

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.

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 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
	<p>Branding Marks:</p> <p><i>Branding marks, or fire brands, are used as identification marks and are part of virtually every hide.</i></p>
	<p>Grain:</p> <p><i>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.</i></p>
	<p>Scars:</p> <p><i>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.</i></p>
	<p>Stretch Marks & Fat Wrinkles:</p> <p><i>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.</i></p>

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.