

## Platform Seat Decking



- Heavy duty seat denim, solid wood front and rear rails, 3 webbing strips per seat, steel bar at rear & wrapped and stapled at front rail
- Maintains a smooth, tight, wrinkle-free look without dips or sags that can occur over time
- Webbing eliminates spring impressions into the cushion covers
- Improves durability of seating support system reducing deterioration throughout furniture's lifespan
- Longer cushion life and a more consistent seat everywhere you sit due to no stress



## Frame Construction

Frame components consist of mixed hardwood, and engineered lumber. All joints are secured with a combination of glue, blocks and interlocking panels and staples for strength & durability

• Mortise & Tenon joints secure the frame to stay square and stable.



• Corner blocks help the frame stay square and reinforce the strength.



Padded & edge rolled to soften edges & provide additional comfort



Ashley uses the "A" Frame style back brace design which strengthens the integrity of the entire frame.

benchcraft®

Signature  
DESIGN  
BY ASHLEY™



Ashley Stationary Division

Sofas, Sectionals, Tables, Accessories

[www.sellsofas.com](http://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 supplier to independent furniture dealers—**Buying power**
- ♦ Headquarters: Arcadia, Wisconsin
- ♦ Over 26,000 employees worldwide- **most in the USA**
- ♦ We have over 1000 company trucks for weekly delivery to your warehouse from ours in North Carolina —**Speeds Delivery**
- ♦ Ashley stationary sofas and sectionals are made in the USA or Ashley factories overseas- **Quality and performance**
- ♦ We design it, we build it, we ship it

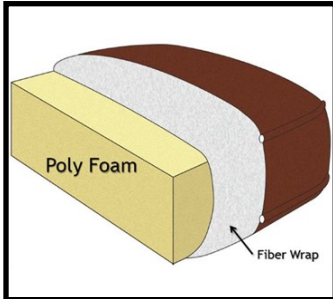
**Ashley= Powerhouse!!**

2022

## Seat Construction

- ◆ **Seat construction cannot be changed from one group to another. It is what is is....our designers choose what is appropriate for a frame**

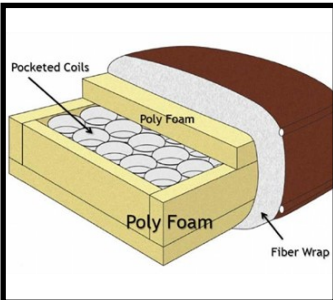
### All Sofas and Sectionals



#### Standard Cushion

- 1.8 High Density foam cushion core
- 2 oz. fiber wrapped around 6" foam core
- Fiber layer helps keep seams straight

### 800 , 487, 319 Frames



#### Coil Seating

- Individually wrapped pocketed coils w/ foam encased sides
- Uniform shape & consistent support

### 31102 Savesto Modular

#### Feather Down

- Cushion constructed w/ feather & fiber blend insert to enhance the ultimate soft seating
- Lowmelt fiber wrapped for added layer of comfort



#### Zippers:

Multiple zippered access areas in the seats, back & arms. This allows the consumers to reach in and reshape, refresh or add additional filling



#### Stress WELTS:

Decorative covered cords on the back & arms that provide security & strength in areas that would be exposed to tearing & ripping



#### 3D Conjugated Fiber:

Premium conjugated polyester fibers are twisted giving them extra resiliency & bounce, allowing them to last long with a strong loft factor. Fibers are coated with a dry silicon which allows the fibers to slide over each other. Most competitors use 2D.

## Quality Testing-Why Ashley?

"You get what you inspect, not what you expect."



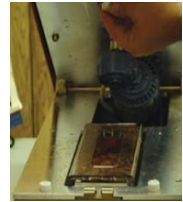
#### Break/Bend Strength Testers:

Checks strength at various times with concentrated force



#### Cushion/Fiber density tester:

Measures density thru random foam test sampling



#### Crockmeter Testing:

Determines whether fabric will transfer the color of dye

