

COMMON LEATHER QUESTIONS

QUESTION: *"Will my sofa look exactly like the one shown here in the showroom?" or "Should I be concerned if my new leather furniture has markings such as small lines or blemishes on the surface?"*

RESPONSE: Leather is a premium product enhanced by nature's own elements. Characteristics and marks are a natural part of each hide and not considered defects. They are "signatures of nature;" your assurance that you own natural, genuine leather. We hope you will appreciate and enjoy leather's unique and "one of a kind" beauty!

QUESTION: *"Is leather cold?" or "Is leather hot?"*

RESPONSE: Leather adapts to room temperature. When the room temperature is 60 degrees, the leather will seem "cold" as our body temperature is 98.6 degrees. When the room is 90 degrees, then the leather will seem "hot." Leather will adapt to your body temperature once you sit down.

QUESTION: *"Is leather a durable material?"*

RESPONSE: Leather is a natural material with strong tear strength, high rip resistance, and increased longevity. When properly maintained, your leather will last many years. Leather has a four to one life over fabric.

QUESTION: *"Is leather resistant to animals such as dogs and cats?"*

RESPONSE: Leather is more resistant to animals than fabric furniture, as it does not absorb animal odors, and cannot be penetrated by pet dander or animal hair; however, cats and dogs can damage your leather sofa. Leather is particularly resistant, but is not made for the sharp claws or teeth of dogs and cats.

QUESTION: *"Why can the price of leather furniture vary so much?"*

RESPONSE: As much as 40% of the cost of the finished product is in the cover (leather) itself. Ashley uses top grain leather on all touch points when sitting. The quality/grade of leather is the main contributor of price. Other factors affecting price are:

- Dimensions
- Frame Construction – Sinuous Spring, Webbing, etc.
- Seating Story – Ultra Plush, Coil Seating, High Resiliency Foam, etc.
- Styling Elements – Nailhead Trim, Showwood Frame, Toss Pillows, etc.