BASIC PRODUCT KNOWLEDGE

Learning Objectives

By the end of this learning module, you should be able to:

- Identify the primary materials and finishes used to construct Ashley casegood products, and explain the features and benefits of each.
- Identify and demonstrate the product features and benefits of the Ashley GOOD, BETTER, and BEST casegood construction stories on the showroom floor.
- Identify the characteristics and benefits of both fabric and leather upholstered products sold in an Ashley HomeStore.
- Explain the construction components that set Ashley apart from its competitors regarding stationary sofas.
- Explain the construction components that set Ashley apart from its competitors regarding motion products.

Module Sections

Section 1 – *Casegood Materials and Finishes*

Section 2 – *Casegood Construction*

Section 3 – *Fabric and Leather Upholstery*

Section 4 – *Stationary Sofa Construction*

Section 5 – *Motion Construction*

Module Knowledge Check

Section 1: Casegood Materials and Finishes

Ashley has a rich history of designing and manufacturing beautiful, high quality casegoods at a variety of price points. The materials and finishes used play an important role in that process. They can be divided into four primary categories: *Laminates*, *Veneers*, *Natural Stone* and *Resin*. Each has its own unique look and value story.

Laminates

Laminates are constructed by using heat and pressure to apply a pre-printed or solid color decorative paper to an engineered wood like medium density fiberboard also known as MDF. MDF is used in our laminate process because it provides strong, stable construction with a smooth finished surface. To achieve the look of wood or stone, photographs of natural materials are used.

There are many benefits to using laminates. One of the primary benefits is that they're highly durable. The laminates Ashley uses are just as durable as products made of wood. They even have a fifteen year life span against wearing and fading. These casegoods are low maintenance and are less expensive than wood products with a similar look and design. Ashley Laminates can be classified in two different groups based on the technology used to construct them: 2D Laminates and 3D Laminates.

2D Laminates:

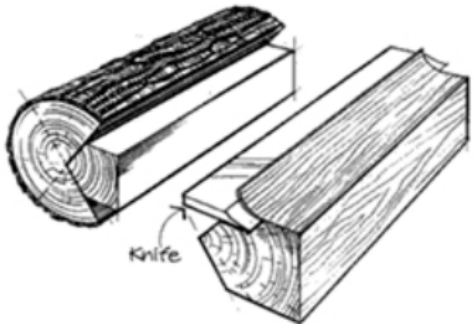
With 2D laminates, our finishing process first laminates the large, flat surfaces; then a foiling machine laminates the edges, leaving a seam. Decorative edging is sometimes used on the sides and edges for additional coverage.

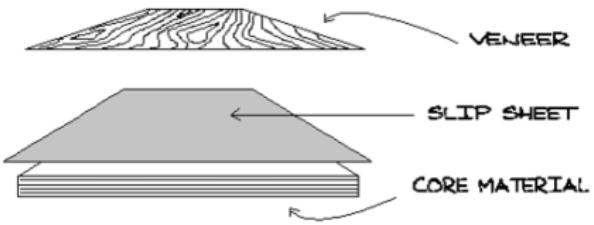
3D Laminates:

3D laminate technology differs from 2D technology in that a thicker laminate material is cut to size before it's adhered to the MDF. The laminate is wrapped around the product edges in a climate controlled bonding process similar to shrink wrapping, which leaves no visible seam. 3D Laminates can be bonded to products with various contours and shapes providing Ashley with style and design possibilities that would be unavailable with strictly wood products. The infinity edges and reflectiveness of this durable finish are also hallmarks of this technology.

Veneers

For customers who prefer the look of traditional wood, veneers provide a stylish, cost-effective all wood option. Veneering is the process of cutting a thin layer of wood and then applying it to the surface of another less expensive piece of engineered wood like particle board.





Typically, veneers are found on the large, flat surfaces of our casegoods like the sides and tops of our dressers and chests or on the panels of our headboards and footboards. Select solid hardwoods are used to construct the remaining components of each piece like the drawers, frames, and legs. This practice is used throughout the furniture industry to provide consumers with the best of both worlds: beauty on the top with durability underneath.

Veneers allow customers to achieve the look they want without paying the significantly higher cost of a solid wood product. Veneers are also much stronger and more durable than solid wood. They can withstand temperature changes and aren't prone to seasonal movement or splitting. Their use is not only cost-effective; it's also environmentally friendly as the amount of wood needed for construction is substantially reduced.

The use of veneers provides Ashley with endless design possibilities and unlimited finish options. As a part of these designs, various distressing techniques are added during the manufacturing process to mimic the beauty found in nature or to convey a sense of age or history. Distressing also allows for scratches from normal use to be easily touched up. **It's important to point out the special distressing features to customers since they were purposefully added to each casegood piece.** Some common distressing techniques are shown below.

PLANING / SKIVING

SAW KERF

WIRE BRUSHING

SHADOWING

OVERSPRAY

RASPING

WORMHOLES

COW TAILING

Distressing is added to high use areas like:

- Dresser tops
- Occasional table tops
- Dining room tables and chairs

Natural Stone

Ashley also uses stone materials like slate and marble to enhance the look and design of certain casegood pieces. These natural substances are primarily mined in China and South Africa and are known for their individual and unique patterns. No two slate or marble surfaces will ever be the same, so a specific pattern should never be guaranteed. It's important to point out to customers the natural features that make these stone materials so unique.

Natural marble and slate are cool to the touch, and although we usually think of stone as "hard," it's actually a very porous material that will absorb liquids. During the manufacturing process, Ashley seals both the slate and marble to protect the natural beauty and enhance the functionality and durability.

Slate is a fine-grained stone with thin, smooth-surfaced layers. By nature, slate has an irregular, variegated look with many different shades of color. Typically, slate tiles are added to casegood pieces to add texture and enhance the design, but slate is also a highly durable, non-porous material making it more resistant to spills, stains, and mold.

Marble is a luxurious, elegant stone that occurs in a wide range of colors and variegations. Marble components are polished to bring out the natural elements, and upon sealing, require little care to endure that natural shine. Typical construction of a marble casegood piece includes using a 3/8 inch marble veneer over the top of marine grade plywood.

Resin

Another material used in the construction of Ashley casegoods is resin. Resins are extremely versatile plastics or polyurethanes that are able to be molded or cast into various shapes and styles. Ashley uses resins to reproduce detailed carvings that would otherwise be cost prohibitive. This process requires using a plastic mold created from a 3D model from either an antique reproduction or a newly carved prototype. The resin mixture is poured into the mold, allowed to dry, and then finished.

Resin can be finished to resemble a variety of textures including wood, stone, or metal. Cast resins will not rust, stain or fade and are easy to clean. Although resin is lightweight, it's very strong and durable. The use of resin has allowed Ashley to reproduce detailed, ornate designs at affordable prices.

Learning Activity – Casegood Materials and Finishes

Use the content from the previous section to complete the activity below. Circle the name of the construction material that best fits each description.

1. A fine grained stone with thin, smooth-surfaced layers that add texture to a casegood piece. This material has an irregular, variegated look with many different shades of color. It is highly durable and is resistant to spills and stains.

   A. LAMINATE B. MARBLE C. RESIN D. SLATE

2. This extremely versatile plastic or polyurethane can be molded or cast into various shapes and styles. This material allows Ashley to reproduce detailed carvings, and it can be finished to resemble a variety of textures including wood, stone or metal.

   A. LAMINATE B. MARBLE C. RESIN D. VENEER

3. This material allows Ashley to offer a stylish, cost-effective all wood option by applying a thin sheet of wood to the surface of a less expensive engineered wood like particle board. This practice provides the best of both worlds: beauty on the top with durability underneath.

   A. LAMINATE B. MARBLE C. RESIN D. VENEER

4. A luxurious, elegant natural stone that occurs in a wide range of colors and variegations. This material is polished to bring out the natural elements, and upon sealing, requires little care to maintain its natural shine.

   A. LAMINATE B. MARBLE C. RESIN D. SLATE

5. This material occurs when pre-printed or solid color decorative paper is applied to engineered wood like medium density fiberboard using heat and pressure. This practice provides strong construction with a smooth finished surface. Products made with this material are just as durable as those made of wood.

   A. LAMINATE B. MARBLE C. RESIN D. VENEER

Section 2: Casegood Construction

The term "casegood" is generally used to describe bedroom or dining room furniture made of wood like dressers, nightstands, media chests, and dining room tables and chairs.

To meet the growing needs of our customers, the Ashley Casegood Division builds these products under three construction categories: GOOD, BETTER, and BEST. Each category has its own construction story which makes it easier to showcase the product's features and benefits for customers.

One of the many advantages of working for Ashley is that we have full quality control of the products produced, from the initial design, through manufacturing all the way to delivery. This knowledge makes demonstrating the product to customers a whole lot easier. Ashley Retail Sales Associates can just take a deep breath, relax and use the product's features as a guide. Let's take a closer look at each construction story.

The *GOOD* Construction Story

All of the casegoods within our GOOD construction category are made with medium density fiberboard, or MDF. MDF is sometimes referred to as engineered wood. It's used with frequency throughout the furniture industry, because it provides a smooth, attractive surface that is less likely to warp, crack or split than natural wood.

During the construction process, the MDF is covered with a laminate or decorative paper that has been saturated with resin and bonded to the MDF with heat and pressure. Using laminates helps us provide our customers with stylish, highly durable, low maintenance casegoods at a variety of price points.

The strength of the drawers at this price point is unparalleled. Customers need not worry about the bottom of an overstuffed drawer falling out, as the drawers are

constructed using a two-part epoxy glue which makes them stronger than drawers constructed only with the corner blocking or staples that our competitors use at this price point.

The drawers have nylon roller side glides that are riveted in place for extra durability. These glides allow the drawers to smoothly open and close with just one hand. Another added bonus within this construction story is that all of the drawers have finished non-snag interiors to protect the contents of the drawer.

The *BETTER* Construction Story

Casegoods manufactured under our BETTER construction story are made of a combination of solid wood and veneers. Typically with this type of "all wood" construction, the frames, drawer fronts and trim are made of solid wood while the tops and sides are constructed with wood veneers.

The drawers within the BETTER construction category have numerous features. You'll find either a center drawer glide or full extension, dual-sided ball bearing glides. Both help ensure that the drawers open and close smoothly and easily with a single hand.

Typically, the drawers are constructed using a combination of French dovetail joinery on the sides and English dovetail joinery on the back. The English dovetail is a "locking joint" where tightly tapered joints reinforced with glue provide maximum stability. The French dovetail is a "locking joint" where the drawer side slides upward into a groove in the drawer front that is reinforced with glue to provide additional support.

On the bottom of the drawers, you'll find corner blocking and silicone glue at all the stress points to provide extra reinforcement. Additionally, a secure-close system has been added to these casegoods to ensure that the drawers stay in place once closed.

The top drawers in this construction category are also lined with felt to provide an extra layer of protection for contents.

The *BEST* Construction Story

The BEST construction story is very similar to the BETTER construction story. These casegoods are also made from select hardwood solids and veneers. The drawers are large and deep, with full extension ball bearing or center drawer glides and, they're constructed with French and English dovetailing with finished interiors. But, that's not all; the BEST construction story includes some additional upgraded features.

Some drawers are constructed with English dovetailing on the sides as well as the back, which allows for deeper drawers and additional storage. Hidden features like felt lined jewelry trays and false drawer bottoms can also be found within the BEST construction category, and high fashion designs and multi-step, complex finishes set this casegood construction category apart.

As you can see, regardless of the construction category or price point, Ashley customers receive stylish, durable, high quality pieces. Helping customers understand that value is critical to the continued growth of the Ashley brand. To do so, just encourage customers to interact with the product, and walk them through the numerous features and benefits!

Important!

The GOOD, BETTER, BEST construction stories should be used by sales associates to guide and enhance presentations and demonstrations of product features and benefits.

Customers should NOT be advised of these categories. They should instead be **SHOWN THE VALUE** of the construction on each individual piece.

Product Exploration Activity for Casegoods

Using bedroom collections in the showroom, find an example of the following construction components, and write down the group or collection name and the price. Then, check the box of the applicable construction material.

1. Nylon roller side glides:

   GROUP NAME – _____ PRICE – _____

   CONSTRUCTION MATERIAL(S): ☐ Veneer ☐ Laminate ☐ Resin

2. Full extension, dual-sided ball bearing glides:

   GROUP NAME – _____ PRICE – _____

   CONSTRUCTION MATERIAL(S): ☐ Veneer ☐ Laminate ☐ Resin

3. Center drawer glide:

   GROUP NAME – _____ PRICE – _____

   CONSTRUCTION MATERIAL(S): ☐ Veneer ☐ Laminate ☐ Resin

4. A drawer constructed with two-part epoxy glue:

   GROUP NAME – _____ PRICE – _____

   CONSTRUCTION MATERIAL(S): ☐ Veneer ☐ Laminate ☐ Resin

5. A hidden feature like a felt-lined jewelry tray or a false drawer bottom:

   GROUP NAME – _____ PRICE – _____

   CONSTRUCTION MATERIAL(S): ☐ Veneer ☐ Laminate ☐ Resin

6. A drawer with corner blocking and silicon glue at the stress points:

   GROUP NAME – _____ PRICE – _____

   CONSTRUCTION MATERIAL(S): ☐ Veneer ☐ Laminate ☐ Resin

7. Finished non-snag drawer interiors:

GROUP NAME – _____ PRICE – _____

CONSTRUCTION MATERIAL(S): ☐ Veneer ☐ Laminate ☐ Resin

8. A piece with a felt lined top drawer:

GROUP NAME – _____ PRICE – _____

CONSTRUCTION MATERIAL(S): ☐ Veneer ☐ Laminate ☐ Resin

9. Drawers constructed with English dovetail joinery:

GROUP NAME – _____ PRICE – _____

CONSTRUCTION MATERIAL(S): ☐ Veneer ☐ Laminate ☐ Resin

10. Drawers constructed using French dovetail joinery:

GROUP NAME – _____ PRICE – _____

CONSTRUCTION MATERIAL(S): ☐ Veneer ☐ Laminate ☐ Resin

Product Exploration Activity:

Select a bedroom group in the showroom, and list the following information in the spaces provided.

GROUP NAME – _____ PRICE – _____

PRODUCT FEATURE 1: _____

BENEFIT TO GUEST: _____

PRODUCT FEATURE 2: _____

BENEFIT TO GUEST: _____

PRODUCT FEATURE 3: _____

BENEFIT TO GUEST: _____

Section 3: Fabric Upholstery

Polyester Fabric

The majority of fabric you see on your showroom floor contains polyester, which is a not only a very versatile fiber but also a very durable one. Polyester can be created in many different visually appealing and ultra-soft textures like velvet, chenille, microfiber, and more. And, not only is it comfortable and beautiful, it's durable, too. Polyester is very easy to clean, and it also resists fading, staining, and wrinkling. The term DuraPella® may also be used to describe this fabric, as it's Ashley's trademarked name for polyester microfiber.

DuraBlend® Fabric

DuraBlend® fabric is an exclusive trademarked brand for Ashley Furniture Industries. This soft, supple upholstery looks and feels like leather, but it's not. The material consists of polyurethane and/or PVC, polyester, and cotton with a backing made from at least 17% leather shavings. **It's an upholstery material, NOT natural leather and therefore should never be represented to customers as being such.**

DuraBlend® upholstery provides consumers with the look and feel of leather without the maintenance or cost of leather. These pieces also offer a more consistent look as they lack any of the natural markings that can be found with 100% Leather pieces.

NOTE: To locate the fabric make-up of a piece, just lift up the seat cushions and view the information on the attached tag below.

Learning Activity – Fabric Upholstery

Use the information provided in the previous section to match each fabric feature on the left to the appropriate fabric upholstery type on the right.

1. _____ Soft supple upholstery looks and feels like leather but it's not.
2. _____ Durable, easy to clean fabric that resists fading, staining, and wrinkling.
3. _____ Ashley's trademarked name for this type of fabric is DuraPella®.
4. _____ This fabric consists of polyurethane and/or PVC, polyester, and cotton with a backing made from at least 17% leather shavings.
5. _____ This fabric provides ultra-soft textures like velvet, chenille, and microfiber.

A. Polyester

B. DuraBlend®

Section 3: Leather Upholstery

Nature has given us one of the most popular, durable and comfortable upholstery materials in leather. Ashley has a wide selection of leather upholstery available in a variety of colors and a range of styles. There's a style, unique look, or color of leather for every consumer's needs.

It's important to note, however, that the majority of Ashley's leather products are constructed using Top Grain Leather, which is considered the premium in leather, on the interior or high use areas of each piece. For exterior areas, like the outside arms and back, a faux leather material like polyvinyl coating (PVC) or DuraBlend® fabric is typically used. Doing so reduces the overall cost for consumers without sacrificing comfort, style, or function.

Leather Benefits

There are many unique and valuable features and benefits to owning leather furniture. Some of the primary ones are listed below:

- Durability – Leather has many unique and valuable features. It's is one of the most durable and strongest upholstery materials known to man. It lasts four times longer than fabric, on average, and its strength and elasticity gives it high ripping resistance. Leather is also naturally flame resistant, so it won't readily burn or melt.
- Comfort – Leather stretches and conforms to your body, making it more comfortable with use. Because of its unique natural qualities, as leather furniture ages, it becomes softer and more supple. Instead of losing its shape or looking worn out, it tends to look more inviting over time. Leather also has excellent temperature adaptation. Unlike synthetic fibers, this natural material is porous, allowing it to easily acclimate to room and body temperature, making it a comfortable option whether it be the heat of summer or the cool of winter.
- Easy to Clean – Leather is very easy to clean, typically only requiring a light dusting a few times a year. And, like our skin, leather has tight, strong fibers that prevent the penetration of dust, lint, animal hair, pet dander, and cigarette smoke which makes it an ideal choice for those with allergies or dust sensitivity.
- Uniqueness and Style – Leather is a timeless classic that easily withstands the test of time. The clean, sophisticated look of leather furniture typically gives it more style longevity than fabric pieces that can go out of style more quickly. It should also be noted that each leather hide is unique, and no two are exactly alike. So, it's important to let customers know that each leather piece comes with its own natural markings, grain, and characteristics, making it truly one of a kind.

Natural Characteristics of Leather

There are several different types of natural characteristics that you'll want to familiarize yourself with listed below.

CHARACTERISTIC	DESCRIPTION
	**Branding Marks:** *Branding marks, or fire brands, are used as identification marks and are part of virtually every hide.*
	**Grain:** *The grain, similar to human fingerprints, is unique to each individual hide. It's the hallmark of full grain leather hides and can vary from hide to hide or even within one particular hide.*
	**Scars:** *Scars can occur from barbwire and insect bites and are evidence that the hide is indeed Top Grain. Hides with fewer scratch marks and scars are usually more expensive, but the marks do not affect strength or durability.*
	**Stretch Marks & Fat Wrinkles:** *Stretch marks occur as a result of giving birth and become a permanent marking on the cow, whereas fat wrinkles occur naturally in the loose skin around the neck and belly of all cows. The skin must be loose to allow the needed flexibility for grazing and growth.*

Leather Care Tips

To help customers maintain the look of their leather furniture, it's important to advise them of how to best care for their new leather furniture. Some helpful tips are listed below:

- Customers should avoid placing leather furniture in direct sunlight (under windows or skylights). All leather materials will fade over time when placed in direct sunlight, and some leathers are especially sensitive to sunlight.
- Customers should maintain at least TWO feet between their furniture and heating sources. Prolonged exposure to heat vents and radiators may cause leather to dry out.
- Like all items in a home, leather can accumulate dust, so to fully remove dust particles from the surface it's recommended to use a soft cloth.
- The use of general household cleaning products, chemicals, and abrasives are not recommended to clean leather furniture as they can break down the leather's protective surface and cause damage. Customers should never use harsh chemicals or cleaning agents such as furniture polish, ammonia, or detergent soaps on their leather furniture. They should also avoid all products containing solvents, silicones, or oils, as they may negatively affect the leather's surface.

Leather is an excellent cover choice for today's consumers. It comes in a variety of colors and a range of styles from traditional to contemporary. Taking the time to familiarize yourself with the different types of leather on your showroom floor will help you find the look your customers want and the comfort they desire, at the price they can afford.

Learning Activity – Leather Upholstery

Use the information provided in the previous section to answer the follwing.

Circle the correct answer.

1. This product consists of top grain leather in high use areas combined with polyvinyl (PVC) or DuraBlend® fabric on the outside arms and backs.

   A. 100% Leather B. Leather Match C. DuraBlend® Fabric

2. Which of the following upholstered products should NOT be communicated to customers as natural leather.

   A. 100% Leather B. Leather Match C. DuraBlend® Fabric

3. How many feet is recommended for customers to leave between their leather furniture and a heat source?

   A. 1 B. 2 C. 3 D. 4

4. Which of the following is recommended to use to care for leather products?

   A. soap and water B. furniture polish C. a soft cloth D. a wet rag

5. It's important to let customer know which of the following when purchasing leather products?

   A. no two leather hides are exactly alike making each piece unique

   B. each leather piece comes with its own natural markings, grain, and characteristics

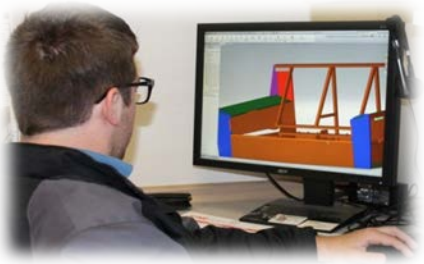
   C. leather should not be placed in direct sunlight or near heat vents or radiators

   D. All of the above

Section 4: Stationary Sofa Construction

Ashley Furniture Industries' sofa construction process is a highly organized effort involving hundreds of dedicated employees committed to producing a high quality product.

Design Process



Before any new sofa is manufactured, a virtual model is created in Ashley's Design and Engineering Department using 3D software. The look and concept for these models is based on consumer research, historical design, as well as current trends and styles.

Once the specifications of the virtual model have been determined, the next step is to build a prototype to be inspected by a team of representatives from Sales, Merchandising, Manufacturing, and Transportation. If the prototype passes inspection, it's presented to retailers at national and regional markets and tradeshows.

Sofa Production

Once a new sofa has been placed into production, the assembly process begins with the construction of the frame. Computer controlled routers and cutting equipment, operated by experienced employees, ensure that all frame parts are manufactured and assembled to the highest standards established by both the company and the industry. Overviews of some of the key frame components are listed below.

MORTISE & TENON JOINERY

One of the features of Ashley sofa construction that sets us apart from our competitors is the use of mortise and tenon joint construction 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.

D-Block Stretcher

Ashley has designed a special seat stretcher that is a concave D-shape. It braces the front and back rails of the seat box. The seat stretcher ensures that when customers are sitting on the sofa, they won't feel like they're sitting on wood or like they're "bottoming out" onto the frame.

A-Frame

Another competitive advantage of Ashley sofa construction is an A-frame back brace design that strengthens the integrity of the entire frame. The back of Ashley sofas hold up well to daily use and are sturdier than those of our competitors, because the top of the upright rail meets the top of the back rest rail and is reinforced with a horizontal brace in the center forming the A-frame.

Spring Clips

Spring clips are the small metal clips that attach the sofa springs to the clip rail. These clips allow the springs to move up and down. Because the sofa springs bear the weight of the individual sitting on the sofa, Ashley's spring clip rail was specially designed to support the springs and maintain the integrity of the seating area. By 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.

L-Block

The L-Block supports the spring clip rail and prevents it from twisting out of position. In this way, it protects the seating area from "bottoming out" and prevents loose or squeaky springs.

Sinuous Springs

Once the frame has been constructed, seat springs are added to provide a comfortable and long lasting foundation. Ashley uses a sinuous, or 'S'-shaped, wire spring system that helps prevent sagging. These wires are coated in Teflon to prevent squeaking. Ashley's design goes the extra mile by doubling the springs near the side arms of the sofa to decrease the distance between each spring. Doing so prevents the person sitting on the sofa from rolling into the arm and prevents the cushion from sliding down into the edges of the sofa.

Padding

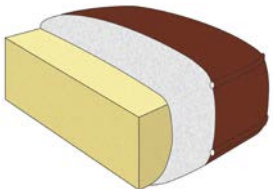
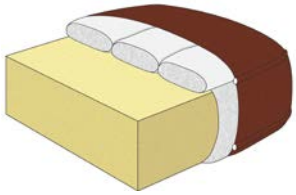
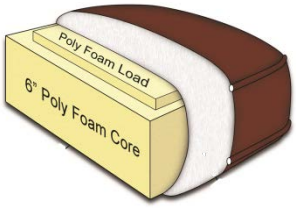
At Ashley, various types of padding are added to the wood frame to soften the edges, to provide additional comfort, and to enhance the sofa's shape and style. For example, heavy foam is applied to the outside edges of the arms and then topped with a three-quarter inch layer of Dacron padding, or polyester fiber, to add softness. By comparison, many competitors only use a thin half inch layer of padding in these areas. Once the padding has been attached, upholstery cut from a variety of natural or synthetic leathers and fabrics is added. Quality control ensures that all leather and fabrics meet the highest design, color, comfort, and durability standards.

Stress Welt

Another special feature of Ashley sofas is the stress welt. Stress welts are the covered cords on the back of the sofa that not only decorate the seam, but more importantly provide security and strength in an area that would be otherwise exposed to tearing and ripping.

Sofa Cushions

The assembly process ends when the seating area is prepared with cushions and pillows to provide both style and comfort. Every sofa is preselected, tested, and manufactured with the seating story that best fits each style. This makes it easier to find the perfect sofa for customers! There are four primary types of seating comfort at Ashley: *High Resilient Foam*, *UltraPlush*, *Coil Seating*, and the *5 Layer Cushion*.

CUSHION TYPE	FEATURES & BENEFITS
High Resilient Foam 	❖ *Features a 1.8 high resiliency cushion core* ❖ *Encased in a thick layer of polyester Dacron fiber for added comfort and thickness* ❖ *Dacron layer helps to keep the seams straight and the cushion fabric in place*
UltraPlush 	❖ *The ultimate choice in seating* ❖ *Features a 2.0 high resiliency cushion core for maximum comfort and support* ❖ *Cushion's jacket is channeled with individual pockets containing blown polyester foam to allow cushions to be rejuvenated or re-fluffed when needed*
Coil Seating 	❖ *Features individually wrapped coil springs that are fully encased in resilient foam for both stability and durability* ❖ *Coils are fully wrapped in plush polyester Dacron fiber for added comfort.* ❖ *Coil cushions provide customers with a uniform shape and consistent support*
5 Layer cushion 	❖ *Provides a soft, deep, comfortable seat with a 6.5 inch Poly Foam compression core.* ❖ *Features a Poly Foam Load on the top and the bottom of the compression core.* ❖ *The entire cushion is wrapped in low melt fiber wrap to help distribute the weight and add comfort.*

Learning Activity – Stationary Sofa Construction

Match each sofa feature on the left to its function and purpose listed on the right.

1. _____ Supports the spring clip rail and keeps it from twisting out of position preventing loose or squeaky springs.
2. _____ Ensures customers won't feel like they are "bottoming out" or sitting on wood.
3. _____ Decorates the upholstery seam and provides security and strength in an area prone to tearing and ripping.
4. _____ Creates a stronger bond with interlocking wood parts at critical frame joints instead of just glue and staples.
5. _____ Prevents sagging and when doubled near the arms, prevents rolling in while keeping the cushions from sliding down.

A. D-Block Stretcher
B. Mortise & Tenon
C. Sinuous Spring
D. Stress Welt
E. L-Block

Match each cushion feature on the left to the appropriate cushion type on the right.

6. _____ Features a 1.8 high resiliency cushion core encased in a thick layer of Dacron fiber to help keep the seams straight and the cushion fabric in place to maintain both the style and the comfort.
7. _____ Features individually wrapped coil springs that are fully encased in resilient foam for both stability and durability. The coils are then wrapped in Dacron fiber for added comfort and a consistent shape.
8. _____ Features a Poly Foam Load on the top and the bottom of the 6.5 inch Poly Foam compression core, and the entire cushion is wrapped in low melt fiber wrap to help distribute the weight and add comfort.
9. _____ Provides luxurious comfort plus extended durability with a 2.0 high resiliency cushion core and channeled jacket pockets to allow the cushions to be rejuvenated when needed.

A. UltraPlush
B. Coil Seating
C. High Resilient Foam
D. 5 Layer Cushion

Section 5: Motion Construction

Motion furniture is the number one choice for consumers seeking comfort and relaxation. Reclining chairs, sofas, and loveseats can be a great addition to any home. They serve as the ideal place to put your feet up, relax, and let the stress of the day melt away. And, the unparalleled comfort of these pieces isn't the only selling point. There are a number of additional benefits to owning reclining furniture. The health benefits associated with elevating your feet include reduced pain and discomfort, as well as improved circulation, just to name a few. Many Motion pieces also offer head and back support in addition to decreasing the pressure on lower joints. In fact, customers who purchase these pieces are often so satisfied that they continue to purchase Motion again, and again.

Frame Construction

One of the biggest competitive advantages Ashley has over many of its competitors is the use of powder coated, unitized steel seat boxes that cover the entire perimeter of the seat for maximum strength and durability. They also feature all metal construction from the footrest all the way down to the floor.

The reinforced steel seat box is then surrounded by a wood frame engineered with Oriented Strand Board, or OSB to achieve optimal strength and frame integrity. The corner blocking and multi-directional wood fibers of the OSB on the frame provide load-bearing stability while steel L brackets reinforce arm stability and overall frame strength.

As with stationary sofas, Ashley uses a sinuous, or S-shaped Teflon™ coated wire spring system on its Motion pieces to help prevent sagging and squeaking. Two weight distribution bars are added under the springs instead of using only a single bar like many competitors. Doing so helps balance the weight distribution on the seat for even wear and friction which maximizes the piece's lifespan.

These durable frames are covered with various types of padding to soften the edges and provide additional comfort, shape, and style. For example, crimped polyester fiber or Dacron is added to the inside backs and arms. This fiber rebounds quickly after use to return the piece to its original shape. Many Motion products even have zippered access areas that allow consumers to reach in and reshape, refresh, or even add additional filling to seat backs and arms. Once the padding has been attached, upholstery cut from a variety of stylish natural or synthetic leather or fabric is added. Quality control ensures that all leather and fabric options meet the highest design, color, comfort, and durability standards.

Another special feature of Ashley Motion sofas is the stress welt which is the covered cord on the back of sofa that not only decorates the seam, but more importantly provides security and strength in an area that would be otherwise be exposed to tearing and ripping.

Cushions and Seating Types

The assembly process is completed with the addition of high quality foam cushions featuring a 1.8 or 2.0 high resiliency cushion core, instead of the 1.5 core density used by many competitors. The cushion core is encased in a thick layer of polyester Dacron fiber that protects the foam core while providing added comfort and thickness. The Dacron layer also helps to keep the seams straight and the cushion fabric in place, maintaining the comfort and softness of the cushion, as well as the integrity of the sofa's style. There are three different seating types in the Motion category: *Box Seating*, *Pillow Top Seating*, and *Pad over Chaise Seating*.

SEATING TYPE	DESCRIPTION
Box	*Box seating consists of a box seat, a mid-ottoman, and a foot rest, and is typically the least expensive Motion option.*
Pillow Top	*Pillow top seating consists of a pillow top pad on top of a box seat, a mid-ottoman, and a foot rest.*
Pad Over Chaise	*Pad over chaise provides the ultimate in continuous comfort and support with no break between the seat and the foot rest.*

Reclining Mechanisms

Within the Motion category, there are manual reclining options as well as power reclining options. Manual reclining pieces are gravity-driven, maintenance free, and easy to operate. The mechanism is balanced to require minimum effort for all movements and provide ease of use. The reclining latch, handle, or inside release can even be operated with a single finger! Once released, the footrest elevates smoothly and the chair reclines to a natural, gravity-driven resting position for optimal comfort.

For consumers who would like more control over where the footrest stops, Power Motion is a great option, as it provides infinite reclining positions. Once seated, guests can recline to an individualized position of comfort with a press of a button that releases a spring-loaded ottoman with easy, quiet operation. Additional upgraded power features can also be found on select Motion groups like the "Easy View" power headrest, the Power Lumbar feature or Touch Motion heat and massage. And, in today's tech savvy world, we can't forget to mention the bonus USB charging ports available on select Motion groups. These charging ports are built into the power control panel to give consumers the option of keeping their electronic devices charged without having to leave their cozy seat.

It should also be noted that Ashley has built in safety precautions on all Power Motion products to put consumer minds at ease. All Power Motion pieces have an On/Off safety feature and back up access for a nine volt battery if needed. And, customers needn't worry about internal power cords touching the frame or metal seat box, as Ashley has encased them in corrugated plastic tubes for maximum safety.

Power Lift Recliners

Manual or gravity-driven recliners and Power Recliners are not the only recliner options available to consumers. For guests who need assistance in or out of a chair, Ashley also has Power Lift Recliners. While these reclining chairs do not rock, they do have added value for those with mobility or joint pain issues. With the touch of a button, the power lift feature gently eases consumers from the ultimate comfort into a gentle lift-and-tilt position to get them effortlessly back on their feet.

There are a variety of styles, designer upholsteries, and sizes available to consumers/ Ashley's Power Lift Recliner models have either a single motor or dual motors. For lift chairs with a single motor, the back and footrest will operate in unison, meaning the footrest will raise or lower with the backrest. However, for models with dual motor capability, the back is able to operate independently of the footrest, giving consumers the freedom of reclining without elevating their feet. This freedom of movement allows customers to easily customize their comfort.

As you can see, Ashley Motion offers a wide variety of options for consumers seeking comfort, relaxation, and function. You play an important role in helping customers understand the value and numerous benefits of purchasing Ashley Motion. Taking the time to interact with the Motion product on your showroom floor to familiarize yourself with these features and to practice demonstrating Motion product with customers is key.

Learning Activity – Motion Construction

Use the information provided in the previous section to answer the following questions.

1. One of Ashley's biggest competitive advantages is the use of _____ seat boxes in its frame construction.

   A. wood B. steel C. OSB

2. Ashley uses _____ bars to balance the weight distribution on the seat for even wear and friction to create an optimal lifespan.

   A. one B. two C. four

3. Many Motion products have _____ that allow consumers to reshape, refresh, or even add additional filling to seat backs and arms.

   A. seams B. pockets C. zippers

4. _____ are the covered cords on the back of sofas that not only decorate the seam but provide strengths to an area exposed to tearing and ripping.

   A. stress Welts B. L-Brackets C. dacron fiber

5. _____ provides the ultimate in continuous seating comfort and support.

   A. Box Seating B. Pad Over Chaise C. Pillow Top

6. Manual reclining pieces are _____ driven and easy to operate.

   A. gravity B. power C. hand

7. Power Motion provides _____ reclining positions.

   A. 10 B. 20 C. Infinite

8. Ashley encases internal power cords in corrugated _____ to keep them from touching the frame or metal seat box for maximum safety.

   A. metal tubes B. glass tubes C. plastic tubes

Product Exploration Activity for Stationary Sofa and Motion Construction

On your showroom floor, find an example of each of the following and write down the group or collection name of the piece and the price.

1. Leather Sofa with Natural Markings (graining, insect bite, branding, or stretch mark):

   Group Name – _____ Price – _____

2. Reclining Leather Match Sofa:

   Group Name – _____ Price – _____

3. DuraBlend® Fabric Sofa:

   Group Name – _____ Price – _____

4. Polyester Fabric Sofa:

   Group Name – _____ Price – _____

5. Sofa with UltraPlush Seating:

   Group Name – _____ Price – _____

6. Sofa with Coil Seating:

   Group Name – _____ Price – _____

7. Sofa with High Resilient Foam Cushions and Power Motion Option:

   Group Name – _____ Price – _____

8. Reclining Sofa with USB Ports, Power Headrest or Power Lumbar:

   Group Name – _____ Price – _____

Knowledge Check

Instructions: Select the best answer to the following questions to verify your understanding of the key points in this section.

1. Which of the following construction materials allows Ashley to offer a cost-effective all wood option by applying a thin sheet of wood to the surface of engineered wood?

   A. Laminates

   B. Veneers

   C. Resin

   D. Slate

2. Which of the following construction materials is created when pre-printed paper is applied to engineered wood using heat and pressure to create a durable, smooth finished surface?

   A. Laminates

   B. Veneers

   C. Resin

   D. Slate

3. Laminates constructed with 3D technology can be bonded to contours and shapes leaving seamless infinity edges and a reflective durable finish.

   A. True

   B. False

4. Which Ashley Casegood construction story would a piece with drawers that have full extension ball bearing glides, English dovetail joinery, felt-lined jewelry trays, and a false drawer bottom fall into?

   A. GOOD

   B. BETTER

   C. BEST

   D. None of the above.

5. Which Ashley Casegood construction story would a piece with drawers that are constructed using two-part epoxy glue, non-snag interiors, and nylon roller side glides fall into?

   A. GOOD

   B. BETTER

   C. BEST

   D. None of the above.

6. Which type of upholstery features top grain leather in the high use areas combined with polyvinyl coating (PVC) or Durablend® fabric, on the outside arms and backs?

   A. 100% Leather

   B. DuraBlend® Fabric

   C. Leather Match

   D. Polyester Fabric

7. Which of the following consists of polyurethane and/or PVC, polyester, and cotton with a backing made from at least 17% leather shavings that provides consumers with the look of leather at a more affordable price?

   A. 100% Leather

   B. DuraBlend® Fabric

   C. Leather Match

   D. Polyester Fabric

8. Which type of Ashley seating features 2.0 high resiliency cushion core and channeled jacket pockets to allow the cushions to be rejuvenated when needed?

   A. UltraPlush

   B. Coil Seating

   C. High Resilient Foam

   D. All of the above.

9. Which type of seating allows customers to experience ultimate comfort by featuring individually wrapped coils for both stability and durability?

   A. UltraPlush

   B. Coil Seating

   C. High Resilient Foam

   D. All of the above.

10. Which stationary sofa and motion construction feature decorates the upholstery seam and provides extra security and strength in an area prone to tearing and ripping?

    A. Mortise and Tenon Joinery

    B. D-Block Stretcher

    C. Stress Welt

    D. Sinuous Springs

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