

CUSTOMER PERCEPTION TALKING POINTS

VENEERS:

- Veneers provide the best of both worlds: beauty on the top with durability underneath
- Artisans hand lay patterns to provide unique designs
- Natural wood takes stain differently, and the wood grain determines how much stain absorbs throughout a piece

LAMINATES:

- Laminates provide a strong, smooth, low maintenance finished surface
- Because laminate surfaces are a “photo-finish” there is no variation and each piece will have the same look and feel
- Laminates are just as durable as products made of wood

RESIN:

- Resin can be cast from hand-carved molds and finished to resemble textures including wood, stone, or metal but will not rust, stain or fade
- Resin is lightweight, easy to clean, strong, and durable

NATURAL STONE (MARBLE AND SLATE):

- Each piece of natural stone has its own unique characteristics and patterns
- No two marble or slate surfaces will ever be the same, and specific patterns should never be guaranteed
- Highly durable and requires little care to endure natural characteristics after sealing

LEATHER MARKINGS AND GRAINING:

- Pieces with 100% Leather will contain visible natural markings and graining
- Each piece is unique, as no two leather hides are exactly the same
- DuraBlend® Fabric looks and feels like leather but should not be presented as natural leather. The material consists of polyurethane (and/or) PVC, polyester, and cotton with a backing made from at least 17% leather shavings. It is an upholstery material, not natural leather.

GAPPING ON MOTION PIECES:

- Motion pieces have two moving parts that need to have space to be able to move smoothly
- To minimize any extra space or gaps, customers can just fluff or re-shape the back padding by molding and patting the filling to reposition it to fill any gaps

BARSTOOLS:

- Measure counters and/or tables to ensure the correct height is ordered
- All bar stools are leveled prior to delivery; however, depending on the floor that the stool will be placed upon; additional felt pads may be needed
- For wood barstools, natural wood takes stain differently, and the wood grain determines how much stain is absorbed throughout each piece

GAPS AROUND DRAWER FRONT MOLDINGS:

- When working with wood products, humidity plays a role and allowances have to be made for seasonal expansion and contraction of the wood
- Ashley wood drawers are manufactured so that regardless of the season, customers will have full functionality of the drawers