

The Cover Story

Wear Tested Fabrics

- ◆ **Chenille:** A man made fiber made with a combination polyester, acrylic, or nylon. Woven yarns. *Soft and comfortable and very popular*
- ◆ **Perfomance:** Many of our fabrics made from polyester. Very soft and durable. Great for families. AKA: Microfiber - *Easy to clean*
- ◆ **Nuvella:** Solution dyed fabric. The color is through and through like a "carrot." Standard fabrics are constructed like a "radish" *Fade resistant, easy to clean.*
- ◆ **Leather** A natural raw material, physical properties allow for a typical lifespan **4 x** that of fabric. Gets better with age. *A true luxury product.*
- * **Top Grain , Split Grain, Leather match**
- * **Vinyl:** A man-made fabric that resembles leather with an embossed grain pattern. Very durable and cleanable, used in leather match

The Good, Better Best Story

All products in all industries have good, better best .

Examples: GM- Chevy, Buick, Cadillac or Toyota- Corolla, Avalon, Lexus

So, features within the Ashley product line determines the value the customer receives:

A *Good* sofa might have:

Attached backs, one sided cushion, Dacron filled pillows

A *Better* one might have:

Better fabric, larger scale, more pillows, coil or thicker seating

The *Best* could have down pillows, Ultraplush thick cushions, leather, luxurious fabrics, two sided cushions, loose backs.

Complete the Room

Don't just sell a sofa

Consumers would prefer a room makeover.

- ◆ **Add new tables, lamps, rugs, accessories, wall art to every sale**



Ashley
HOMESTORE



Ashley Stationary Division

Sofas, Sectionals, Tables, Accessories

www.sellsofas.com

The Ashley Story

"How can we sell at these prices?"

- ◆ **World's largest privately held furniture company—*Economy of scale***
- ◆ **USA's #1 retailer through Ashley Homestores— *Buying power***
- ◆ **Headquarters: Arcadia, Wisconsin**
- ◆ **Over 26,000 employees world-wide- *most in the USA***
- ◆ **We have over 1000 company trucks for frequent delivery to your warehouse from ours – *Speedy Delivery***
- ◆ **Ashley stationary sofas and sectionals are made in the USA or Ashley factories overseas- *Quality and perfomance***
- ◆ **We design it, we build it, we ship it**

Ashley= Powerhouse!!

2021

FURNITURE TERMS



SOFA



LOVESEAT



CHAIR



RECLINER



CHAISE SOFA



OTTOMAN



SLEEP SOFA



CHAISE

ARM TYPES



FLAIR-ENGLISH-TRACK-ROLL-PADDED-DOME

LEG TYPES



BUN-SPLAY-TAPERED-BLOCK-BRACKET-TAPERED BUN

BACK TYPES



CAMEL-PUB-LOOSE PILLOW-ATTACHED-TUFTED

Sectionals = Now 60% of Ashley upholstery sales



Reversible



"Gathering place for the family"



Balanced sectional



"Put your feet up"



"Yes, all the pillows are included"



Chaise sofa or Chofa

