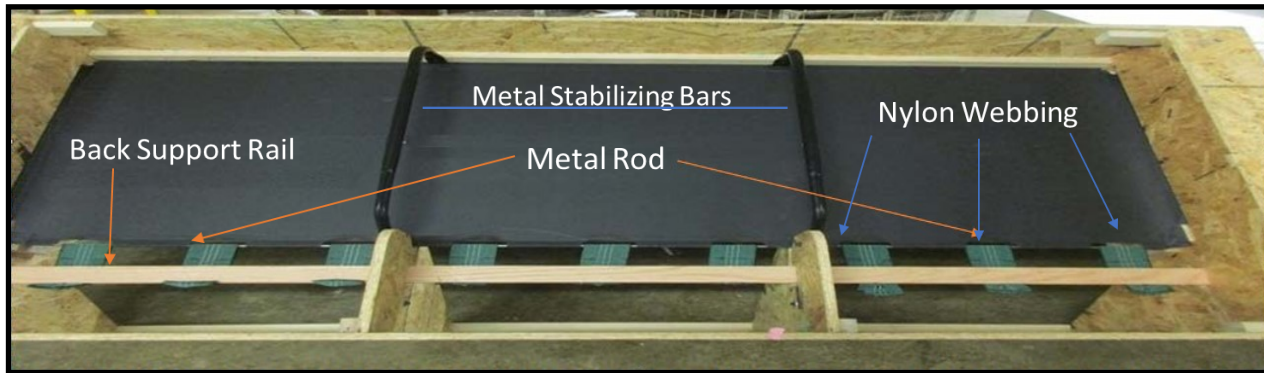


Why so comfortable?—Platform seat deck!



100% Heavy duty Nylon Seat Deck

Consistent Feel

Wherever you sit— even distribution and support

We Test

Platform seat deck resists sagging 3X better than spring construction

Hot Trends...give 'em what they want!

- ◆ *Big Deep, sectionals and sofas with ottomans to put your feet up. Super plush fabrics*
- ◆ *Double chaise sectionals such as Cambri, Creswell, OPhanon*
- ◆ *Compare to RH, Pottery Barn, Crate and Barrel, West Elm..we give you fashion at a price*
- ◆ *Modular sectionals with down blend and multiple configurations*
- ◆ *Sleep sofas—multiple families living in a household boomerang kids, guests*
- ◆ *Room makeovers: Popularity of HGTV, sell the whole room! Add lamps, rugs, accessories to every sale*

Signature
DESIGN
BY ASHLEY

benchcraft



Ashley Stationary Division

Sofas, Sectionals, Tables, Accessories

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***
- ◆ *Over 26,000 employees worldwide- **most of them 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 tailored in the USA **Quality and performance***
- ◆ *World’s largest manufacturer of upholstery-**Economy of scale***
- ◆ *We design it, we build it, we ship it— **Vertically integrated***

Ashley= Powerhouse!!

2023

sellsofas.com

ASHLEY FACTS

Our Cover Stories

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 Leather match**
- * **PU Sides/Backs:** A man-made fabric that resembles leather with an embossed grain pattern. Very durable and cleanable, used in leather match

Sectionals = Now 60% of Ashley upholstery sales



Reversible



Modular

"Gathering place for the family"



Big deep sectional



"Put your feet up"



"Yes, all the pillows are included"



Chaise sofa or Chofa

