customer is when purchasing a mattress. Your customer will have the ability to test their new pillow with their new mattress.

STATIONARY UPHOLSTERY

CONSTRUCTION BENEFITS

Our tenets of Improving Quality while Reducing Costs help your customers get the most value when purchasing Stationary products. Point out these construction features and benefits to create this value. *For more information, see General Construction: Upholstery.*

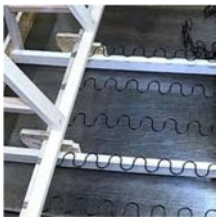
FRAME

- **Materials**: Frames consist of kiln dried hard-woods, plywood and oriented strand board (OSB). This prevents warping & cracking. All joints are glued and stapled for added strength and longevity.

- **Mortise and Tenon joints**: Used at the critical frame joints that receive the most stress under normal conditions. This type of dovetail or locking joint where wood from one component is inserted into a slot in the other component, creates a bond stronger than joints using only corner blocking or glue and staples like our competitors.

- **Corner Blocked**: Corner blocks help the frame stay square and reinforce the strength.
- **A-Frame**: Back brace design which strengthens the integrity of the entire frame. Holds up well to daily use and are sturdier than those of our competitors. The top rail of the upright rail meets the top of the back-rest rail is reinforced with a horizontal brace in the center forming an A-shape. **Newer models** will feature a solid A-Frame, meaning it will be one solid piece of OSB with attached L-Block for additional strength and support..

- **D-Block Stretchers**: Specially designed stretcher that is a concave, D-shape which braces the front and back rails of the seat box. This type of seat stretcher ensures that when customers are sitting on the sofa, they won't feel like they are sitting on wood or feel like they are "bottoming out" onto the frame



- **L-Block**: Supports the spring Clip Rail and prevents the rail from twisting out of position. Prevents "bottoming out", and prevents loose or squeaky springs.

SEAT SYSTEM

90% of the world's upholstery is a "No Sag" spring system. Some people also call it: sinuous wire, linear springs or S-springs

- **Sinuous Coils**: 8-gauge steel, S-shaped wire spring system that prevents sagging and squeaking. Teflon coated springs to further prevent squeaking. Springs are spaced closer together which is above industry standards.

- **Extra Springs**: Springs doubled near the side arms of the sofas to decrease the distance between springs. This helps prevent rolling into the arms and prevents cushions from sliding down into the edges of the sofa while seated. Most competitors only use one spring on the end.

- **Spring Clips**: Small metal clips that attaches the sofa springs to the clip rail. Clips allow springs to move up and down. Coated in Teflon to prevent squeaking. Because the sofa springs bear the weight of the individual sitting on the sofa, Ashley's spring clip rail was specifically designed to support the integrity of the seating area. In contrast, many competitors attach their springs directly to the seat box rail, which makes the springs less stable and more likely to pull away from the frame.

- **Webbing:** If frame is the skeleton then suspension or webbing is the system of cartilages and muscles that run under the skin. It is called webbing because it comprises the fabric woven like a mesh to provide a strong and steady base to support the next layer of the upholstery components.

PADDING

- **Padded & Edge Rolled**: Durable frames are covered with various types of foam padding and edge rolls to soften edges and provide additional comfort, shape & style. Our competitors use very thin, low-melt fiber and no edge roll. Rolled arms are finished with a thick foam pad for body and comfort.

- **Virgin Dacron (polyester fibers)**: Added to backs and some arms. This fiber rebounds quickly after use to return to its original shape.

ADDITIONAL FEATURES

- **Zippers**: Multiple zippered access areas in the seats, backs and arms to allow customers to reach in and reshape, refresh, or add additional filling. Zippers are Teflon coated to prevent rust.

- **Stress welts**: Decorative covered cords on the back and arms that provide security and strength in areas that would be exposed to tearing and ripping..

SLEEPERS

Sleepers are the perfect way to provide additional sleeping space for guests and are indistinguishable from regular sofas. Selling sleepers involve knowing what room your customer plans on putting the sleeper. For living rooms, we offer sofa and sectionals with full and queen size sleepers. For smaller rooms, we offer a sleeper program that has twin, full and queen size sleepers. In total, Ashley Furniture has over 100 different sleepers styles.

Key Features

- Frame, Fibers and Fills have the same construction as all Stationary Upholstery with the exception of the springs.
- In place of the springs, there is a steel sleeper mechanism. Twin, full or queen size mechanism depends on frame.
- Mechanisms have tilting headrest for easy TV viewing or comfort
- Center support bar is recessed to improve comfort.

Sleeper Mattresses (Vary by Style)

- **Innerspring**: 4.75" thick with off white mattress ticking
- **Memory Foam**: New models feature Open Cell Memory Foam Technology which allows higher air flow, better recovery, and dissipates body heat to feel cooler. Encased in upgraded Damask fabric ticking in warm neutral color.

FOAM FUNDAMENTALS

History of Foam

Polyurethane foam is a material that was engineered during World War II by Professor Dr. Otto Bayer to replace more expensive natural resources like rubber. Rapidly expanding beyond the war uses it was initially designed for, polyurethane foam today is one of the more wildly used materials round.

Foam Testing

There are three performance tests that are of primary concern in evaluating the suitability of foam. The first concern is if the foam is rated as High Resilient (HR). The next concern is the Density rating of the foam. And finally, the Indention Load Deflection (ILD) rating is of equal importance as the foam's density rating.

High Resilient (HR) Foam

Flexible polyurethane foam that has a very rapid recovery from extreme compression and a fairly linear increase in resistance to compression per unit of penetration.

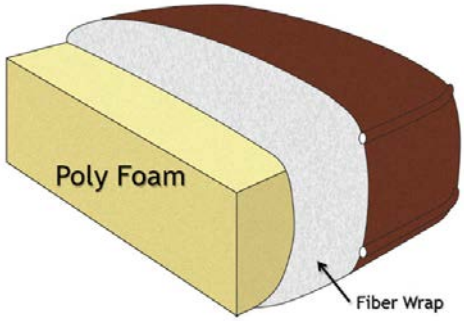
Foam Density

The density rating of furniture foam is expressed as a two digit number which may range from 18-35. Actually, there is a decimal between the two numbers which makes the density rating of the #18 foam a 1.8 foam. In the production of foam, there are two basic ingredients which are the urethane chemical that is the foam, and air. The more chemical that exists in the foam material, the higher its density rating will be. In the above example, the 1.8 rating means that there is 1.8 pounds of chemical in each cubic foot of foam material.

Foam Indention Load Deflection (ILD)

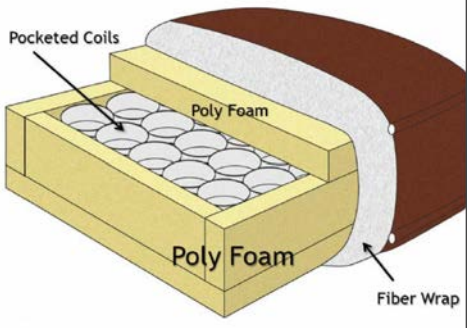
The next rating of concern is the Indention Load Deflection (ILD) rating. This is a measure of how much pressure it takes to compress the foam 25% of its thickness. For in-stance, if your seat cushion is 4" thick and has an ILD rating of 33, it would take 33 pounds of pressure to condense the foam to a thickness of 3".

4 TYPES OF SEATING COMFORT



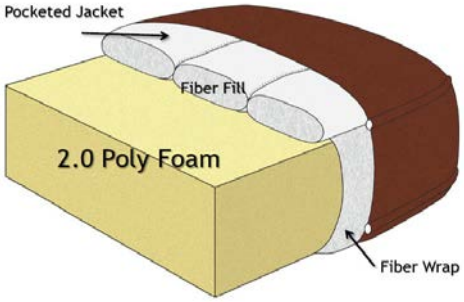
STANDARD CUSHION

- 1.8 High density foam cushion core
- 2 oz. fiber wrapped around 6" foam core



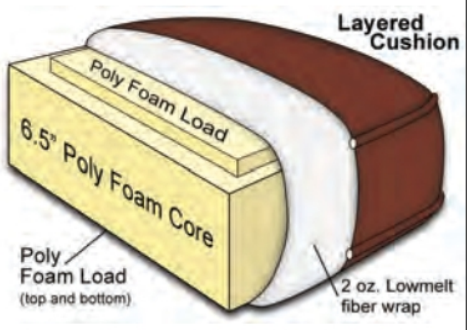
COIL SEATING

- Individually pocketed coils
- Uniform shape and consistent support
- Durable and luxurious seating comfort



ULTRAPLUSH SEATING

- 2.0 High density foam cushion core
- High quality fiber filled in pocketed poly/ cotton blend jacket
- Provides superior comfort and support as well as extended durability



5 LAYER CUSHION

- 6.5" Poly foam compression core
- Poly Foam Load on top and bottom
- Fiber wrap entire cushion
- Provides a soft, deep comfortable seat

MOTION UPHOLSTERY

CONSTRUCTION BENEFITS

Features are Great! But consumers buy based on Trust & Value. It's up to you to establish trust, and to communicate the Ashley Value to the consumer. Sell our extensive testing, plus these great benefits to establish value. *For more information, see General Construction: Upholstery.*

FRAME

- Wood frames are engineered with Oriented Strand Board (OSB) and select hardwoods to reinforce stress points.
- Unitized Steel Seat Box: Surrounding steel seat boxes that cover the entire perimeter of the seat for optimal strength and frame integrity
- Corner blocking and multi-directional wood fibers of the OSB provide load-bearing stability.
- Steel L-Brackets reinforce arm stability and overall frame strength.
- Mortise and Tenon joints used to add strength and longevity to the frame. Some competitors only use corner blocks for this additional support

SEAT SYSTEM

- Sinuous Coils: 8-gauge steel, S-shaped wire spring system that prevents sagging and squeaking
- Teflon coated springs to further prevent squeaking
- Cross wires: two weight distribution bars under the springs instead of one single bar used by most other manufacturers. This helps balance the weight distribution for even wear, even friction and prevent the "bottoming out" effect. All to help create a maximum lifespan of the seat.
- Webbed Seating: Some U-Leather models offer an upgraded, webbed seating that provide luxurious comfort and promote foam durability.

FOAMS & FIBERS

- Durable frames are covered with various types of padding to soften edges and provide additional comfort, shape & style.
- Virgin Dacron (polyester fibers) added to inside backs and arms. This fiber rebounds quickly after use to return to its original shape.
- High quality foam cushions featuring 1.8 high resiliency or 2.0 layered high resiliency foams. Many other manufacturers us 1.5 to 1.6 density foams.
- Cores are encased in a thick layer of polyester Dacron fiber for added comfort and thickness. This Dacron layer helps to keep seams straight and cushion fabric in place.

MECHANISM

- Easy to operate. Mechanisms are balanced to require minimum effort for all movements.
- Handle, latch or inside release (varies by style) can be operated with the touch of a finger.
- Once released, foot rest smoothly reclines to natural gravity driven resting position for optimal comfort.
- Maintenance free, quiet operation.

ADDITIONAL FEATURES

- Zippers: Many motion products have multiple zippered access areas in the backs and arms to allow customers to reach in and reshape, refresh, or add additional filling.
- Stress welts: Decorative covered cords on the back and arms that provide security and strength in areas that would be exposed to tearing and ripping.

WHY BUY MOTION?

- Motion or reclining furniture is the number one choice for consumers seeking comfort and relaxation.
- Typically, once a customer has purchased motion, they will continue to purchase motion because they are satisfied with the product.
- Therapeutic benefits: Reclining furniture can help improve circulation while the feet are in the elevated recline position and provide much needed relief and relaxation from a stressful day.

MOTION SEATING TYPES

Box: Features box seat, mid-ottoman and footrest. Typically, the least expensive seating option.

Pillow Top: Pillow top over box seat, mid-ottoman and footrest.

Pad-Over Chaise: Continuous comfort and support - there is no break between seat and footrest. No mid-ottoman bar needed on this type of seating.

Pillow Top Chaise: Same as Pad-Over Chaise Seating with an additional Pillow Top added for extra comfort

Contour Seating: Comfort channels added to conform to user's body for customized comfort.

COMFORTABLE BACKS: Each motion back is designed with comfort channels for lumbar, shoulder and head support. Each channel is individually chambered to prevent fiber fill from migrating to different areas. Also note the increased pitch in our backs for a more upright seated posture - yet another Ashley Motion Advantage!

POWER MOTION

Power Reclining is the peak of reclining technology and comfort. Ashley's Power Reclining Program offers consumers more versatile reclining action and ease of use than traditional mechanisms.

CONSUMER BENEFITS

- Provides more control over where the footrest stops. Controls the level of comfort with Infinite Reclining Positions
- Smooth, quiet operation with fast recycle times.
- More versatile and simple operation at the touch of a button.

SAFETY FEATURES

- On/Off safety switch on power cord
- Back up access for a nine-volt battery in case of power outages.
- Spring loaded ottomans to prevent leg or other bodily injuries.

EASY VIEW POWER HEADREST MOTION

Easy View Headrests are the newest technology in the furniture industry. It has the same benefits and safety features as our Power Motion with the added function of a power headrest. The Easy View Headrest provides your customers with customizable comfort and a better TV viewing angle.

SMALL BUTTON DESIGN

The smaller button design features two concave buttons at the top that operate the leg rest and two convex buttons at the bottom that operate the footrest. There is a Home Button feature that close the headrest and leg rest simultaneously by pressing the leg rest close button. Our Home Button does not automatically close due to risk of injury. It also features a USB port for charging.

BIG BUTTON DESIGN

The big button design allows easy operation with less effort in locating the buttons. The up and down arrows operate the leg rest while the left and right operate the headrest.

TOGGLE BUTTON DESIGN

The new toggle button design allows easy operation by toggling each button forward and back to operate the headrest or leg rest. The molded chrome color frame accentuates newest toggle design.

SELLING MOTION

When consumers buy motion furniture, their priorities are different from when they buy stationary. Function and comfort typically overrule style & fashion. So your approach is actually very similar to selling a mattress set.

THE SALES PROCESS:

- Know your product & be prepared.
- Greet the customer with a non-furniture topic.
- Establish rapport.
- Qualify the customer. Tell me about your room? What kind of fabric and style are you looking for?
- Let me show you our most popular style.

Demonstrate by sitting in the chair or sofa and follow these steps:

- Point out the smooth & quiet rocking action.
- How easy & smooth it is to operate - one finger operation.
- Point out the quiet mechanism.
- With hands up, use your body to push the chair back to full recline.
- With hands up, bring chair back to the up-right, lean forward & close.

With the customer sitting in THEIR recliner, the following establishes VALUE.

1. Wear tested fabrics compatible with their lifestyle.
2. Quality, durable cushions and back support.
3. Elevated ottoman or chaise for better leg support and circulation.
4. Unitized steel seat box that is stronger & lasts longer than typical wood seat boxes.
5. Wide base stance ensures greater stability.

HOW TO SELL POWER

Selling power motion or Easy View Headrest power motion is the same as selling manual motion. Demonstration of the product and review of the features and benefits will create value in the customer's eyes. Sell the ease of use and the technology as stated above. We expect the conveniences of power or technology in most of the products we purchase, why not in our furniture?

If there is a power option available on a specific frame, it is recommended to demonstrate the power first and the manual second. This is analogous to demonstrating your high end mattresses first, then stepping down to lower price point mattresses.

The two biggest objections you will face is 1) reliability and 2) price. Here is how to overcome each objection:

RELIABILITY: Customers won't buy power motion if they feel that it is, "something else that will break". Assure the customer that Ashley has performed numerous quality tests such as the Cycle Test, to ensure it will hold up to demands. Ask the customer how many times have they replaced motors in: washing machines, automobile windows, power seats etc. Rely on experience. How many times have you replaced our motors? Finally, sell the protection plans to put their minds at ease.

PRICE: Breaking down the cost of power down to a week or a day of finance payments will help. A power set is typically $500 more. That's less than 30 cents a day at 60 months financing.

TouchMotion® POWER RECLINE

The newest innovation exclusive to Ashley Furniture is our TouchMotion® sectionals. These power reclining sectionals feature a left and/or right side facing loveseat that has a touch screen panel on the console that operates the two recliners next to it.

Functions include:

- Power Recline
- Massage with three types of massage settings and adjustable intensity
- Heated seats with adjustable temperature settings.
- Cooling cup holders which keep cool beverages cold.
- Cup holders lights.

To operate, simply press the function you wish to use and select the side you wish to operate. To return to the home screen, touch the TouchMotion icon on the bottom. The "i" icon provides additional information.

Each panel also includes a USB charging port to charge your smart phone or tablet. TouchMotion® is the ultimate reclining experience.

LIFT CHAIRS

Lift chairs are power recliners - and have the same safety features - but also, assist people with injuries or disabilities by raising and tilting the seat up. Ashley Furniture offers several models to fit your customers' budgets and needs.

Starter Lift Chairs

- 2 button hand wand for use without having to struggle to find buttons on a single side.
- Single motor lifts rated at 250 lbs. Note: this is a motor rating and not a capacity rating.
- Solid foam arms to assist standing up.

Step Up Models Lift Chairs

- 4 button hand wand
- Dual motor lifts rated at 300 lbs. One motor operates the lift and one motor operates the recline, independently. Great for customers who have certain injuries and cannot recline back.

Added Feature Lift Chairs

- Single motor lifts rated at 200 lbs.
- Heating function
- Massage function with adjustable intensity in seat and back.
- Lock feature.

EASY VIEW HEADREST CHAIRS

The Easy View Power Headrest is available in select recliners with added features that your customers are going to love. Again, the key to selling these chairs is value added demonstration of the features that are most meaningful to your customers.

Functions include:

- Hand wand operation
- Power recline
- Easy View Headrest
- Wall Recliner bases for use 3" from walls.
- USB charging port on hand wand.
- 3" extended leg rest feature for additional length in reclining.

All of the above are standard features on our line up of free-standing Easy View Headrest chairs; however, select models have a bonus feature of power lumbar support. The lumbar is operated through the hand want and extends into the lower back of the seat through a pressure plate. This is an *advantage* over some other manufacturers who use an air bladder that could leak or burst.

MECHANISMS: Ashley offers a variety of style specific mechanisms. Big man recliners have upgrade foam and additional seat spring.

Rocker Recliners: teflon coated steel springs and solid wood rocker blocks to prevent squeaks. Place at lest 12 inches from wall.

Wall Recliners: used on sofas, loveseats, wide seat and home theater recliners. Can place 3" from wall due to forward movement.

Swivel Rockers: same as rocker recliner with an added circular base for 360 degree rotation and stability.

Swivel Gliders: forward and back gliding movement for better TV viewing. Circular base for 360 degree rotation and stability.

Low/High Leg Recliners: Exposed leg chairs with press-back or inside release mechanisms. Does not look like a typical recliner.

OCCASIONAL TABLES

HOW TO SELL OCCASIONAL

The key to adding on tables to your living room sales is to always remember to ask the customer about the current tables in the room. Most likely they already have tables and are not interested in new tables. You will need to create a reason why they should buy new.

- Function: Understanding the customer's lifestyle helps. Do they need storage, lift top to work or dine, castered for to move while reclining, power outlets for charging phones or tablets. Be sure to show all the features.
- Style: Are they purchasing a contemporary sofa and currently have more traditional tables? Do the tables match the wood trim on the sofa? Are their tables out of fashion and dated looking?
- Price: 3-Pack tables are a great sell with lower priced groups. On standard occasional, cocktails should be about 50% of the price of the sofa. Breakdown the add on to how it effects their payments. "This will only add $12 to your monthly payments."

It is important to familiarize yourself with the current tables on the floor and all the tables Ashley Furniture has to offer.

STATIONARY OCCASIONAL

Stationary occasional is defined as tables without lift tops or casters. There are a variety of styles and price points. Some tables match the wood trims on select sofas. Others tables feature storage and power outlets. Constructed of select hardwoods, veneers, engineered wood, metals, resins and stones depending on style.

MOTION OCCASIONAL

Motion occasional are constructed in the same way as our Stationary occasional tables but also feature lift tops and/or casters. Some tables also have additional storage and power outlets for charging. Since reclining furniture moves, point out the caster function on tables to easily move the cocktail away from the extending leg rests.

3-PACK OCCASIONAL

Some Motion and Stationary occasional groups come in 3-Packs. This is one cocktail and two end tables in one box or SKU. These tables are a great to sell along with our lower priced living room groups or for the price sensitive customers. Offering a discount or packaging these tables with living groups are great ways to add to your ticket.

ACCENT PIECES

Accent occasional pieces are great to fill spaces that just needs a little something extra. We offer storage pieces, consoles, cabinets and much more.

CHAIR SIDES

If you sell an chair or recliner, <u>always</u> ask about the tables they are using. Chair sides offer storage, power stations or a home for a lamp.

POWR TABLES

It is important to examine all tables on the floor. Many tables have power and USB outlets for charging phones and tablets.

ENTERTAINMENT

Most households have a television, which means they have (or need) a TV stand or entertainment center to display it. With a TV come all of the media components and accessories that need homes, so make sure you factor in potential storage when presenting to customers. Ashley Furniture offers laminated stands for the price conscience to veneered stands to solid wood options. Whether they need plenty of storage or are going for the simplistic approach, Ashley Furniture provides a one stop option for all their entertainment furniture needs.

Ashley Advantage: Most TV Stands and Entertainment Centers have matching occasional tables and bedrooms so your customer can match up pieces for their entire room. Be sure to ask your customers if they need an Ashley or Signature Design by Ashley entertainment piece!

ONE SIZE DOES NOT FIT ALL

The size of the TV stand needed really depends on how large the TV is. You'll want the stand to be larger than the television itself, but not so large that it looks disproportionate. A good rule of thumb to follow is that your TV console should be at least thee inches wider that the TV itself. That leaves just one and a half inches on either side of the television, which isn't much, so if they can spare a few extra inches it's recommended that the customer purchase a slightly wider entertainment stand to be safe. With a wider buffer on either side, they'll be less likely to knock the TV when walking by. Make sure to measure the actual width of the television — the screen size on the box reflects the diagonal width without the frame.

Ashley Furniture offers many TV Stand Stacks that offer your customer a choice in sizes to best fit their TV. As TV's become less expensive, many people are purchasing larger televisions. We now offer up to 74" TV stands in our current line up.

ENTERTAINMENT CENTERS

Entertainment centers are large pieces of TV furniture that surround the TV on both sides, and often on top. Media centers always include ample storage, whether it be drawers and cabinets, or just plenty of open shelving to hold receivers, DVD players and any other multimedia. Entertainment centers have recently gained more popularity after the trend of wall mounted televisions showed a period of declining sales. Consumers were asking themselves, "what am I going to do with all this extra wall space?" Entertainment centers offer the option of completing the room and additional storage.

FIREPLACE INSERTS

Fireplaces are hot commodities right now. Our fireplaces offer you the choice as an optional insert for you TV stand and a good, better, and best story to fit any budget!

As a bonus, the fireplaces will help save on gas bills during the cold winter months. Our units only cost less than 6 cents per hour. Compare that with paying the gas company.

There are two major differences in Ashley TV Stand Fireplaces: (1) They are fully finished TV stands that don't look like ordinary mantle pieces. Sized to fit 50", 60" and even 70" TVs and (2) we offer matching occasional tables to complete the room.

- Adjust Brightness: Five different levels of flame brightness
- Adjust Temperature: Programmable thermostat adjusting for individual comfort level
- Timer/Dynamic Embers: Set the automatic shutoff for custom control
- Power: Easily turn fireplace on and off with included remote
- Heats approximately 400 sq. ft. rooms (coil models) or 1000 sq. ft. rooms (infrared model).

INTEGRATED AUDIO

Featuring Bluetooth wireless technology, this system allows customers to stream, or directly connect, your favorite music, news, movies and television sound. Other inputs on these models are HDMI ARC, optical, auxiliary L/R, 3.5mm audio, and USB. Both models have the exact same functions; size is the primary difference. Best of all, it is simple to install, set up and operate.

Model W100-31 - Cheron Series - Small Integrated Audio: Fits 15 Ashley entertainment furniture models. Slides in from front Center Space Above the fireplace.

Allows customer to have both fireplace and an audio system. 2.0 design left and right speakers with 1" tweeter precisely engineered for great sound

Model W100-41 - Cheron Series - Large Integrated Audio: Fits 35 Ashley entertainment and bedroom furniture models. Installs from the back, exactly like a fireplace insert. 2.1 design left and right speaker plus a sub-woofer. Bigger Speaker system great sound and enhanced bass

HOME OFFICE

HOW TO SELL HOME OFFICE

Selling home office can be difficult in today's tablet and smartphone world. However, the influx of the work-from-home workforce, there is a growing need for good home office pieces. Selling home office is as easy as these 3 steps:

1) Determine size of room and storage needs.

2) What is the preferred design style?

3) What other pieces are currently in the room?

From here, you can help your customer create their desired work environment.

ASHLEY ADVANTAGE: Some consumer shopping for Home Office Furniture will want to shop at big box office supply stores. If your customer is comparing Ashley Furniture to an RTA (Ready to Assemble) alternative, make sure you point out all of the construction details below. The advantages of buying an Ashley office piece over an RTA piece are 1) assembly needed and 2) durability, as most RTA uses particle board.

- **Durable Construction & Design**
  - Durable Construction – Constructed with Veneers and select hardwood solids
  - Versatility – Sides and backs are finished for additional room placement options
  - Detailed Design – Elements of style and design to add appeal to the consumer
- **Multiple Configurations**: Collection of styles customizable in multiple configurations to fit individual needs
- **Ample Storage Options**
  - Ample Storage - Add on storage options designed to work with configuration
  - Specialty Drawers – File cabinets with concealed caster wheels provide mobility and ease of use
  - Adjustable File Hanger Rails
    - Featured in home office file pieces
    - Adjustable file hangers for letter and legal-sized documents
    - Heavy duty hardware offers safety features so that only one drawer can be opened at a time
- **Heavy Duty Glides and Joinery**
  - Heavy Duty Glides – Mechanical drawer glides are installed for ease of opening and to support the contents of the drawer
  - Dovetail Joinery – French and English dovetail joinery used as a locking joint to secure drawer together
- **Effective Space Management**
  - Space Management – Large amount of surface area for working
  - Specialty Drawers – Slide out keyboard/laptop tray to support proper alignment
  - Keyboard or Lap Top Tray
    - Featured in home office desk furniture
    - Slide out keyboard tray that can also hold laptop computers
    - Flip down front for complete access
    - Notched tabs for computer cords and phone cables
  - Cord Management – Cut-Outs available on top of surface for organizing cords and cables

HOW TO SELL OUTDOOR

1. **Familiarize** yourself with the available Outdoor by Ashley products. Our current lineup consists of: 6 Dining Sets, 5 Seating/Sectional groups, 6 Fire Pit Chat Sets Umbrellas, and much, much more!
2. **Cover** all the features and benefits of the Outdoor collections. Create value by demonstrating the quality of the product.
3. **Offer options**: We offer different table size options within collections - many other manufacturers do not. Also, Mix and Match collections with different chairs.
4. **Add On Sales**: Being familiar with the products will help here. Be sure to talk about the matching umbrellas and bases when selling dining. Add in the outdoor rugs and outdoor pillows to finish the look. Hatchlands accessories has 7 additional items such as Table Top Fire Bowls .
5. **Compare**: Some customers will claim they saw the same look elsewhere. Designs are exclusive to Ashley. If it's not Ashley, it's not the same. Ask, is it steel or aluminum? Welded or require a lot of assembly? What is under the cushion? Is it finished? How thick are the cushions?
6. **Confidence**: Be confident in the product and shop other outdoor stores to know your competition.

WHY ALUMINUM

- Is light weight, extremely durable.
- We sell both extruded and cast aluminum
- All furniture is powder coated
- Will not rust -- unlike steel which can rust

POWDER COATING

The coating is typically applied electrostatically and is then cured under heat to allow it to flow and form a "skin". The powder may be a thermoplastic or a thermoset polymer. It is usually used to create a hard finish that is tougher than conventional paint.

UMBRELLAS

- Rust free aluminum pole and ribs
- Auto tilt feature & wind vent
- Nuvella solution dyed fabric or matching PVC
- 9' and 11' size and color options
- Bases: concrete with heavy polyester coating. Powder coated steel post adapter.
- Cantilever umbrellas
  - Rust free aluminum frame & pole
  - 10' square with tilt feature
  - Solar power LED lights, on/off, AC/DC adapter.
  - Rotates 360 degrees
  - Molded resin base holds 220lbs of sand

GENERAL FEATURES

Dining Sets

- Rust free aluminum or cast aluminum
- Stackable dining chairs
- Nuvella solution dyed polyester fabric cushions.
- Leather look painted tempered glass top
- Durable fiberglass-resin tops

Seating Sets

- Rust free aluminum with resin wicker
- Nuvella solution dyed polyester fabric cushions.
- Wood look resin tops

Fire Pits

- Rust free aluminum or cast aluminum
- Nuvella solution dyed polyester fabric cushions.
- Battery operated ignition system.
- CSA approved burners
- BTU 30,000 to 50,000
- Converts to natural gas
- Burner cover, weather cover and stones/ rocks included

Each Outdoor group has its own set of features and benefits. Consult each group for specific features.

CLEANING & CARE

Aluminum

- Rinse away dirt and debris using a garden hose. Never use high pressure hoses
- Deep clean with a few drops of mild liquid detergent in warm bucket of water. Gently wipe with lint-free rags. Rinse with cold water. Apply cushions after thoroughly dry.
- To protect finish, avoid abrasive chemicals or products containing ammonia, bleach, citrus additives.
- Rinse off once a week and remove spills immediately with dry cloth. Remove scuffs with non-abrasive cleaner and rinse.
- Place dry furniture indoors or cover with water-resistant covers after season or before inclement weather to prolong life of groups.

Resin Wicker

- To ease cleaning, spray with water to loosen and remove dirt & debris.
- Lightly scrub with soft bristle brush with warm water & a few drops of mild detergent added. Use soft toothbrush to reach in between weaves and other crevices.
- To remove any mold or mildew, add ¼ cup of white vinegar to the soapy solution and scrubbing gently. For stubborn stains use a commercial mildew remover. Rinse thoroughly.
- Use water-resistant cover to protect from elements and increase longevity.

Fire Pits

- Before cleaning, ensure fire pit is cool to prevent burns. Make sure control valve is off before shutting down gas.
- Remove foreign debris.
- Contact certified gas service technician to convert to natural gas or if not functioning properly.
- Clean with mild detergent and warm water. Rinse and dry completely. Clean spills with damp rag to prevent buildup or residue.
- When not in use, cover with burner cover and weather cover.

Nuvella™ Outdoor Fabric

- Nuvella won't promote mildew, but other substance can. Clean food and drink spills promptly. Remove moisture with dry cloth, use dishwasher liquid to remove oil based stains. Rinse and dry.
- For mold and mildew, apply solution of one cup bleach per one gallon of water and a few drops of mild soap directly to spots with sponge or damp cloth. Rinse and air dry.
- If cushions are soaked from downpour, speed drying time by standing cushions on one side. Never dry in machine dryer.
- Store or cover cushions during inclement weather or if unused for prolonged times. Make sure cushions are dry prior to storage.

WHY SELL ACCESSORIES

Selling accessories can give you a 30% increase on your average ticket. This means you can give yourself a 30% raise. And, selling accessories is easier than you think. There are many options to choose from to give people want. Help your customer get creative and give their space a different look just with accessories.

HOW TO SELL ACCESSORIES

The key to selling accessories is getting to know your customers. Asking open-ended questions in order to know you customer gives you the best opportunity to close a great sale. Here are some examples:

- What is your home like?
- How would you describe your style or what feel do you want to achieve when you or guests walk into your home?
- What are the colors you have in your home now?
- Colors of the walls? Type of flooring?
- What is your reason for shopping?
- When was the last time you updated your home?
- What are your goals for updating your home?

LAMPS

Lamps are the first natural upgrade in designing the perfect room.

Learn the different features:

- Seeded glass, mercury glass, wood, metal, double-lined shade, ginger jar, and there are even handmade lamps
- Be sure to point out the most positive and strongest qualities of the item.

There are different types to fit a variety of areas:

- Table lamps - for main areas like bedrooms & living rooms.
- Task lamps - for desks, or for chair side reading
- Buffet lamps - either side of dining piece, dresser with mirror or an entry way.
- Decorative - pendants and chandeliers for dining rooms, kitchens, bars, even living room or above beds.

LIGHTING TYPES

Fixture Pendant: a hanging light fixture that needs to be hardwired. Professional installation recommended.

Lamps: a device for holding one or more electric light bulbs. Styles include: table lamp, floor lamp, arc lamp, tray floor lamp and desk lamp.

Portable Pendant: a hanging light fixture that plugs into an electrical socket

LIGHTING CONSTRUCTIONS/PARTS

Canopy: the cap or cover that hides the wiring and the junction box in the ceiling onto which the pendant is mounted. For a fixture (hardwired) pendant only.

Diffuser: any of a variety of translucent materials for filtering glare from the light source.

Finial: a relatively small, ornamental, threaded object at the top of a harp to hold a shade in place.

Harp: a vertical metal frame shaped to bend around the bulb in a standing lamp and used to support a lamp shade.

Shade: a cover for a lamp, usually translucent or opaque, for shielding glare or for directing light. Common styles include: drum shade, modified drum shade, hardback shade and bell shade.

Socket: a device intended to hold an electric light bulb mechanically and connect it electrically to circuit wires.


Metal


Ceramic Glazed


Wood


Seeded Glass & Wood


Mercury Glass


Glass & Metal


Wood & Metal Pendant


Glass & Metal Floor Lamps

RUGS

Rugs are the foundation that can tie the whole room together. Think of rugs as a piece of artwork on the 5th wall. It should be about 15% of the sofa and loveseat cost. It can also be a higher ticket item if the customer really falls in love with a particular style - some up to $600. Finally, don't be afraid to suggest color or style that could help you sell pillows, throws and table top accessories.

RUG TYPES & TERMS

There are many different types of rugs. Learn the different types to know the true value and how to convey that to your customers.

Flat Woven: yarn is put on a loom; weaver slides wooden dowel through yarn to create a pattern.

Hand-Knotted: yarn is woven through the base of the rug and a knot is hand tied to the backing.

Hand-Tufted: yarn is placed in a needle punch, which weaver uses to pull yarn through the backing of the rug. Yarn is then seared off for a
flat surface. Also referred to as hand-hooked.

Hand Made: Anything handmade has greater value because it takes much longer to make. However, each hand made rug can vary slightly.

Machine Made: base of the rug is put on a loom; operator sets machine in motion. Machine reads data and produces rug accordingly.

Rug Pile: the raised surface or nap of a fabric, which is made of upright loops or strands of yarn.

CONTENTS

Each rug has its type and content characteristics. Refer to the Home Accents catalog or Ashley Direct for specific content. Most generic contents - such as, polyester, acrylic, cotton and leather - are in the General Upholstery section, however, here are some that are specific to Ashley rugs:

Wool: The most common type of wool is that which comes from sheep. Wool is a natural, renewable and biodegradable fiber. Wool contains the natural protectant, lanolin, its defense mechanism, against moisture and the elements. This makes for a carpet that is naturally, stain resistant and cleanable. It is hard for spills to penetrate wool – so blotting it up quickly with a damp towel will be shockingly helpful. Regular vacuuming keeps the luster at its peak. It is also fire resistant, static resistant and acts as an air filter to provide healthy air for your home.

Although wool can be a bit more expensive than the alternatives of synthetic fibers, its strength and durability are to be recognized and appreciated. The pile of a wool rug is usually very sturdy and insulating. Depending on the construction – wool rugs have been known to last many centuries. It is not a fiber that changes dramatically over time – it maintains its natural, amazing attributes year after year.

Polypropylene or olefin, is the most commonly used material for synthetic rugs and carpets. Polypropylene is treated with chemicals to become stain resistant (except oil based stains) and is less expensive than nylon. .Olefin rugs are flat-woven or low loop piles suitable for indoor or outdoor use. Olefin is solution-dyed and then extruded into a fiber, so its color is permanent. An olefin rug is abrasion and fade-resistant. Because it is not resilient, it will crush, but it repels liquids and is mildew-resistant. While olefin is not as durable as nylon and doesn't invite that sink-your-toes-into-it reaction, its ability to fashionably dress a space at a low price makes it an attractive option.

Nylon: Nylon is a synthetic fiber. Rugs manufactured from this fibers are available in a wide range of colors and patterns for any decorating style. Among synthetic rugs, nylon is the most popular -- for looks, feel and affordability. For softness underfoot, choose a nylon rug rather than olefin. Nylon rugs provide a more luxurious look and feel, but at a higher price than olefin. Nylon produces a greater variety of rug textures, from low to high loops and plushes. Nylon rugs typically exhibit more sheen than olefin rugs.

For formal rooms with traditional decor, nylon rugs tend to have a better selection of appropriate patterns than olefin rugs. Decorators of trend-setting spaces appreciate the numerous contemporary looks and the casual feel of olefin rugs Both nylon or olefin are good choices for a rug at a doorway or in front of sink or food prep area. In areas where people enjoy sitting or lying on a rug, nylon may be the better choice. A nylon rug is highly resilient, and even a thicker nylon pile will fluff when vacuumed. Nylon is dyed after fibers are produced. They are not stain resistant, but manufacturers or retailers can treat nylon rugs with stain repellants

Jute: A natural plant fiber derived from the Jute plant made from stem-fiber plants and comes mainly from India and China. It is used to make coarse durable threads. Jute is renewable & biodegradable and grows rapidly during the rainy seasons. It is used commonly used in shipping – burlap sacks and jute rope are very flexible, durable and strong. It is a very malleable fiber allowing for tight braids to chunky weaves – without breakage. This sustainable natural fiber will last for years to come with regular vacuuming and by blotting spills quickly with a towel. It does best in low to medium traffic areas, such as bedrooms, formal living and dining rooms, or maybe a home office. Jute is also used in many of backings of Ashley rugs.

Hemp: Hemp is a natural fiber derived from the Cannabis plant that has been used in textiles for thousands of years. Most predominantly gown in China, Canada & Australia for industrial use, hemp grows very easily in diverse climates and terrain. It has a texture similar to linen and softens with use. It has grown in popularity with the green movement and its organic feel transforms the room into a welcoming sanctuary. Its easy to dye and the fibers are extremely tough and durable, so hemp rugs are perfect for high-traffic areas.

Viscose: One of the most commonly used faux silks, viscose is a type of Rayon (also known as "Art Silk"). It is considered semi-synthetic because of the use of natural cellulose - wood pulp - its production process. The silky, cool, breathable fiber is a natural replacement for real silk because of its affordability and performance.

Latex: Latex is a milky white liquid composed of rubber particles dispersed in water. This material is whipped with air to form a foam, which is heated to produce foam rubber, or latex. The soft, supple products of a real foam rubber are what make our products superior Latex is inherently hypo-allergenic, antimicrobial and dust-mite resistant. Because it breathes to remove body moisture, it keeps you warmer in the winter, and cooler in the summer. Latex is not a plastic foam, like polyurethane or furniture foam. It is a denser product made of rubber to last a lifetime. Latex is applied to some Ashley rugs and recommended for tiled surfaces.

Canvas: Canvas is a strong, coarse unbleached cloth made from hemp, flax, cotton, or a similar yarn, used some backs of Ashley rugs.

Denim: Denim is a durable cotton twill textile, typically used to make jeans, overalls, and other clothing. To create denim fabric, the weft (horizontal threads) passes under two or more warps (vertical threads) threads. This process makes diagonal ribbing of denim that distinguishes it from cotton duck, another twill fabric.

WALL ART

Ashley offers a variety of wall art. Some pieces are printed on a stretched canvas , other pieces have giclee (pronounced jee-clay) effect which gives a painted, brush-stroked look, while some pieces are hand painted.

HOW TO SELL WALL ART

- Take time - let the customer connect with the piece of art
- Pick a favorite piece for each style (Modern, Traditional, Transitional, Contemporary)
- Make a point to show one of those pieces to your customer and explain why you love it and why it works well for the furniture they have selected.

WALL DÉCOR & MIRRORS

Wall Decor & Mirror materials include: metal, wood, paint, and glass. Some pieces are hand-made, so be sure to point those pieces out. Also, emphasize the value of the piece - great price, great size, and great quality

KEY TERMS

Diptych: two-piece artwork making up one SKU number.

Triptych: three-piece artwork making up one SKU number.

Framed Canvas: artwork within a frame, often made of wood.

Galley Wrapped Canvas: artwork wrapped around the sides of stretcher bars, allowing for a frameless presentation. .

Giclee (jee-clay): high-quality digital reproduction technique printed on canvas or paper.

Gold Leaf Embellishment: a thin metal gold leaf embellishment that is applied by hand which adds a metallic touch.

Hand Texture: a clear acrylic gel embellishment that is applied by hand which adds texture and dimension to the giclee to mimic paint brush strokes

PILLOWS

You can never have too many pillows as they can be used in many places. Think of the frames that do not ship with pillows such as motion, leather and starting price point sofas like Darcy. Add pillows to beds for an extra pop. Pillows are also great to add to current pillow sets or change the color palate or style of any room.

Ashley offers two different types of pillows; Filled Pillows & Pillow Covers:

Filled Pillows

- Moving forward, all new pillows will come filled.
- Look for zipper - point this feature out. Provides opportunity to add filling, easily wash/store & upgrade to down filling.
- Some will come poly filled and others a down blend - a polyester and feather down combination.

Pillow Covers

- Can be used to refresh the sofa/love - just put right over current pillows
- Inexpensive way to create a whole new look.
- Easy to store and quickly change
- Pillow Insert - good quality, down filled

PILLOW CONSTRUCTIONS

Knife Edge: the result of two pieces of fabric sewn together along all four sides. The pillow tapers into sharp corners.

Turkish Corner: similar in construction to the knife edge, but with tucked-in corners that allow the insert to fill the pillow to the edges for a plumper, fuller look. Also called pinch pleating.

PILLOW TYPES

Bolster Pillow: a long pillow, usually shaped like a tube.

Lumbar/Kidney Pillow: a rectangular pillow.

Pillow Cover: a pillow cover only, insert sold separately.

Pillow Insert: an insert that is used to fill pillow covers.

Pillow: a complete pillow, cover and filler sold together. Also known as throw pillows, decorative pillows, accent pillows and toss pillows.

GET CREATIVE WITH TOP OF BED

The trend with top of bed is to be more creative and express individuality with layering top of bed. Layering creates a comfy & cozy feel. Start with any top of bed set, then add the three piece bedding sets to create. Finally, add throws and blankets for more texture and color. As a final touch, add a tray to illustrate breakfast in bed or lounging with a nice glass of wine.

TOP OF BED TYPES

Bed Skirt: a decorative piece used to cover the box spring and legs of the bed. It sits between the mattress and box spring and hangs to the floor. Also called a dust ruffle.

Comforter: a bed covering filled with synthetic or down fibers. Drapes over the top of the mattress.

Coverlet: a lightweight bed covering that drapes over the top of the mattress.

Duvet Cover: a cover used on a duvet, open at one end with button or tie closures. The opening can be placed at the head or foot of the bed.

Duvet: a quilt filled with down, feathers or a synthetic fiber to be placed inside a washable cover (duvet cover).

Euro Sham: a decorative casing for square pillows. These are often placed behind the standard or king size pillow shams as a backdrop. They are also used in front of the standard or king size pillow shams as a coordinated set with a duvet cover.

Quilt: a woven or printed bedding that is typically made of three layers (top, filler and backing) all quilted together

Sham: a decorative covering for a pillow, often designed with trims,
flanges or cording.

MATERIALS & TERMS

Acrylic: a synthetic man made fiber which was created to mimic wool. Resilient & resistant to water damage and sunlight, it retains its shape and does not fade.

Cotton: a soft, lightweight & breathable fabric that can be woven into a wide range of patterns, colors, weights, and textures. Derived from the cotton plant.

Polyester: an easy-care, synthetic fiber that is machine washable, dries quickly, is wrinkle-resistant and takes dye easily. Often blended with cotton or other synthetic fibers.

Linen: a woven from flax yarn that is cool, breathable and durable. This is one of the oldest textile yarns.

Thread Count: the number of threads woven together per square inch of fabric. Higher thread counts yield softer, smoother and more luxurious fabrics.

Voile: a thin, plain-weave, semitransparent fabric of cotton, wool or silk.

Jacquard: a fabric design that's incorporated into the weave rather than printed or dyed on.

Matelassé: a soft, jacquard-woven fabric with a quilted or puckered surface appeared that adds dimension. Used most often in coverlets.

Percale: a closely woven plain-weave fabric used primarily for bedding. It is noticeably tighter than the standard type weave used for bed sheets.

POUFS

The pouf ottoman is not surprisingly present in modern interiors. It is a practical and versatile piece of furniture.

Pouf ottoman – a charming element of the furniture in any home

When properly selected, the poof ottoman can become a harmonious complement to the interior or a bright accent but in any case, it will be one of the first things to notice and will make any room more comfortable and stylish. One of the greatest advantages of the pouf is its versatility. It can be used throughout the home and has numerous functions – as a bedside table, or as a coffee table in the living room, a table for magazines or as a play table in the kids room. Leather ottomans will look great in a classic interior while colorful poufs will blend in perfectly in more eclectic designs.

Pouf ottoman – versatility and comfort

The wide range of colors and patterns of the different poufs will satisfy any taste. Besides that the pouf can be easily blended in the interior of the home it offers a lot of comfort. If you are looking for a pouf in a children's bedroom, look for soft models in the form of animals or fantasy characters. No child will remain indifferent to such a piece of furniture! Poufs made of leather will complement the hallway or the office and they are very easy to maintain too. Young people would always prefer to have a pouf ottoman instead of a traditional table because the pouf can be used as a chair as well as a lap top table or just moved from one room to another.

- Foot rest, tray holder, seating for a children's bedroom or a extra seat for the party.
- Adds a pop of color
- Zipper makes it easy to clean
- Light in weight, but sturdy enough to hold an adult with sinking.

THROWS

The throw blanket is a common accessory to furnishings. They're more than simply functional; they are style makers that add pattern, color and warmth to any room. They are lightweight, can be draped anywhere, and make fantastic housewarming and holiday gifts. If you have thought about adding a throw to a room but thought it was too complicated to work with, think again. There are a lot of ways to do it so it doesn't look sloppy. Here are some favorite throws that would be great in your home, or as a gift for someone special, as well as examples showing how to use them.

LIVING ROOM IDEAS

Protect chair seat cushions. Use a throw as a protective barrier on cushions. If you have pets who like to sit on your furniture, this is a great way to keep the pet hair off the seats.

Create a colorful back cushion. This is a great idea to add color to a neutral chair. Use a throw or two, draping it over the chair after folding it lengthwise. Then, tuck the bottom portions under the entire seat cushion to keep it in place. The bottom portion should drape over the front rail.

Over-the-arm, waiter style. One of the easiest ways to drape a thin throw is to fold it lengthwise and drape it over the arm. If it is too long after you fold it lengthwise, fold it in half.

Don't fold the fur throw. The great thing about using something as lush as (faux) fur is that it looks better messy! Don't try folding it, it is too thick. Simply drape it over the corner of your sofa, and play with the tucking a bit here and there.

The corner fold. For chaise lounges, try folding your throw lengthwise, then in half, and angle it on the corner of the edge of your seat cushion. Thin blankets work better for this.

The floating sofa drape. Drape your sofa with a throw so it looks good from the front and the back. Fold it length wise and drape it to the right side, the left side, or down the middle. Try placing a throw pillow in front of it because it makes it look complete when you can't see the crease.

Tight-back sofa throw-down. Open a thin throw and drape it across the back of a tight-back sofa. This type of sofa does not have separate back pillows to sink into, so the throw will hold its form better.

BEDROOM IDEAS

Use as a headboard throw. Drape a throw in a fun print over an upholstered headboard for a new look. Keep it in place using Velcro.

Guest room warmth. Make simple bedding look more personal by adding a throw. Just fold it lengthwise and drape it across the end of the bed.

Layer on the contrast. Give twin beds more attitude with a throw. If using solid bedding, add a patterned throw for a fun touch. If using a patterned bedding, use a solid throw to bring out a particular color.

Warm up a big bed. Try a throw blanket in a deep shade of brown to place on a king bed that has light bedding. It will make the large bed feel cozier.

Very furry equals very fun. Add Hollywood glamour with a big fur throw draped over your bed. Add silky sheets, and feel like a celebrity!

Tip: Make sure your throw is wider than your bed. This also works with smaller fur throws. Just use it at the foot of the bed.

Pull it up. Throws don't need to stay at the end of your bed. If you have a large throw, pull it three quarters up the bed, flat and you will add warmth as well as interest.

Outdoor luxury. This is the perfect weather for snuggling outdoors. If you are having a romantic party for two, or a larger gathering at night, have it outside while the weather is still warm. Drape faux fur throws over the furniture for a cozy feeling, and light up the candles.

TABLE TOP ACCESSORIES

Accessory is any item that adds to the attractiveness of one's home interior. Examples include bookends, candle holders, vases, boxes, photo frames, trays, bowls, decorative finials and sculptures

TIPS FOR USING ACCESSORIES

- Use trays to group similar items.
- Hang art 8-12 inches above a console to form an eye-pleasing connection. Overlap some pieces over the art.
- Simplify items to a similar size or hue in one spot. Contrast with the background for added pop.
- Use books, pedestals and boxes to lift frames and other items.
- Group objects in odd numbers and stagger is sizes.
- Use scale and height to guide eyes to particular pieces.
- For small spaces, vary size and shape for visual interest.
- Make and impact with multiples of a single item. For added interest, add smaller pieces without overpowering the primary display.

QUALITY TESTING

We start at the beginning. Our worldwide testing labs continually perform a variety of tests on our raw materials to ensure the quality of the "building blocks" we use to manufacture our furniture. We perform rigorous scientific analysis on existing and potential materials to make sure we are always on the cutting edge of technology. We also continually test our systems and processes to assure our construction and assembly methods meet our stringent specifications. Finished products are subjected to critical evaluations.

We have state-of-the-art equipment that is used to evaluate and monitor materials and products for durability, appearance, feel (hand) and overall performance. These analyses guide us to use the materials that best match the needs of our customers.

Ashley's clear and comprehensive approach to improving the quality of our products adds to our reputation as a "World-Class Furniture Manufacturer". Drawing from over 65 years of innovation, Ashley has become the largest manufacturer of quality furniture products.

Quality testing labs in Arcadia, WI; Ecru, MS; Leesport, PA; Colton, CA; Shanghai, China and Vietnam stay in constant communication as tests and product standards are developed and executed both in the lab and on the factory floor.

Ashley's objective is 100% out of the box quality and we work toward that goal every day.

UPHOLSTERY TESTING

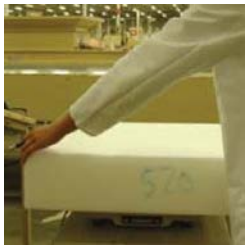
Break/Bend Strength Tester: Determines strength at various times (wood, structural steel, floor rails). This device subjects materials to concentrated force. This test consists of many variations, and is used to evaluate (1) Break strengths for all types of wood materials, fasteners and glue. (2) Bend strengths for metal rails and structural steel.

Abrasion Tester: Determines cover material abrasion resistance. We use these tests to find fabrics that are likely to provide long term durability. Ashley follows American Home Furnishings Alliance (AHFA) and American Society for Testing and Materials (ASTM) testing procedures by performing Abrasion tests to both directions of our fabrics. This test rubs the face of the fabric against a wire screen for thousands of cycles.

Physical Properties Tester: Tests properties of various materials (seam, fabric and tear strength). Ashley follows AHFA* and ASTM** testing procedures by performing tensile tests, seam breakage tests, elongation tests, and tear tests to both directions of our fabrics. It is very effective in showing if a fabric has weaknesses in physical strength that would become apparent during assembly or during use by the customer.

Dynamic Seam Fatigue: Determines resistance to seam separation. We test our sewn seams to improve the quality consistency of our products. Ashley follows AHFA and ASTM testing procedures by reforming Dynamic Seam Fatigue Testing to all direction combinations (Warp/Warp, Fill/Fill, and Warp/Fill). This test fatigues the seams by dropping a calibrated weight thousands of times.

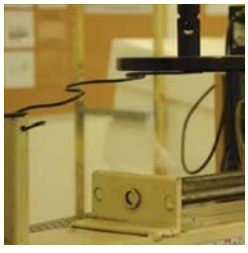
Cushion Firmness: Determines compression/firmness of the cushion. This test ensures consistency and quality of the cushion by ensuring the cushion is not too soft or too firm. Ashley believes in a "Just Right" feel for our cushions. Our Design department chooses a specific grade of "Firmness" from 4 different choices, and then matches it with the rest of the seating system. Ashley tests foam pours seeking correctness and low-variability in consistency. After a break-in period of use, the cushion will soften slightly.



Cushion/Fiber Density: Measures density of the cushion/fiber. These tests ensure durability of filling materials by ensuring that cushion and fiber densities are within specifications. Density is a measure of how much active ingredients (versus air) are in a cushion. Our vendors know we expect consistency and durability. To get it, Ashley inspects its pours of foam and batches of fiber to find the right amount of the correct materials in its furniture products.

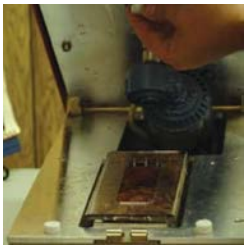
Fiber Resilience/ Durability: Determines loft and resiliency of cushion fiber. This test ensures long-term durability by evaluating the ability for loose polyester fiber to recover its loft after being crushed through use. Ashley performs resilience and durability testing of all our fiber types. We use benchmark tests to find materials that are likely to provide minimal loss after repeated test cycles.

Bouncing Test: Evaluates cushion durability, frame integrity and seat deck durability. This test consists of many variations, and is used to evaluate cushion and fiber durability, frame integrity, seat-deck durability, etc. Weights are dropped onto the materials for cumulative cycles.

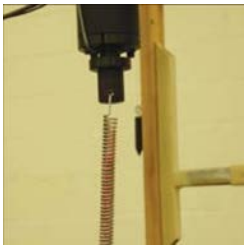


Seat Spring Compression/Firmness: Determines compression of seat and back springs. Ashley recognizes the springs to be an integral part of the comfort of the entire seating foundation, and has set up testing parameters to monitor the springs attributes against our standards.

CASEGOODS TESTING



Crockmeter: Determines colorfastness when rubbed. This test determines the colorfastness of covers by applying wet and dry rubs.



Recliner Spring: Tensile Test Determines force to pull recliner springs. This test ensures consistency between motion furniture by ensuring the springs are not too weak or too firm for opening and closing the recliners.

Open Flame: Evaluates foam flammability resistance. This test ensures that raw materials meet flame retardancy requirements for open flame tests.

Leather Field Inspection: Our leather goes through stringent inspections at the supplier and at our cutting facilities. Some of these tests include the following: Colorfastness to crocking (wet & dry), Colorfastness to rubbing (wet, dry, and perspiration), Tensile and Elongation testing, Tear test, Cold crack resistance, Finish Adhesion, Blocking, Colorfastness to migration, Colorfastness to water spotting,

Recliner Mechanism Tests: Recliners weight tested for strength and durability. Pressure is applied against moving parts to test capacity. Power recliners are cycle tested for motor durability and longevity.

Standard Testing Devices: Assures that purchased components meet or exceed requirements. These testing devices are often utilized to determine holding strength of screws, staple, or glue.

Viscosity and Color Check: Inspect finishing materials to control samples on a regular basis. A viscosity check is performed on the retains that come from the supplier prior to production materials arriving. These retains will get checked for viscosity and color by our color computer. If the retain passes, it will get released for production.

Tip-Over Test: Tests Standard Safety Specifications for chests, door chests and dressers that provide clear guidelines and procedures to assure safety is built in all Casegoods. These laws contain stringent tests as well as labeling requirements intended to minimize accidents to children resulting from normal use and reasonable misuse.

Handheld Test: Determines appropriate levels of desired drag during the operation of the drawer. Digital data is collected and documented, then fed back to suppliers to drive product improvements. Data can be collected and improvements can be derived and documented.

Product Vibration: Test Simulates product vibration during transportation. This test imitates the vibration products will be subjected to as they are shipped via truck or rail container. Results drive package improvements to reduce damage.

Product Drop Test: Simulates product handling in the warehouse distribution cycle. Drop tests are conducted on products from different heights and orientations that could occur during the product handling process. Results drive package improvements to reduce damage.

Bunk Bed Testing: Testing regulations and law mandated by the federal government under F1427 Standard Consumer Safety Specifications for bunk beds. Ensures Ashley products meet various rules regarding bunk bed construction including, standard allowable gaps, maximum weight/duration, proper rail and ladder connections. These laws contain stringent test requirements intended to minimize accidents to children resulting from normal use and reasonable foreseeable misuse or abuse of bunk beds.

ENVIRONMENTAL IMPACT

For Ashley, environmental stewardship begins at home. We continually seek to recycle, reuse and replenish every day.

Ashley restored and enhanced wetlands totaling more than 87 acres, including farm land and an area formerly zoned industrial, at a cost to Ashley of more than $1.2 million. These investments allowed

Every year Ashley recycles: 65,000 tons of wood by-products. 300 tons of metal 45 tons of office paper. 3,000 light bulbs. 7,000 pounds of computer equipment. 18 trailers of plastic film. Over 400 trailers of corrugated cardboard. 100 tons of high density Styrofoam

Sustainable Practices: Wood as boiler fuel: Replaces 25 million cubic feet of natural gas. Clean burning natural gas is used for building heat and upholstery ovens. All of our finishes and most of our adhesives are water based which allows us to clean with water instead of petroleum-based solvents. We have realized a 99.5% reduction in our waste stream since 1994. Used oil that is re-refined into new oil: 12,500 gallons per year.

When "White" is Green: Ashley paints its plant interiors white to save on energy costs. Ashley saves 40% on lighting energy and it makes a nicer work environment. Ashley has made an initial investment of over $1 million in painting our new plants and additions, which will save on lighting energy costs forever.

Trees: Over 800 trees planted in community programs Over 1,000 trees and shrubs planted on the Arcadia campus. Tens of thousands of trees distributed for annual Arbor Day observance.

Energy Saving Projects: 350 solar light pipe devices have been installed to reduce lighting requirements Lighting in plants has been upgraded to new energy efficient fluorescent lamps. Began use of occupancy sensors which turn lights off when not needed. Standard motors have been replaced with variable frequency drives which reduce air compressor energy usage. Plant roof's have been retrofitted with anti-reflective material and more insulation – reducing the amount of energy needed for heating and cooling

Ashley's Green Fleet: APU's (auxiliary power units/generator): decreases emissions and fuel consumption Truck engines burn one gallon per hour at idle; whereas an APU burns 1/10th gallon. Bio-diesel fuel is used when available. Equipment is U.S. EPA smartway certified. Our 2008 motors can return cleaner air to the environment than what they intake

GENERAL CONSTRUCTION: CASEGOODS

HARDWOOD SOLIDS AND ENGINEERED WOOD

Conserving forest resources, hardwood solids and engineered wood products provide consistency and durability in the furniture industry.

SOLID WOOD

There are two primary categories of solid, natural hardwood used in the furniture industry; hardwood and softwood. Hardwoods come from deciduous trees (lose their leaves at the end of the season) and include maple, walnut and oak. Softwoods come from coniferous, or evergeen, trees and include cedar, pine and redwood.

In solid wood construction, boards are cut into narrow lengths with the grain pattern reversed. The pieces are then glued together to form the various widths and lengths and then finished.

To finish, stains are often used to alter the natural wood tones. Stains consist of thin pigments that are absorbed into the wood grain. Although a constructed piece is derived from a particular species of wood, it can then be finished to resemble another type of wood. For example, a table may be constructed using pine or another species of wood, and then finished with a mahogany finish to resemble mahogany

Advantages

- Value in the mind of the consumer
- Known to withstand the "test of time"
- Can be finished to resemble other species of wood
- Scratches, dings and stains can all be easily repaired or refinished

Disadvantages

- As weather conditions change, solid wood expands and contracts and is more likely to warp, split or crack
- Sunlight may discolor wood stains
- Even within the same tree, color variances exist

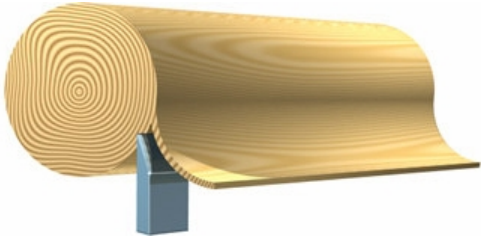
VENEERS

Veneer construction consists of a variety of woods that are sliced and then permanently bonded to an all wood frame, often engineered wood (MDF).

Veneering is the process of applying a thin sheet of material, usually wood, to the surface of another material, usually a less expensive piece of wood. This provides a more luxurious look and feel without the cost. Veneers have become a popular choice in comparison to solid wood as they can withstand temperature changes better and with the advancement in adhesives, are also much stronger and more durable than solid wood

Veneer Slicing

With a rotary cut, the log is centered on a lathe and turned while slicing the log at a slight angle. The sheets are then processed into wood veneers



Advantages

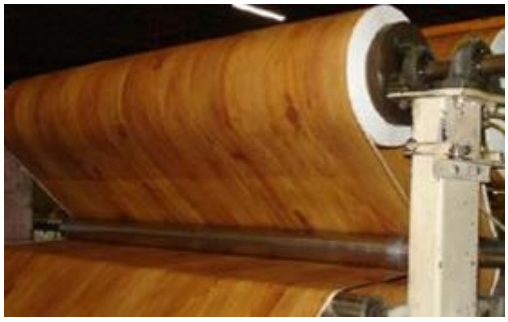
- Endless design possibilities
- Durable - surfaces not prone to splitting or seasonal movement
- Environmentally friendly with less wood necessary for construction so nothing is wasted
- Veneering comprises about 80% of wood furniture in all price ranges because of its strength and versatility

Disadvantages

- Difficult to repair since the substrate is so thin
- Edges may peel back or chip off
- Consumers they may still identify with old veneering techniques which lacked quality

DECORATIVE LAMINATE SURFACES

Laminate construction consists of Medium Density Fiberboard (MDF) or Particle Board (PB) that is compressed and then bonded with a decorative surface constructed with cellulose based, plastic based or melamine base materials with photographic reproductions of real hard-



wood surfaces, faux finishes or solid colors. The image quality is so high that it can be difficult to distinguish laminated surfaces from an authentic medium.

Advantages

- Attractive, photographic reproductions
- Long lasting and low maintenance
- Inexpensive with a variety of price points
- Compared to natural wood known to fade and have defects, laminate surfaces maintain color fasting and clarity for years and are free from pits, cracking or checking

Disadvantages

- Perception of being lower-quality than real wood, fake
- Difficult to repair or resurface

MEDIUM DENSITY FIBERBOARD (MDF)

MDF is widely used in furniture construction. To make MDF, softwood chippings from birch and larch are steamed until they become fine wood fibers. These fibers are then bonded together through the use of resins and pressed into boards with the application of heat. Both birch and larch trees are deciduous and have hard, close grain structures making them ideal for production of MDF. It is made up of separated fibers, (not wood veneers) but can be used as a building material similar in application to plywood. It is much more dense than normal particle board.

The name derives from the distinction in densities of fiberboard. Large-scale production of MDF began in the 1980s. MDF provides a very smooth, hard surface with extremely little variance. Compared to a soft wood species, MDF is much more stable, attractive, and resistant to humidity issues. This product can also be cut, drilled, filled, or machined without damage to its surface.

Advantages

- An excellent substrate for veneers
- An environmentally friendly product
- Less expensive than many natural woods
- Isotropic (no grain), so no tendency to split
- Consistent in strength and size
- Flexible. Can be used for curved walls or surfaces

PARITCLE BOARD

Used primarily as core material for doors, furniture, and cabinets, PB is often covered on one or both sides with veneer or another surface finish. Particleboard (PB) is a panel product made of sawdust and wood shavings bonded together by synthetic resin and pressed into sheets.

Particleboard has had an enormous influence on furniture design. In the early 1950s, particleboard kitchens started to come into use in furniture construction but, in many cases, it remained more expensive than solid wood. Once the technology was more developed, particleboard has become one of the nation's leading building materials.

ENGINEERED WOOD COMPARISON

Engineered wood selling points compared to solid timber are its price, its availability in large flat sheets and its ability to be decorated with melamine based overlays. However, it has several other advantages, one of which is its stability. Solid wood is prone to warping and splitting with changes in humidity, whereas engineered wood is not. This stability enables new design possibilities, without having to take into

account seasonal variations. Untreated engineered wood will disintegrate, however, when exposed to high levels of moisture. This problem is somewhat mitigated by laminating the engineered board on both sides with melamine resin to reduce moisture ingress.

The strength of engineered wood, in the context of the application and cost, has a distinct advantage over solid wood in furniture construction. Particularly in the sidewalls of cabinets, where stress owing to support of loaded shelves or appliances is compressive, engineered wood can be an excellent construction material.

Solid wood is more durable than engineered wood. Damage to solid wood can be repaired by removing and replacing damaged material then refinishing using known wood treatments that can be matched. Since engineered wood is typically covered with laminate or veneers to simulate the look of solid wood, it may be impossible to match the original finish. Damage to engineered wood can be difficult to repair, usually requiring replacement of the damaged MDF or particle board elements.

ORIENTED STRAND BOARD (OSB)

Oriented Strand Board is a widely used, versatile structural wood panel. Manufactured from waterproof heat-cured adhesives and rectangularly shaped wood strands that are arranged in cross-oriented layers, OSB is an engineered wood panel that shares many of the strength and performance characteristics of plywood.

OSB's combination of wood and adhesives creates a strong, dimensionally stable panel that resists deflection, delamination, and warping; likewise, panels resist racking and shape distortion when subjected to demanding wind and seismic conditions. Relative to their strength, OSB panels are light in weight and easy to handle and install.

OSB is produced in huge, continuous mats to form a solid panel product of consistent quality with no laps, gaps, or voids. Finished panels are available in large dimensions, minimizing the number of joints that can "leak" heat and admit airborne noise.

OSB is cheaper than plywood and has the strength and durability of plywood. Thus, it is becoming more widely used than plywood. OSB was introduced in the 1970s and steadily gained market share from plywood, surpassing plywood production in 2000. Today, OSB has 70-75% market share and plywood has about 25%.

Advantages

- Similar to plywood but more uniform and cheaper
- Aspen and Poplar tree species are used, but can also be manufactured from fast growing species and smaller trees
- It has more decay resistance than plywood

WOOD SPECIES

Characteristics of wood species commonly used in Ashley furniture construction.

ACACIA

Acacia grows in the mountain districts of southern New South Wales, Victoria, South Australia and is also found in Tasmania.

Other common names: Australian Blackwood, Tasmanian Blackwood, Blackwood.

Acacia is dark, golden brown with black streaking to pale brown with some red. Usually straight grained with even, medium to fine texture and some curly, interlocking grain with an attractive figure.

One of the finest Australian woods for cabinetry and is used frequently in the crafting of billiard tables, deluxe passenger rail cars and interior joinery. It is ideal for turnery and carving and has been successfully used for gunstocks. The highly figured pieces make excellent furniture. It can be cut into veneers and used for paneling.

ASH

There are 16 species of ash which grow in the eastern United States. Of these, the white ash is the largest and most commercially important.

Ash is a hard, heavy, ring porous hardwood. It has a prominent grain that resembles oak, and a white to light brown color. Ash resemples hickory, or pecan, which it also resembles, but is differentiated by white dots in the darker summerwood. Ash burls have a twisted, interwoven figure.

Ash is widely used for structural frames and steam bent furniture pieces. It is often less expensive than comparable hardwoods.

BIRCH

The largest of the North American birches. The tree usually reaches about 65 feet in height with a straight, tapering trunk generally about 30" in diameter. The Birch tree grows in North America. Other names are American Birch, Birch, Gray Birch, Silver Birch, Swamp Birch and Yellow Birch

A straight-grained wood with fine even texture. Heavy and very strong. Straight-grain lumber works well. however, swirly or irregular grain may be difficult to machine without tear out. Color ranges from cream to light brown tinged with red.

Typical uses for birch are cabinets, furniture, joinery, flooring, turning and high grade plywood.

CHERRY

Cherry is grown in the Eastern half of the U.S. It is sometimes called fruitwood. The term fruitwood is also used to describe a light brown finish on other woods.

Cherry was often used in original American colonial furniture. European cherry was also used for provincial furniture.

A moderately hard, strong, closed grain, light to red-brown wood, cherry resists warping and checking. It is easy to carve and polish.

Cherry veneers and solids are used in a variety of styles. It is often used to craft 18th century, Colonial and French Provincial designs.

The small pits in the wood are known as "gum pits," and are natural characteristics of cherry wood. Cherry wood is usually finished with a lacquer product, which creates a shiny appearance. When looking at this type of finish under a light, you will notice swirl marks that appear to be scratches. This is normal and is not a defect.

CHESTNUT

Commonly known as the American Chestnut, this species is commonly found in the Eastern United States.

Heartwood is light to medium brown, darkening to a reddish brown with age. Narrow sapwood is a well-defined and is pale white to light brown. Wormy Chestnut is also seen, which is chestnut that has been damaged by insects leaving holes and other discoloration in the wood.

The grain is straight to spiral or interlocked with coarse, uneven texture.

Common uses for chestnut are flooring, rustic furniture, shingles and reclaimed lumber.

MAHOGANY

The pride of South America, this tree grows to over 150 feet with trunk diameter over 72" above large buttresses. The Mahogany Genuine tree grows in Latin America.

Ranks among the finest cabinet woods. Exceptionally stable and clear with a natural luster. Moderately coarse texture. Requires filling to achieve a class smooth surface but accepts virtually all finishes with ease. Widely praised for its response to hand tools, power tools, and all woodworking procedures. Color ranges from yellowish brown to reddish or orange brown

Some Typical Uses: Furniture, cabinets, guitars and other musical instruments, interiors, boat building, pattern making, trim, entry doors, stairs.

MANGO

Mangifera indica is commonly known as Mango or Hawaiian Mango. It is typically found in tropical Asia or Oceania.

Because of the splatting that is commonly present, the wood can be a kaleidoscope of colors. Under normal circumstances, the heartwood (inner) of this tree can be golden brown, while other colors such as yellow and streaks of pink and/or black can also occur. The grain can be straight or interlocked with a medium to coarse texture and good natural luster. Curly molten grain patterns are also common.

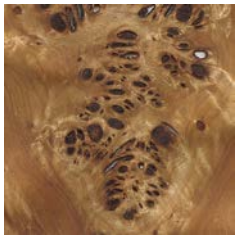
MAPLE

There are 115 species of maple. Only 5 commercially important species grow in the U.S. Two of those are hard rock maple and sugar maple.

Maple is hard and resistant to shocks. It is often used for bowling alley floors. Its diffuse, evenly sized pores give the wood a fine texture and even grain. Maple that has a curly grain is often used for violin backs (the pattern formed is known as fiddle back figure). Burls, leaf figure, and bird's eye figures found in maple are used extensively for veneers. The bird's eye figure in maple is said to be the result of stunted growth and is quite rare.

Maple is used extensively for American colonial furniture, especially in medium and lower priced categories. It can also be stained to simulate cherry wood, which it resembles.

There will be variations in the shading of the different pieces of wood and the different grain patterns. No two pieces of wood are the same. There will also be variations in the bird's eye patterns. Each piece of wood will have a different bird's eye pattern.



MAPPA BURL

Black poplar that is commonly known as Mappa Burl or Lombardy Poplar, is found in Europe, western Asia, and North Africa. It is also planted as an ornamental in North America.

The heartwood (inner wood) tends to be a light brown. The sapwood (outer wood) is a pale yellow to nearly white, and is not cleary demarcated, tending to gradually blend into the heartwood. The grain is generally straight to slightly irregular or interlocked. It is has a uniform, medium texture with low luster.

Commonly used for utility lumber, furniture carcasses, boxes and crates, plywood, and laminated construction lumber. Burls are used tfor drum shells, fine furniture, veneer, and inlays.

MINDI

Mindi has a density similar to Red Oak. On the Janka scale, a scale that rates wood hardness and mass mindi ranks at 1,055, while red oak ranks at 1,060. The difference in hardness between the two is almost imperceptible. Mindi is naturally resistant to decay and fungus as is cedar. Fresh-cut or mindi sap wood appears close to poplar, as it's yellowish with brown streaks. With exposure to light and closer to the heart wood, mindi grows darker in as in the colors found in teak or cherry. Its texture is coarse like oak, but it has tighter grain patterns than oak does.

The coarse grain of mindi sands smooth; it accepts stains and finishes readily. Dimensionally stable just like cedar, mind is not likely to warp or twist. Mindi responds to woodworking equipment with ease when cutting, milling, sanding and gluing. Working with mindi wood typically requires predrilled pilot holes for screws; do not drill holes within 3/4-inch of any edge or end. The grain, although straight, has large open pores that typical need filled with products that contain high-levels of particulates to ensure a smooth, glossy finish. If a rustic appearance is desired, mindi can be finished without primer to bring out the textured or rustic appearance.

Woodworkers favor mindi or white cedar for its workability. Primarily used by carvers for specialty items, novelties and small-scale turnings, some commercial dealers have imported larger amounts of mindi to use for flooring. Mindi, due to it's straight-grain, nearly knot-free texture, is also used for interior door and window trim, and to a lesser degree, moldings, cabinets and furniture, such as chests and boxes. The close-grain texture also lends itself to the manufacture of mindi veneers for specialty uses. Mindi dust may irritate eyes and skin. Wear breathing and eye protection when working with the wood.

OAK

Oak is the most widely used hardwood. There are more than 60 species of oak grown in the U.S., which can be separated into two basic varieties: white and red. Red oak is also known as black because of its dark colored bark.

Oak was the wood of choice for the Gothic furniture made in the Middle Ages. It remained popular throughout the seventeenth century. Quarter cut oak boards known as wainscot were brought to Northern
Europe as early as the fourteenth century. Traditionally, oak has been used for styles that require only a moderate amount of carving.

Oak is a heavy, strong, light-colored hardwood. Prominent rings and large pores give oak a coarse texture and prominent grain. Oak also has conspicuous medullary rays radiating from the center of the center of the trunk, which can be seen in quartersawn oak lumber.

In furniture production, oak is the most popular wood used to craft American and English country designs. It is also used for Gothic and William and Mary reproductions, as well as many transitional and contemporary pieces.

OKOUME

Found in Central Africa, primarily in Gabon,. Sometimes simply called Gabon, the wood is commercially important in the country of Gabon, where it is the principle timber species. Event though it's used exclusively in veneer form in the U.S., solid lumber is more common in Europe and Africa

The inner wood ranges from a pale pink to light brown. Color darkens with age. Narrow inner wood is grayish white and not clearly demarcated from the outer layer.

Common uses include veneer, plywood, boatbuilding, musical instruments, furniture and interior millwork..

PINE

Pine is softwood which grows in most areas of the northern hemisphere. There are more than 100 species of pine worldwide.

Pine (also fir) was used historically for structural components of furniture and drawer linings in Europe, as well as for simple country designs.

Pine is a soft, white or pale yellow wood which is light weight, straight grained and lacks figure. It resists shrinking and swelling. Knotty pine is often used for decorative effect.

Pine is often used for country or provincial furniture. Pickled, whitened, painted and oil finishes are often used on this wood.

POPLAR

Common names are Poplar, Tulip Poplar and Yellow Poplar. This wood is mainly found in eastern United States.

Heartwood (inner wood) is light cream to yellowish brown with occasional streaks of gray or green. Sapwood (outer wood) is pale yellow to white, not always demarcated from the heartwood. Can also be seen in meral stained colors ranging from dark purpe to red, gre or yellow, sometime referred to as Rainbow Poplar. Colors tend to darken upon exposure to light. Grain is typically straight, uniform with medium texture and low natural luster.

Among the most economical and inexpensive of all domestic hardwoods. Poplar should be affordably priced in the Eastern U.S. where it naturally grows.

WALNUT

Many species of walnut exist throughout the world, but the most common species in North America is Black Walnut. The tree grows abundantly across the continent, but doesn't yield as much wood as other larger species, such as oak and maple. Black Walnut's favorable working characteristics and rich color make it one of the most valued domestic lumbers. The heartwood of the tree ranges from dark tan to a deep chocolate brown, sometimes with streaks of purple and green hues. The sapwood is a very pale yellow, and can add a nice touch of contrast when incorporated in a project.

Black Walnut is semi-ring porous, with medium-sized pores throughout and larger pores at the edge of its growth rings. The wood has a low level of shrinkage when drying, and suffers very little seasonal movement. At 1000lbf Janka, the wood isn't exceptionally hard, but can stand up to a fair amount of abuse. Walnut is straight-grained and remarkably easy to work with in almost every application. The wood cuts and sands evenly, finishes nicely, glues well, and can be steam-bent with stable and predictable results.

Walnut is commonly used for furniture, flooring, countertops, and small projects. It has a higher price tag than maple and oak, but is still much less expensive than most imported lumbers. Certain boards, however, such as those with exceptionally even grain and those with heavy figure, can be much more expensive than standard grade walnut. The figured grain found in walnut isn't usually as expressive as the figure that maple can exhibit, but it can still add a bit of visual interest to a piece.

Lumber from the walnut tree isn't always cut into small boards. In some cases, large lengthwise cross-sections of the tree are sold as 'live edge' slabs. These huge boards are selected for their uninterrupted grain pattern and unique, natural shape. Live edge boards make excellent countertops, tables, shelves, and benches.

HARDWOOD SOLIDS

Hardwood solids, in particular, are cut from the trunks of deciduous hardwood trees. Among the most popular of these are oak and maple, which are commonly used for constructing furniture and cabinetry. And don't forget, no two pieces of solid wood furniture are the same, so your furniture will be completely unique. Look for hardwood solids in all types of furniture, including armoires, beds, and bar stools.

ASIAN HARDWOODS

Asian hardwood is also referred to as parawood, rubberwood, and tropical hardwood. Mainly from Southeast Asia, this wood is as strong as maple and is often referred to as Malaysian Oak because of its durability and strength.

The trees used for this wood are native to the Amazon region of South America. In the 19th Century their seeds were transported to England for germination and the resulting seedlings were brought to Malaysia and planted permanently (thus the name Asian hardwood).

25-30 years prior to being cut down for furniture construction. This ecologically friendly process has spawned the name rubberwood. Look for all three types of wood in a wide range of furniture pieces, including bar sets, ottomans, and dressers.

MOLDINGS, RESINS AND TRIMS

Molding, resins and trim are used in the home furnishing's industry to reproduce detailed, carved designs.

CAST RESINS

Cast resins have gained wide acceptance in the home furnishing's industry and are used to reproduce detailed carvings, which if hand carved in wood, would be cost prohibitive. The process requires a plastic mold created from a three dimensional model from either an antique reproduction or a newly carved prototype. Once the mold is ready, the resin mixture is poured into the mold, allowed to dry and is then finished. Resin easily accepts a variety of finishes and textures designed to resemble wood, stone or metal.

Advantages

- Can reproduce very detailed, ornate designs
- Cast resins will not chip, rust, stain or fade
- Low maintenance and easy to clean
- Lightweight, but strong material that is difficult to break
- Accepts a variety of finishes and textures to resemble wood, stone or metal

Disadvantages

- Cannot be refinished
- Difficult to fix if damaged

DRAWER CONSTRUCTION AND JOINERY

One of the most recognizable indications of quality in wood furniture is drawer construction. The type of joint built into the construction of the drawer adds to the stability of the furniture piece. The two most common joints are English and French dovetail, tightly machined joint types that will last for generations.

ENGLISH DOVETAIL

An English dovetail joint is a locking joint technique most commonly used in woodworking joinery. Noted for its resistance to being pulled apart (tensile strength), the dovetail joint is commonly used to join for example the sides of a drawer to the front. A series of pins cut to extend from the end of one board interlock with a series of tails cut into the end of another board. The pins and tails have a trapezoidal shape, providing a large surface area to which glue can adhere. Once glued, a wooden dovetail joint requires no mechanical fasteners. English dovetail joinery allows for the largest possible storage capacity. These characteristics contribute to its perception as an indicator of quality furniture construction.

The dovetail joint probably pre-dates written history. Some of the earliest known examples of the dovetail joint are in furniture entombed with mummies dating from First Dynasty of ancient Egypt, as well the tombs of Chinese emperors. The dovetail design is an important method of distinguishing various periods of furniture.

FRENCH DOVETAIL

The French dovetail is a method of joining two boards at right angles, where the intersection occurs within the field of one of the boards, that is not at the end. This joint provides the interlocking strength of a dovetail. Sliding dovetails are assembled by sliding the tail into the socket. It is common to slightly taper the socket, making it slightly tighter towards the rear of the joint, so that the two components can be slid together easily but the joint becomes tighter as the finished position is reached.

Used in:

- Specialty drawers with curved drawer fronts
- Joining shelves to cabinet sides
- Joining cabinet bottoms to sides
- Joining horizontal partitions to shelves
- Joining adjacent sections of expandable table frames
- Joining drawer fronts to sides

DADO JOINT

A dado (US and Canada), housing (UK) or trench (Europe) is a slot or trench cut into the surface of a piece of machinable material, usually wood. When viewed in cross-section, a dado has three sides. A dado is cut across, or perpendicular to, the grain and is thus differentiated from a groove which is cut with, or parallel to, the grain.

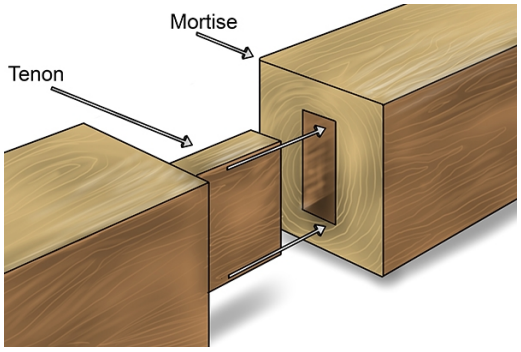
A dado may be through, meaning that it passes all the way through the surface and its ends are open, or stopped, meaning that one or both of the ends finish before the dado meets the edge of the surface.

Dados are often used to fix shelves to a bookcase case. Combined with a rebate (rabbet) on an adjoining piece, they are used to make the rebate and dado joint, used in case goods.

MORTISE AND TENON

The mortise is the cavity cut into a timber to receive the tenon, the projection on the end of a timber.

Simple and strong, the mortise and tenon joint has been used for thousands of years by woodworkers around the world to join pieces of wood, usually when the pieces are at an angle close to 90°. Although there are many variations on the theme, the basic idea is that the end of one of the members is inserted into a hole cut in the other member. The end of the first member is called the tenon, and it is usually narrowed with respect to the rest of the piece. The hole in the second member is called the mortise. The joint may be glued, pinned, or wedged to lock it in place.



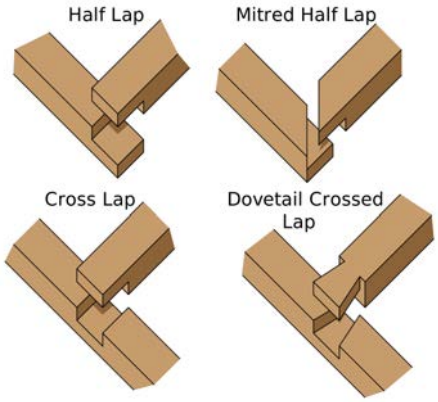
This is an ancient joint and has been found joining the wooden planks of the "Khufu ship", a 43.6 m long vessel sealed into a pit in the Giza pyramid complex of the Fourth Dynasty around 2,500 BC. It has also been found in archeological sites in the Middle East, Europe and Asia. In traditional Chinese architecture, wood components such as beams, brackets, roof frames and struts were made to interlock with perfect fit, without using fasteners or glues, enabling the wood to expand and contract according to humidity. Archaeological evidence from Chinese sites show that by the end of the Neolithic, mortise and tenon joinery was employed in Chinese construction. The 30 sarsen stones of Stonehenge were dressed and fashioned with mortise and tenon joints before they were erected between 2600 and 2400 B.C.

LAP JOINT

In woodworking, a lap joint is created when two pieces of wood are joined by overlapping them. A lap may be a full lap or half lap.

In a full lap joint, no material is removed from either of the members to be joined, resulting in a joint which is the combined thickness of the two members. It also requires a nail or screw to be effective. Not commonly used in furniture construction

LAP JOINT (cont'd)



In a half lap joint, material is removed from each of the members so that the resulting joint is the thickness of the thickest member. Most commonly in half lap joints, the members are of the same thickness and half the thickness of each is removed. It is used when joining members end to end either parallel or at right angles. When the joint forms a corner, as in a rectangular frame, the joint is often called a corner lap. This is the most common form of end lap and is used most in framing. For a half lap in which the members are parallel, the joint may be known as a half lap splice. This is a splice joint and is an alternative to scarfing when joining shorter members end to end. Both members in an end lap have one shoulder and one cheek each.

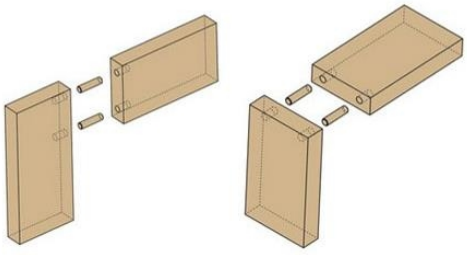
Used for::

- Internal cabinet frames
- Visible frames when the frame members are to be shaped

BUTT JOINT

A butt joint is a joinery technique in which two members are joined by simply butting them together. The butt joint is the simplest joint to make since it merely involves cutting the members to the appropriate length and butting them together. In furniture construction, some type of reinforcement is used, such as a biscuit or dowels in addition to glue to hold it together.

The dowel reinforced butt joint or simply dowel joint has been a very common method of reinforcing butt joints in furniture for centuries. They are common in both frame and case construction. The technique consists of cutting the members to size and then drilling a series of holes in the joint surface of each member. Holes are often drilled with the assistance of a dowelling jig which aids in accurate hole placement. The holes are drilled such that there are corresponding holes in each member into which short dowels are inserted with some glue. The joint is brought together and clamped until the glue has dried.



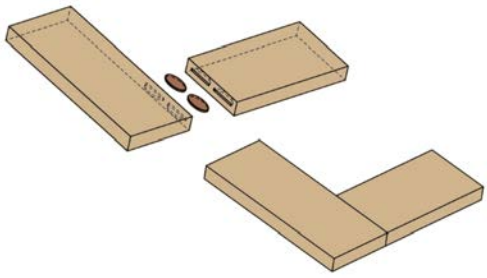
Used for:

• Frame joinery (eg. face frames, web frames, door frames, table legs to aprons, chair legs)

• Cabinet case construction (eg. carcase sides to top and bottom, fixed shelving/partitions)

• Panel assembly (for alignment)

The biscuit reinforced butt joint is a fairly recent innovation in butt joint construction. It is used primarily in case and frame construction. The biscuit is an oval shaped piece of specially dried and compressed wood, which is installed in matching mortices in both members of the joint. When the mortices have been cut, the biscuit is inserted with some glue and the joint is brought together, aligned and clamped. The biscuit absorbs some moisture from the glue and swells up in the mortice, creating a tightly fitting joint.



Biscuits are available in a range of sizes for different purposes. It is also common to use more than one biscuit side by side in a joint when members are thick.

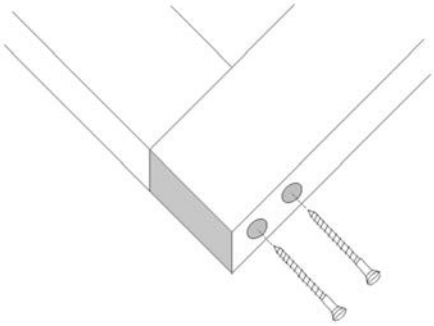
Used for:

• Frame joinery (eg. face frames, web frames, table legs to aprons, chair legs)

• Cabinet case construction (eg. case sides to top and bottom, fixed shelving/partitions)

• Attaching face frames to cabinets

The screwed butt joint uses one or more screws inserted after the joint has been brought together. The screws are usually inserted into an edge on the long grain side of one member and extend through the joint into the end grain of the adjacent member. For this reason, long screws are required (usually 3 times the thickness of the member) to ensure good traction. These joints may also be glued although it is not necessary.



In solid timber work it is common to counterbore a hole in the frame or carcase member to conceal the head of the screw. This also allows more of the body of the screw to penetrate the adjacent member for greater traction. After the screw has been driven into the joint, the counterbore can be filled with an appropriately sized piece of dowel or a wooden plug cut from an offcut of the same timber using a plug cutter. The screwed butt joint is common in both frame and case joinery.

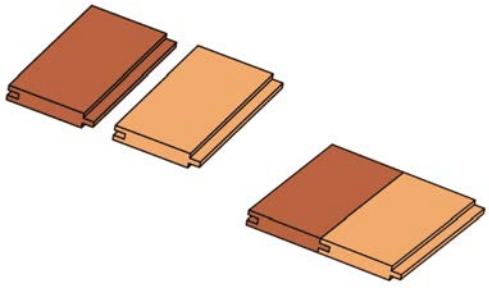
Used for:

• Frame joinery (eg. face frames, web frames, door frames)

• Cabinet case construction (case sides to top and bottom, fixed shelving/partitions)

TONGUE & GROOVE

Tongue and groove is a method of fitting similar objects together, edge to edge. Each piece has a slot (the groove) cut all along one edge, and a thin, deep ridge (the tongue) on the opposite edge. The tongue projects a little less than the groove is deep. Two or more pieces thus fit together closely. The joint is not normally glued, as shrinkage would then pull the tongue off.



WOOD FINISHING TECHNIQUES

Wood finishes provide a protective coating to a finished piece of furniture for protection from sunlight, chemical cleaners and scratches. Distressing techniques give furniture a time-worn.

WOOD FINISHES

Lacquers: Lacquers are quick drying and are widely used for their durability, ease of clarity and availability. The coating is easily damaged with chemicals such as nail polish, alcohol or extreme heat.

Polyurethane (PU): Tougher than conventional lacquer with more resistance to heat, moisture and chemicals. Available in shiny, matte or clear finish that is harder to destroy than lacquer but also more difficult to repair.

Modified Polyurethane (PU): Clear and tough. Used primarily on dining room tables for its durability. Provides the best protection against damage and scratches, sunlight, water and household cleaners.

DISTRESSING

Distressing, also known as antiquing, is used to give furniture a vintage, time-worn look. Distressing is done by applying a coat of stain, allowing it to dry and then distressing the furniture through the use of sandpaper and various tools. Distressing also allows for scratches and dings from normal use to be easily touched up.

It is important to point out as distressing is purposefully added to each piece. The most common areas that are distressed, are those that receive the most wear: dining room and occasional table tops, dresser tops, trim and moldings, chairs, seats and bar stools.

Rasping

Worm Holes

Cow-tailing

Shadowing

Over-spray

CASEGOOD HARDWARE ATTACHEMENTS

Metal to metal hardware attachments within a solid hardwood core for easy assembly and added stability.

Self closing hinges to prevent wood-on-wood contact.

Clear-coated to protect from water, finger oils and oxidation.

STONE & MARBLE

Used for centuries, each piece of natural stone will have unique designs and characteristics. The inherent character is as exotic as the parts of the world from which it comes. Natural stone adds a touch of elegance to home furnishings and is incorporated into many of our exquisite products such as tabletops, side tables, dressers and nightstands.

MARBLE

Marble is created from limestone rock deep within the earth. Over time, an enormous amount of pressure and heat is exerted on the limestone. Marble is created when the limestone material re-crystallizes and molds together.

Marble is a porous material susceptible to scratches and stains. There is wide color variation (beige, pink, green, black, white) with unique, one of a kind designs.

Marble is a luxurious, elegant stone with unmatched quality and value. Upon sealing, marble requires little care enduring a permanent shine.

SLATE

Slate is fine-grained rock created by millions of years of shale or volcanic ash deposits. The sediments settle to the bottom of oceans and rivers, creating layers, which, over time and increasing pressure transforms the shale into slate slabs.

Slate stone provides a warm, rustic feel in a variety of vibrant, earthy hues in darker shades of black, gray, maroon and green.

CHARACTERISTICS OF NATURAL STONE

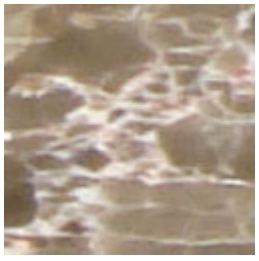
Natural imperfections such as veining, fissures, unevenness and pits may remain, even after the finishing and polishing process.

Fissures: small, hairline cracks appearing on the surface

Pitting or "pock marks": dry spots or small indents in the stone

Beauty marks: mineral deposit concentration appearing to have no finish

Veining: variations in color that resemble veins



CARE & CLEANING

Natural stone is inherently durable, but to ensure the lasting beauty of natural stone materials, regular care and cleaning techniques should be followed.

- The stone needs to be sealed with a stone sealer
- Natural stone cleaners and polishes should be used to maintain the stone's surface.
- Use coasters under drinks, especially if they contain juice
- Do not use vinegar, bleach or ammonia products to clean stone as they degrade the sealer and can scratch the surface.
- All liquid spills need to be blotted up immediately.

AT A GLANCE

Slate and Marble used to enhance looks of many Casegoods. Primarily mined from China and South Africa – known for unique, individual patters. *No two slate or marble pieces will be the same – specific pattern should not be guaranteed.*

Slate & marble are *cool to the touch*. This is a great way to tell the difference between real slate or marble and their faux alternatives.

Both are porous materials that will absorb liquids – *Ashley seals both slate and marble* to protect natural beauty and enhance durability and functionality

SLATE

- Fine grained stone with thin, smooth surfaced layers
- Irregular, multicolored
- Added for texture and enhance design
- Highly durable material resistant to spills and stains

MARBLE

- Wide range of colors and variations
- Polished to bring out natural elements
- Sealed for minimal care and enduring shine
- 3/8 Inch marble veneer over a marine grade plywood

GENERAL CONSTRUCTION: UPHOLSTERY

GENERAL UPHOLSTERY

The durability and cleanability of the upholstery fabric is one of our customer's primary interests when making a furniture selection so it is important that you educate your customer's on upholstery construction and cleaning techniques in order to help them make the best choice for their lifestyle.

UPHOLSTERY COMPOSITION & PRODUCTION

Upholstery fabrics are made from natural materials (derived from plant or animal sources), synthetic materials (man made from petroleum based chemicals), or a blend of both. Combining natural and synthetic yarns can create an upholstery fabric with the best characteristics of the materials.

NATURAL FABRIC COMPARISON

Silk is a luxurious, delicate fabric derived from the cocoon of the silkworm by twisting the filaments around each other to make a thread that can be used for upholstery fabric.

Wool is derived from sheep fur that is spun into threads, then woven into fabric. Wool is a durable fabric that resists fading and piling. It is scratchy to the touch, but offers great warmth.

Cotton is derived from the fluffy boll of the cotton plant that is spun into yarn and then made into fabric. Cotton is resistant to wear, fading and piling, but can wrinkle easily.

Leather is derived from the hide of a cow or skin from a reptile, mammal or bird. It is a flexible, breathable material that assumes body temperature.

SYNTHETIC FABRIC COMPARISON

Polyester fibers are made from petroleum derived chemicals that are dyed and then fed through a spinneret. The fabric is extremely durable and does not absorb moisture, while resisting stains, fading and wrinkling.

Olefin fabric is made from melted propylene and ethylene chemicals that are dyed and cooled, allowing it to solidify. Olefin is strong and durable, allowing for heavy wear while resisting stains, fading and wrinkling. Piling may occur if the fabric is warmed and rubbed.

Acrylic is derived from elements found in oil, coal, limestone and water and was created as a substitute for wool. The fabric dyes easily and is quite resistant to sunlight. Acrylic offers a very plush look and feel.

Polyurethane (Vinyl or PU) is derived from polyurethane and was created as a substitute for leather. It is a very strong fabric, that resists stains, fading and wrinkling and simulates the look of leather at a fraction of the cost.

Polyvinyl Chloride (PVC) was the first leather alternative developed for use as a fabric. The construction consists of layers of polyester -based fabric and polyvinyl chloride plastic. Manufacturers then dye the fabric a variety of colors and add coatings to produce matte, faux leather, and shiny patent leather looks. The result was the stronger, more resistant material.

CLEANING & CARE

The cleanability of the fabric is very important to our customers. Uniform cleaning codes have been developed by the textile industry so that consumers are aware of the appropriate cleaning method that is to be used on each of the various upholstery products.

In most cases, it is highly recommended to use only a damp cloth, without any solvents or detergents, for everyday cleaning.

The cleaning code can be found on the deck tag under the cushion of each upholstered furniture piece.

W--Use Water-Based Cleaner. Spot clean using the foam only rom a water-based cleaning agent or non-solvent upholstery shampoo. Apply foam with a soft rag in a circular motion. Vacuum when dry. Pretest a small area before proceeding.

S--Use Solvent Cleaner. Spot clean using a mild water free solvent or dry cleaning product. Clean only in a well ventilated room and avoid any product containing highly toxic chemicals. Pretest a small area before proceeding.

S-W--Use Water-Based or Solvent Cleaner. Spot clean with a mild solvent, an upholstery shampoo or the foam from a mild detergent. When using a solvent or dry cleaning product, follow the instructions carefully and clean only in well ventilated room

X--Vacuum Only. Clean this fabric by only vacuuming or light brushing to prevent accumulation of dust and grime. Water based solvent agents may cause shrinking, staining, or distortion of the pile and should not be used

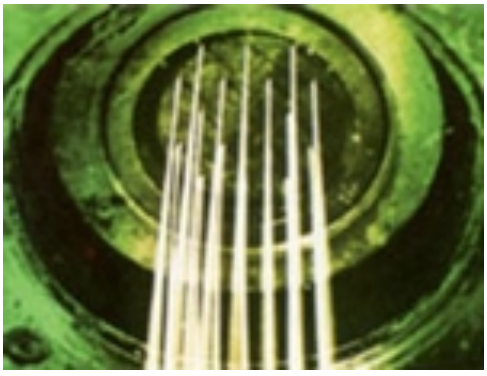
POLYESTER UPHOLSTERY

Polyester Upholstery is a man-made material that is the most durable of all our fabrics. It is soft, lightweight and resists stains, fading and wrinkling. Known for its color absorbing qualities, it is available in a wide variety of color options covering many of our best selling upholstered pieces.

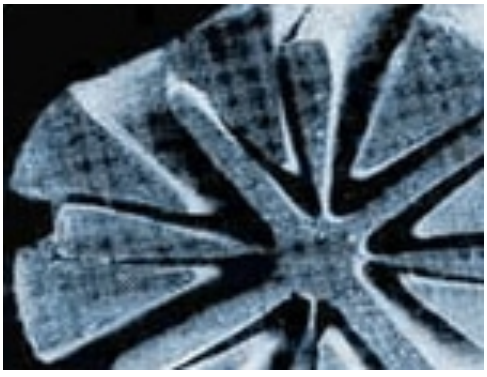
95% of the fabrics used in Ashley Furniture's upholstered products - Stationary and Motion - are Polyesters.

COMPOSITION & PRODUCTION

To produce polyester threads, petroleum-derived chemicals are dyed with color and drawn through a spinneret. The threads of chemical produced by the spinneret are cooled to become microfiber threads.



Each microfiber thread is one hundred times finer than a human hair. The threads are woven to produce polyester fabric upholstery. The fabric is soft to the touch, yet very durable.



VERSATILE & DURABLE

Polyester is very versatile as it can be created into many different, visually appealing styles and ultra-soft textures such as velvets, and chenille. Here are a few examples:

Durapella is the Ashley trademarked name for polyester microfiber commonly seen in the furniture industry. It is similar in look and feel to suede. with a soft and has a luxurious feel. Its comfort, as well as durability and cleanability qualities make it a top seller.

Durapella upholstery will show touch marks where the nap, or the raised fibers of the fabric, have been disturbed.

Durapebble upholstery is has a textured "pebble" grain. The texture alters the fabric's nap in a way that prevents touch marks.

Duracord has a suede-like feel, but with texture similar in look and touch to corduroy. The texture alters the fabric's nap in a way that prevents touch marks.

Duraplush padded variation of Durapella. A backing gives this fabric its plush, padded touch. This fabric will show touch marks in the nap.

Peyton is a 100% polyester upholstery fabric made from thicker fibers than microfiber. The threads woven to produce a soft, luxurious look and feel much like velvet. The nap created by Peyton fibers will produce touch marks.

Champion is almost a padded variation of Peyton. It is 100% polyester upholstery fabric made from thicker fibers and finished to give a wrinkled or membrane effect. The result is a higher pile of fibers that give this cover a soft, velvet-like feel. The nap created will also create touch marks.

Micro-suedes are polyesters with printed grain patterns on the fabric to simulate the natural grain found in suede leather.

Chenille can be made from cotton or synthetic fibers like polyester, acrylic or olefin. It is a soft an attractive fabric that is durable if cared for properly. Chenille is made with raised loops of yarn, called pile. There are both loosely woven, and tightly woven chenille fabrics. Most of Ashley's chenille fabrics are made of polyester.

Designs call also be printed or woven into many of the polyester upholstery fabrics such as chevrons, herringbones and basket weaves. In each case, pile and nap of the fabrics can be modified for look and feel.

Polyester tends to stand up well to sun exposure and daily use. It remains colorfast and releases water-based stains. It tends to hold its shape better than cotton, because the fibers have give and resilience; this helps to prevent the saggy look some sofas get as they age.

HOW TO CLEAN POLYESTER

1. **Remove** excess stain with a clean dry cloth.
2. **Dampen** the stain with a damp sponge or damp cloth.
3. **Apply** a conservative amount of low pH balance soap to soiled area. Soap must not cause suds, as this will leave a watermark or soap ring in the area.
4. **Clean** area with damp sponge in small circular movements until stain is lifted.
5. **Re-wipe** area with dry, clean cloth or dry sponge to remove excess water and soap.
6. **Gently rub** area with a soft bristle brush, such as a toothbrush, to rejuvenate the natural pile of the cover and allow it to breath and dry quicker.
7. **Re-wipe** area with a dry cloth, once again, to wipe cleaned area.

For more difficult stains, use alcohol in place of pH balanced soap. Very difficult stain need to be professionally dry-cleaned.

Disclaimer: while many stains can be cleaned using these methods, some stains require professional cleaning, while other stains may be impossible to remove.

LEATHER MATERIAL CLASSIFICATIONS

100% LEATHER

- Consists of Top Grain Leather in high use areas combined with split hides on the outside arms and backs.
- Top Grain Leather refers to the "top portion of the leather hide" that is the most supple, durable, and cleanable.
- Considered the premium in Leather Upholstered furniture
- Used primarily in Stationary Leather category.

LEATHER PLUS

- Consists of Top Grain Leather in high use areas combined with DuraBlend® (*see below*) on the outside arms and backs.
- Top Grain Leather refers to the "top portion of the leather hide" that is the most supple, durable, and cleanable.
- Reduces the cost from using split leathers.
- Used primarily in Stationary Leather category.

LEATHER MATCH

- Consists of Top Grain Leather in seating areas combined with PVC (polyvinyl coating) and/or PU (polyurethane) on the outside arms and backs.
- Top Grain Leather refers to the "top portion of the leather hide" that is the most supple, durable, and cleanable.
- Leather Match has the same "top grain" qualities as 100% Leather however the PVC versus Split Hides reduces the overall price point
- Used in all Leather categories: Stationary and Motion

DURABLEND®

- DuraBlend® is an exclusive trademarked brand for Ashley Furniture Industries.
- DuraBlend® blended leather is a material that contains ground, pulverized, shredded, reconstituted or bonded leather and is not wholly the hide of an animal and should not be represented as being 100% leather.
- DuraBlend® upholstery products feature a seating area made up of a combination of Polyurethane and/or PVC, Polycotton, and at least 17% Leather Shavings with a skillfully matched combination of Polycotton and Polyurethane and/or PVC everywhere else.
- DuraBlend® provides the consistent look and feel of 100% Leather or Leather Match at an economical price without natural markings.
- Used in all Leather categories: Stationary and Motion.

	100% LEATHER	LEATHER / DURABLEND	LEATHER MATCH	DURABLEND
STATIONARY	X	X	X	X
MOTION			X	X

LEATHER UPHOLSTERY

Leather is a natural material that is a renewable resource and will continue to be available. Leather comes in a variety of colors and textures creating appeal to the general population. It is cherished for its natural beauty, durability, and sense of extravagance.

LEATHER GRAINS

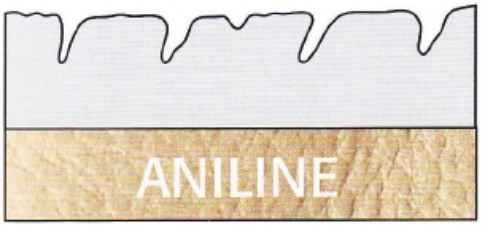
Top Grain upholstery is the strongest grain of leather. Made from the outermost layer of the hide.

Full Grain is a top grain leather that has not been mechanically altered. Taken from full hides having very few imperfections, the natural markings and character are displayed. Large hides from this grain are rare, making it a very expensive upholstery option.

Corrected Grain is top grain leather that is sanded or buffed to remove imperfections such as scars or bug bites from the hide.

Split Grain is the inner most layer of the hide. This layer has no natural grain, so patterns are pressed into the surface. Split grain has less strength than top grain and therefore makes a great material to cover the sides and backs of leather upholstered products.

LEATHER FINISH TYPES



Aniline leather is the most natural looking leather with the unique surface characteristics of the hide remaining visible. Aniline leather is colored only with dye and not with a surface coating of polymer and pigment . A light surface coating may be applied to enhance its appearance and offer slight protection against spillages and soiling.

Semi-aniline leather is more durable than aniline while still retaining a natural appearance. The increased durability is provided by the application of a light surface coating which contains a small amount of pigment. This ensures consistent color and imparts some stain resistance.

Pigmented Leather is the most durable and is used in almost all car upholstery. The durability is provided by a polymer surface coating which contains pigments. The surface coating allows the manufacturer more control over the properties of the leather, e.g. resistance to scuffing or fading. The thickness of the surface coating can vary.

ADVANTAGES OF BUYING LEATHER

COMFORT

- Leather is a natural material; making it an ideal choice for comfort.
- Leather has excellent temperature adaptation making it comfortable during the heat of the summer and cool of the winter.
- As leather ages, it becomes more supple.

CONFORMABILITY

- Leather conforms to your body shape and becomes more comfortable with use.
- Only leather ages so that it becomes more supple throughout the years.

UNIQUENESS

- Each grain of a leather hide is unique like a fingerprint – No one hide is exactly like another.
- Leather comes with its own distinctive markings and characteristics like branding marks, scars from barbwire, insect bite scars, stretch marks and fat wrinkles; making each purchase truly unique. None of which effects the strength or durability of the leather.

DURABILITY

- Leather has legendary tear strength, making it one of the strongest, most durable upholstery materials known to man.
- Leather's strength and elasticity gives it high ripping resistance.
- Lasts four times longer than fabric

CLEANABILITY

- Like our skin, leather has tight as well as strong fibers that prevent the penetration of dust, lint, animal hairs, or cigarette smoke.
- Leather is an ideal choice for those persons who are dust-sensitive or possess allergenic conditions.

FLAME RESISTANCE

- Leather is naturally flame resistant and will not readily burn or melt

LEATHER CARE TIPS

Avoid placing your furniture in direct sunlight (under windows or skylights). All materials will fade over time when placed in direct sunlight. Some leathers are especially sensitive to sunlight.

Maintain at least two feet between your furniture and heating sources. Prolonged exposure to heat vents and radiators may cause your leather to dry out.

Like all items in your house, leather can accumulate dust. You can fully remove dust particles from the surface with a soft cloth, making it ideal for dust sensitive people. Certain types of leathers perform better when preventative maintenance is practiced.

Use of general household cleaning products, chemicals and abrasives are not recommended as they can break down the leather's protective surface and cause damage. Never use harsh chemicals or cleaning agents (such as furniture polish, ammonia, or detergent soaps) on your leather furniture. Avoid all products containing solvents, silicones, or oils, as they may negatively affect the leather's surface

UPHOLSTERY FRAME

The life of an upholstered furniture piece begins with its frame. Although the underlying wooden framework cannot be seen in the finished product, it determines the quality of the final product.

CONCEPT AND DESIGN

The concept for the upholstered model originates in Ashley's design department where shape and design details are determined by current home décor trends and styles.

The design and engineering team first creates a computerized model of the piece using 3D software. This allows them to experiment with configuration details before determining final specifications.

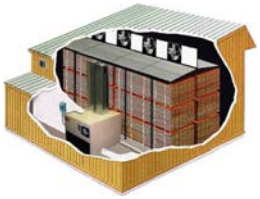
Once the design has been determined, it is first built by hand in the prototyping area. The completed piece is inspected and the design is evaluated for its expected popularity in the marketplace. If the design is a "go," it is placed into production.

COMPOSTITION AND PRODUCTION

The frame is the skeleton of the sofa. Ashley's sofa frames are constructed from kiln-dried hardwood and industrial-grade plywood or oriented strand board (OSB). *See hardwood solids and engineered wood for additional information.*

Hardwoods on All Critical Joints: Hardwood is used on all critical components, which eliminates the need to join these components by stapling them into end-grain products such as plywood. Advantage: This ensures the stability and durability of the sofa frame.

Kiln Dried Wood: Kiln drying removes moisture from the wood. Advantage: Prevents warping or cracking during humidity or temperature changes.



Hardwood Rails: Hardwood rails are used to create the sofa arm shaping. The nails penetrate into the hardwood rails. Advantage: This technique creates a very secure joint.

Mortise and Tenon Joints: Mortise and tenon joint construction is used at critical frame joints. In this type of joint, wood from one component is inserted into a slot in the other component. See *drawer construction and joiner for more information on mortise and tenon joints.* Advantage: Creates a very strong, stable joint to areas receiving the most stress.

A-Frame Back Brace Design: Ashley uses a-frame back brace design in Stationary Upholstery. The top of the upright rail meets the top of the backrest rail, and both are reinforced by a horizontal brace in the center, forming the A-frame. Advantage: The back of Ashley's sofas are sturdier and hold up to daily use compared to our competitors.

Seat Stretcher: Ashley has designed a seat stretcher in the Stationary Upholstery that is positioned low in the seat box which braces the front and back rack rails and helps support the spring clip rail. Advantage: Ensures that the customer won't feel the seat stretcher when sitting on the sofa. The seat stretchers used by some competitors are much taller, so anyone sitting on the sofa will feel it beneath the cushions.

UPHOLSTERY SPRINGS

Once the frame is constructed, heavy gauge steel springs are inserted into the frame to provide stability, support and comfort to the seating area.

Ashley's Sinuous Wire Spring System Ashley Furniture Industries uses the sinuous wire spring system. Sinuous springs are heavy, 8-gauge steel springs inserted into spring clips affixed to the frame. Sinuous springs are heat formed into continuous S-shaped wires also known as "No-Sag springs," "S coils," or "Zigzag springs". The springs are installed below the seat deck and cushions, supporting the weight of anyone sitting on the sofa. **Coated in Teflon** to prevent squeaking, the springs provide just enough resistance to provide a comfortable yet firm seating area.

Webbing If frame is the skeleton then suspension or webbing is the system of cartilages and muscles that run under the skin. It is called webbing because it comprises the fabric woven like a mesh to provide a strong and steady base to support the next layer of the upholstery components. While selecting the webbing, ensure that it provides elasticity and reinforces the areas that are prone to flex. Most commonly used webbing's are Black & White English, Jute, and Pirelli webbing. Webbing is found on most of our U-Series Leather Motion groups.

SPRING SYSTEM COMPARISON

Eight-Way Hand-Tied Springs: A technique that hand-ties coil springs together with twine allowing for wide range of movement as the springs move up and down and side to side. Customers often equate "hand" work with quality; however, this system is expensive, time-consuming and can only be done by hand. Equal in comfort and quality to sinuous springs.

Drop-In or Standard Springs: Mass-manufactured welded units that are manufactured cheaply. Considered to be of lower quality than sinuous and eight-way hand-tied spring systems.

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PERFORMANCE FABRIC

stay bright

100% Solution Dyed Material.

Due to the nature of the yarn the material will yield high performances for stain resistance, colorfastness to light and increased abrasion.

Excellent for High Traffic Areas

such as breakfast nooks or family room furniture.

Combine this with the subtle hand and affordable pricing this is truly a product that is great for the manufacturer and consumer alike.

Color Fastness & Anti-Fading

Nuvella is made from solution dyed synthetic fibers. In the solution dye process, dye is added to the molten polymer and extruded into colored fibers. This results into a 100% penetration of color into the fibers. The benefits of this process include dramatically increased color fastness to light and improved abrasion. This allows the home owner to be able to clean the material with bleach and not have to worry about a stain or fading issue. Cushions and pillow can be cleaned with bleach if heavy stains or mildew occur without having to worry about the material changing color.

clean easy

Clean & Care

For Light Stains or Soiled Areas:

- Blot the stained/soiled area with a dry cotton cloth or paper towel to remove excess moisture.
- Apply mild soap and warm water directed to the soiled area of the fabric with a soft brush or sponge.
- Rinse thoroughly.
- Air Dry.

For Stubborn Stains or Mildew:

- Add 1 cup of bleach per gallon of soap and water.
- Apply directly to the stain with a soft brush or sponge.
- Rinse thoroughly.
- Air Dry.
- If stains are oil-based, use some dishwasher liquid to remove the oil before proceeding as above.

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UPHOLSTERY CUSHIONS, PADDING & FILLS

Once a piece of upholstered furniture has its frame and springs constructed, padding and cushions are added to provide comfort, add shape, and to increase the sofa's durability.

FRAME PADDING

In Ashley's upholstered designs, the frame is given abundant padding so that the fabric doesn't rub the wood frame. This protects the upholstery fabric from wear and adds softness to the shape and feel of the upholstered furniture.

Heavy foam applied to outside edges of the arms and then topped with three-quarter layer of polyester Dacron padding for added softness. This enhances the sofa's shape and style. Bottom rails are padded with heavy UL-150 material The arm is then topped with a layer of fiber padding for added softness.

Advantage: In comparison, many other manufacturers use only a thin low-melt fiber padding in these areas.

CUSHIONS

Cushions are preselected, tested and manufactured with the seating story that best fits each style. There are four stories with Ashley Upholstery: High Resilient Foam, Layered High Resilient Foam, UltraPlush Seating, and Coil Seating

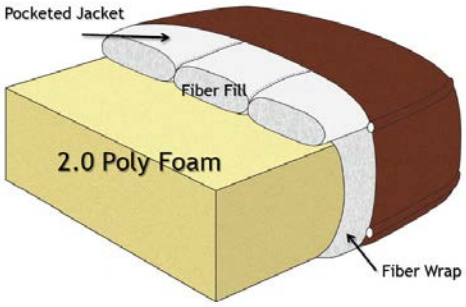
High Resilient Foam - 1.8 Foam Density Cushion Core: Foam density relates to the comfort, support and durability properties of the foam. Most of Ashley Furniture's seat cushion cores are cut from large bales of 1.8 density foam engineered to retain its shape and resilience through years of everyday use.

The foam is then incased in a thick layer of polyester Dacron fiber for added comfort and thickness. *See Dacron Padding below.*

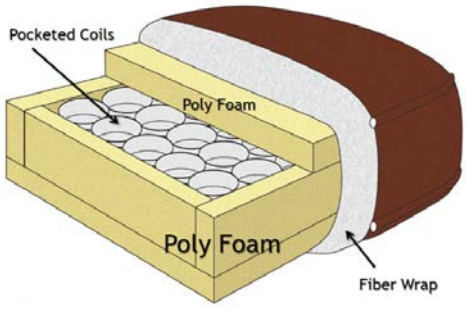
Advantage: Many competitors use lower density foams that are between 1.5 to 1.67 density.

Layered High Resilient Foam: This foam core is found primarily in our U-Leather Series Motion and is considered an upgrade from High Resilient Foam. It consists of a 2.0 Density foam core, layered with a 1.8 Density foam and polyester Dacron.

UltraPlush Seating -2.0 Density UltraPlush Cushion Core: Higher density foams better retain their ability to provide support, rebound quicker and offer extended durability. The foam cushion core is encased in a zippered Poly/Cotton jacket with pockets sewn on top and bottom for even fiber distribution. Typically the seams in the poly cotton jacket are referred to as "channeled".



Coil Seating: Coil Seating is both durable and luxurious. It features individually pocketed coil springs encased in a resilient composite fiber, then wrapped with another layer of plush fiber. This level of construction and value creates our "Better" price level in upholstery.



Dacron Padding: The cushion foam is wrapped in Dacron padding to add softness, and inserted into the cushion case. This Dacron layer also keeps seams straight and fabric in place. Ashley's cushion cases use zippered closures, which allow the customer to easily adjust the cushions in the future if necessary.

FILLS

Dacron Fiber: Most backs and pillows are filled with Dacron fiber fill in a process called "blow-filling." The machine is calibrated to blow exactly the right amount of filling into the upholstered pillow case providing the best shape and feel.

VIRGIN DACRON: It is important to note that all Dacron Fibers used by Ashley Furniture are virgin Dacron. Most competitors at this price point use recycled or semi-virgin Dacron that is made of recycled plastics and is less hygienic. Recycled and semi-virgin Dacron is less expensive and will break down more quickly than virgin Dacron.

Zippers on Cushions and Pillows: Zippers are added to Ashley's most backs, cushions and pillows to easily add additional fill material if necessary.

Memory Foam Mattress Sleeper: The new memory foam sleeper mattress is encased in an upgraded damask fabric ticking, in a warm neutral color tone. The mattress incorporates open cell foam technology that allows higher airflow, better recovery, and sleeps cooler than closed cell foam which traps body heat.

QUALTIY TESTING

Ashley Furniture Industries implements more quality control measures and conducts more product quality testing than any other furniture company.

During our upholstery quality testing, we continually evaluate the safety, durability and aesthetics of our products to meet the demands of our customers. *See Quality Testing for more information.*