



New Mat Platform Seat Deck

Ashley Upholstery
Information & Training Guide

Why did we change our seat deck?

Our vision, mission and values

- **Continuous improvement:** we saw an opportunity to improve the look and feel of our upholstery while lengthening the lifespan of the pieces and standardizing components. This equates to efficiencies on production lines and consistencies in quality
- **Improve Quality:** sinuous spring seating can wear naturally overtime and sometimes does not recover. This creates sagging and dipping in our seats. By updating to a platform seat deck, we can create even distribution of weight under our cushions helping to maintain the integrity and strength of the frame, reduce cushion “smiling” and much more!
- **Customer Centric:** we must deliver on what we promise to our customer – style at a value without compromising quality.

When will this change happen?

- Over the past year we have switched out the seat deck on our inline Sofa collections and introduced all new groups with this mat platform seat deck. With these groups being stand alone pieces that do not rely on one another, we were able to switch out without changing series numbers
- For sectionals, due to each piece relying on another, we needed to update the series numbers to ensure that old inventory and new inventory do not get mixed
- The process for updating all inline sectional groups has begun, any sectional SKU with the number “2” as the fourth digit, represents the new platform seat deck. **NOTHING** else on the groups will change
 - The next 2 slides provide a list of which groups will change
- The National Merchandising team will communicate 30 days in advance of when you can begin placing orders for the new groups and AFI will provide also provide the discontinued notice

Group Information

- All Sofa groups introduced in the April 2017 Market and after, were developed and have been shipping with the Mat Platform Seat Deck
- All Sofa groups introduced prior to April 2017 have been updated to the new deck. Additionally, ALL inventory has been updated and has been shipping with the new deck since Q4 2020
 - Exceptions: 166 Alenya and 201 Alliston Sofa SKUs will switch over to the new deck with the sectional pieces (please see next page for details)
- Inline Sectional groups with the new deck vary by market. Please see the next page for specific details on which sectionals will be updated and will receive a new number
 - If the group is not listed, then it was introduced and has always been shipping with the Mat Platform Seat Deck

Inline Groups to Receive New Deck

*Sectional Groups Updated with New Deck (3)		
Old Series	New Series	Series Name
52501	52521	Luxora
61500	61520	Enola
87701	87721	Nokomis

Sectional Groups Pending Update (4)		
Current Series	New Series	Series Name
16600	16620	Alenya
16601	16621	Alenya
20101	20121	Alliston
20102	20122	Alliston
34907	34927	Pitkin
67602	67622	Reidshire

Sofa Groups Pending Update (1)		
Current Series	New Series	Series Name
16600	16620	Alenya
16601	16621	Alenya

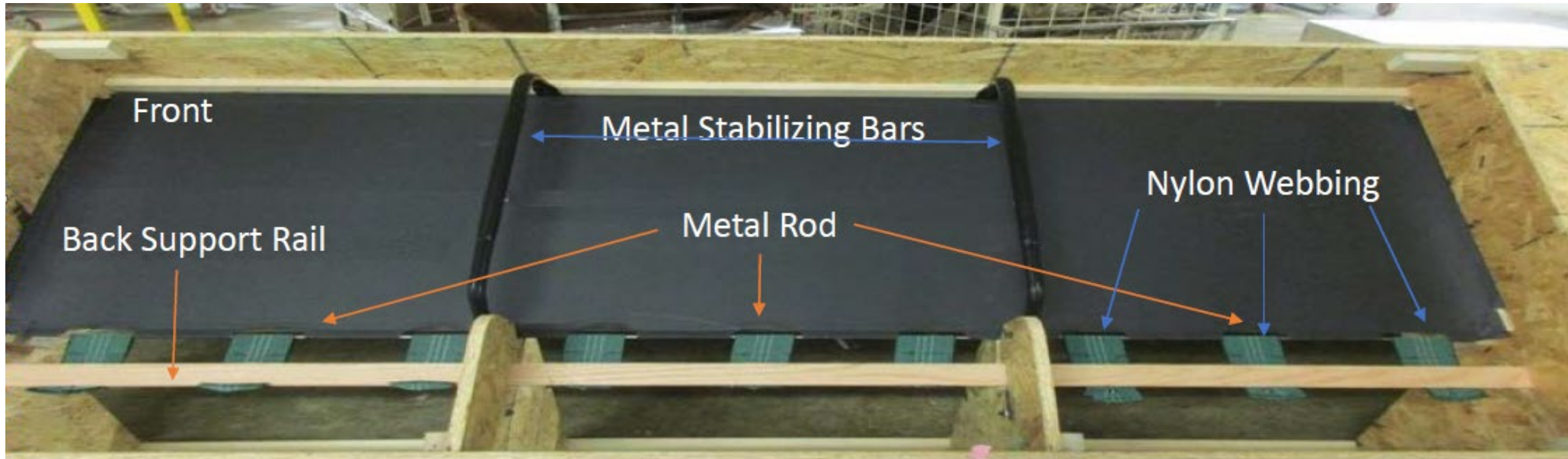
- This is a breakdown of the current inline groups that will be updated to the Mat Platform Seat Deck
- Notices have already gone out for the groups highlighted in Green
- Remaining groups are pending the update. A 30-day notice will be provided to indicate the discontinuation of the old Series number/deck and when orders should be written for the New Series/deck

Mat Platform Seat Deck



Continuous Improvement

- All inline upholstery will be updated from Sinuous Spring Foundation to the new Mat Platform decking
- All new frames will be introduced with new decking
- The new deck is heavyweight Nylon decking
- Attached in the back of the frame with Pirelli webbing secured to the front and back rail and entire length of the decking



Improve Quality



**Improved deflections
observed** (the amount you sink
into the seat)

Mat Platform vs. Sinuous
Spring Foundation System

Mat Platform test shows it
deflected approximately 1
inch less than sinuous spring

Improve Quality

The mat platform has been tested and performs very well in the following tests for fabric and seam integrity:

- ✓ Tear strength
- ✓ Abrasion
- ✓ Dynamic Seam Fatigue
- ✓ Seam Break Strength
- ✓ Seam Slippage
- ✓ Tensile Strength
- ✓ Elongation
- ✓ Colorfastness to crocking

Customer Centric - Benefits

- **Even distribution of support under the cushion:** 100% bottom of cushion is touching the mat, preventing cushion extending over front rail which can cause breakdown
- **Eliminated impression from the cushion covers:** Reversible cushions will benefit from the 100% even support vs. concentrated impressions from springs
- **Flatter surface reduces cushion smiling:** The flatter surface will reduce the gaps between the top front rail and bottom of the cushion
- **Smooth, new-looking deck under cushions:** the mat maintains smooth, tight, wrinkle-free look without dips or sags that occur over time
- **Improved cleanup maintenance:** Spilled liquid will not affect the decking and will maintain a clean stain free appearance
- **Reduced deterioration of seating support system throughout furniture's lifespan:** all materials (i.e. springs) eventually deteriorate some throughout use. This mat provides seating support even at end of life
- **Reduces and standardizes components:** this new deck improves efficiency on production time & consistency on quality

Questions?

- Please contact Megan (Felder) Hayfield or your Marketing Specialist