

The Ashley Brand



Ashley was founded in 1945
Privately held company headquartered in Arcadia WI
20,000+ employees in the USA and around the world
#1 selling furniture store brand in the world
World's largest manufacturer of furniture and growing

We Design It

In-house designers and engineers react quickly to current trends

Occasional tables and accents are simultaneously developed with upholstery to create perfect match, design inspired add-ons to complete the room

We Build It

The combined square footage of manufacturing distribution capacity is approaching 11 million square feet, nearly 200 football fields

Ashley is the largest upholstery manufacturer in the world

Ashley employs "Lean Manufacturing" where reducing waste is of great importance, so that not only can costs be reduced, but quality can improve

We Stock It

Over 1.6 million pieces are in stock at the US distribution centers

By employing a married cover program, Ashley cuts down time of delivery and lowers costs

Furniture retailers are able to increase GMROI by reducing the most expensive investment - inventory

We Ship It

Daily deliveries from

to

A fleet of 800 tractors and 2000 trailers gives us the ability to deliver to 95% of North America weekly

30 million pieces are delivered annually

We Improve It

Total company investments in the past 5 years have exceeded \$50 million

Quality testing labs around the world allow us to continually analyze the quality of our raw materials, construction methods, and finishing processes

Ashley's Environmental Efforts

Ashley has realized a 99.5% reduction in its waste stream since 1994

Wasted wood products become boiler fuel, replacing 25 million cubic feet of natural gas

The Frame

Most Ashley frames are proudly made in the USA
All Ashley frames have a limited lifetime warranty
Frames are constructed from the following materials

Air Dried Hardwood and Plywood

Hardwood can be found on all the critical frame components, known as stress points

"Mortise and Tenon" joint construction in high stress areas

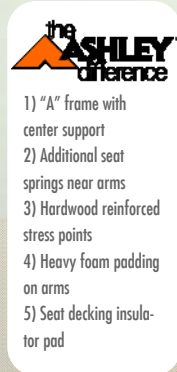
Industrial Grade Laminates

Laminate construction adds additional strength as well as design features

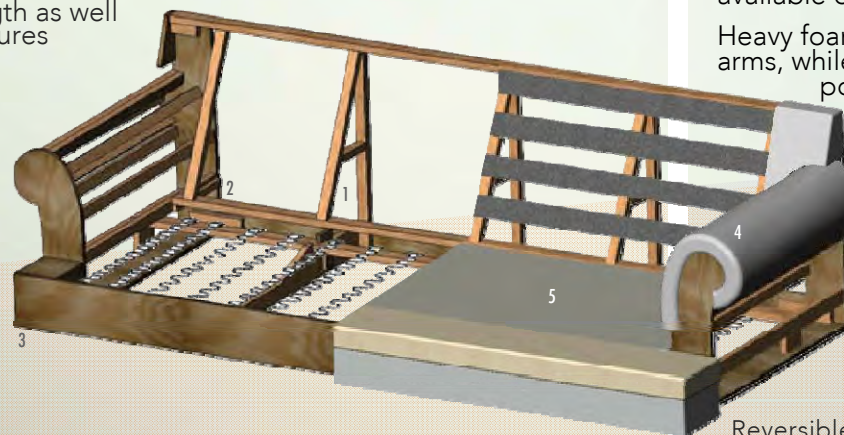
Premium MDF Hardboards

MDF is a furniture grade composite wood found in non-stress areas of the frame

Often used in home construction due to its high strength and stable properties, MDF is denser than plywood



- 1) "A" frame with center support
- 2) Additional seat springs near arms
- 3) Hardwood reinforced stress points
- 4) Heavy foam padding on arms
- 5) Seat decking insulator pad



The Springs

Ashley sofas use a sinuous, "no sag" spring design
All Ashley springs have a five year limited warranty

Seat springs are made from **8 gauge galvanized steel**

Four to five springs per seat, with an **additional spring** near the arms for added stability and comfort

Spring clips used in Ashley sofa's spring systems are **Teflon coated** to prevent squeaking, and are reinforced to the frame with solid wood



Sleeper sofas are available for many sofas and sectionals

Simple to use and extremely convenient

Available mostly in Queen and Full Size
3 Year Limited Warranty

Folded sleeper mechanisms replace seat springs on sleeper sofas and sectionals

Most sleepers feature a 4.5" innerspring mattress; Visco-Foam mattresses available on specific frames

The Cushions

All Ashley sofas and sectionals are made with TB117 flame retardant foam
Only a small portion of the competition can say the same

Cushion casings are engineered with zippered access, ability to flip or replace the cushion core easily

Single Sided Cushions offer a "Non-Slip" Velcro design

Double-Sided Cushions are available only on specific frames

Heavy foam padding is used on arms, while edge roll foam support can be found on all corners and points



Our standard cushion cores are made from **1.8 lb. density foam**

Blended fiber wrap on both sides help distribute weight and add comfort

Similarly priced competition known to use reclaimed fiber

Reversible cushion cores made from **2.0 lb. high density foam**

Blended fiber wrap on both sides help distribute weight and add comfort

Blended fiber sewn into the cushion and enclosed by denim fabric sewn to the welt of the cover

Cushion Types

We offer Good, Better, and Best cushion types



Individually pocketed coil springs, allowing for uniform shape and consistent support

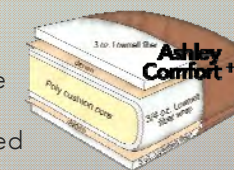
Foam-encased for stability and durability

Fiber wrapped for added comfort

2.0 High Resiliency cushion core retains support, provides extended durability and better rebound properties

Individually pocketed cushion jackets with conjugated fiber sewn pockets for even fiber distribution create luxurious plush seating

UltraPlush Comfort Seating offers ultimate comfort and support



The Covers

Fabrics

Cleaning Codes

W- Water based cleaners

S- Solvents; professional dry cleaning solvents

Microfiber - W

Polyester based performance fabric, our best seller

Comfortable and durable, clean with low pH soap and water

Varieties: DuraPella, DuraPlush, Textured Patterns, Velvet, Corduroy, Suede, Teddy

Polyurethane - W

Faux Leather performance fabric
Easy to clean, breathable, resembles leather

Chenille (sha-kneel)- W or S

Thick, soft fabric created from yarn that has a raised, tufted pile

Leather

As a natural raw material, the appeal of leather is found in its hand, natural markings and aroma

Leather is stronger than any other fabric cover, difficult to tear or puncture

Leather ages well, outlasting fabric four to one, all while developing a patina and becoming more supple over time

Leather Match sofas apply leather everywhere you touch, and expertly matched faux leather on the sides and back

Cleaning Code

E- Everyday leather, dust or wipe with clean cloth and condition twice a year

Top Grain Leather - E

Treated with Aniline or Semi Aniline dyes to highlight the natural beauty and markings

Partially corrected grain and coloring for uniformity

Very soft to the touch



Chenille fabric will often look different from different angles, a natural characteristic of chenille

Jacquard (jak-ard) - W or S

Fabrics with intricately woven patterns

Also known in traditional applications as a tapestry fabric

Often found on accent pillows and accent chairs



Stress welts on attached back cushions for durability

Baseball stitch on most covers for added strength

Zippered access on back cushions and padded arms for regulation and re-fill of fiber

Clean codes found on all Ashley frames under cushion

Performance Leather - E

Also known as Pigmented or Finished Leather

Opaque Base Coat and embossed grain applied to the hide

Performance leather is hard-wearing, durable, and easy-to-clean, ideal for families and pets as

Resistant to fading from light

Bonded Leather - W

Also known as DuraBlend

Performance fabric with a leather fiber backing; can be revealed to customer by unzipping the cushion cover

Looks and feels like real leather at a fraction of the price

Extremely Durable and Easy to clean

Selling Tips

Create the ultimate customer experience

Make a great impression - everything matters, focus on the other, and be your best self

Don't make it right, get it right! - processing, service, experience

Serve with empathy - treat others the way you would treat yourself

Connect with emotion - align, engage, commit

Take personal responsibility - not only the customer's experience, but also your personal success and satisfaction, are the result of you taking responsibility

Taken from "The Ultimate Customer Experience" by Scott McKain; 2011

Steps for High Performance Selling

Preparation - learn styles, options, good better best, advertised product, product relationships, and packages

The Quick Tour - ask "How familiar are you with our store?" tell the Ashley story and how your store is the best

Demonstration - this is show time, establish the value of the product, cater product features to the customer's emotions. Sell the house, sell the room, sell the collection, and settle on the pieces

Adding on to the sale - always attempt to add on appropriate merchandise, ask "How about this to go with that?", add on designer matched accent pieces, tables, lamps, rugs, and accessories, say "Lets take a look at other rooms", and if financing, say "The additional items will only be so much more per month"

Opening the sale - wait until customer's "land", use non-commercial line to encourage conversation, schmooze with customer, finally ask "What brings you in today?"

Gathering Information - determine what the customer wants and why, do this through careful listening, relaxed conversation, ask who, what, where, when, how and tell me

Closing the Sale - always be closing, be aware of the customer's objections, ask "Do you like it?" or "What do you think?", to determine if an objection is with the value or the budget, ask "Is it the item or just more than you wanted to spend?"

Build Personal Trade - help create the ultimate customer experience, follow up and request referrals and positive web reviews

ASHLEY STATIONARY POCKET TRAINER 2014



Ashley Marketing Specialist
Stationary Division

#1 Retailer of Furniture in the US
www.ashleyfurniturehomestore.com