

Ashley Casegoods Training Module

What Are Casegoods?

Casegoods generally describe any piece of furniture that is built upon a box or case.

Units like dressers, nightstands and armoires are excellent examples of case pieces.

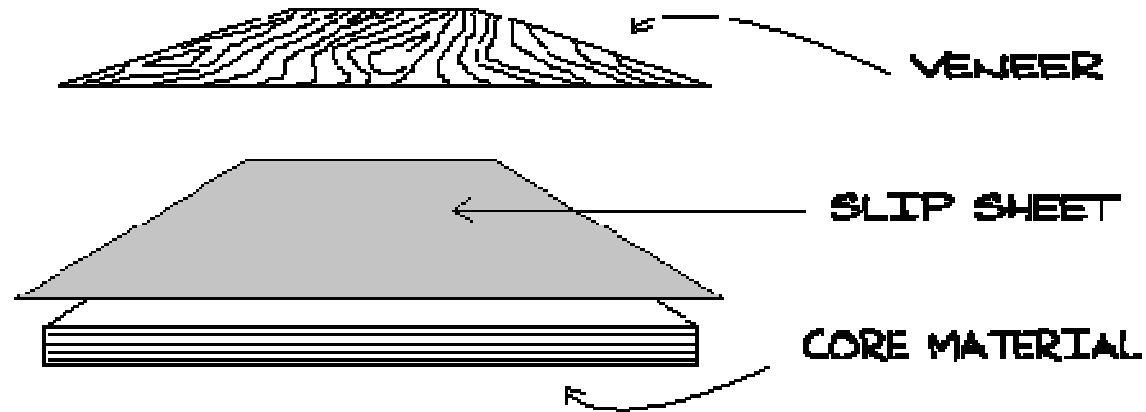
Ashley Furniture Casegoods Division includes the following products:

- Promotional priced through mid-priced bedroom groups
- A large number of casual dinettes as well as mid-priced formal dining
- Substantial selection of home office pieces, including secretary desks, rolltops, files cabinets, modular units and wall units
- Entertainment wall units and TV stands
- Curio and display units
- Accent pieces such as benches, mirrors and the new Top of the Bed collection

What Are the Most Important Things to Know About Ashley Casegood Products?

- The differences between solid wood, wood solids, veneers, laminates and Medium Density Fiberboard
- What are the pros and cons of all and how to explain those to the consumer
- Glass and other materials used in furniture construction
- Drawer construction and glide types
- Table construction and glide mechanisms
- Chair types and construction
- How to sell Home Office systems
- Ashley Top of the Bed Program
- Furniture care and warranty

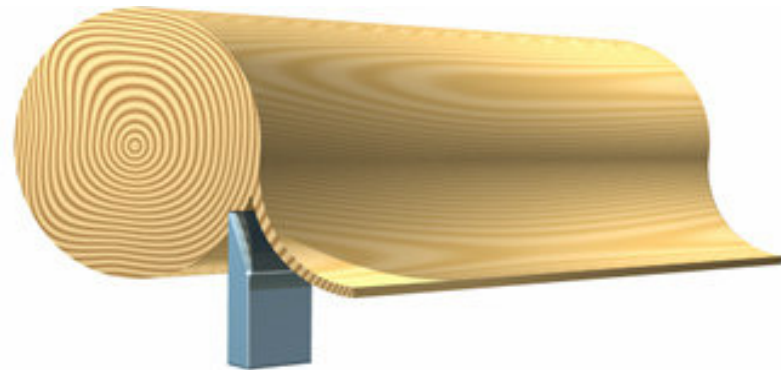
Wood Veneer



Veneers are thin slices of wood (about the thickness of a business card) cut or sliced from lumber and applied to underlying engineered wood.

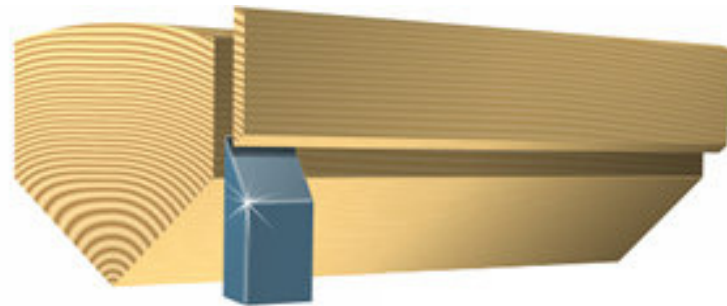
What types of cuts are used to create a Veneer?

- **Rotary Cut**
- The log is centered on a lathe and turned against a broad cutting knife set into the log at a slight angle



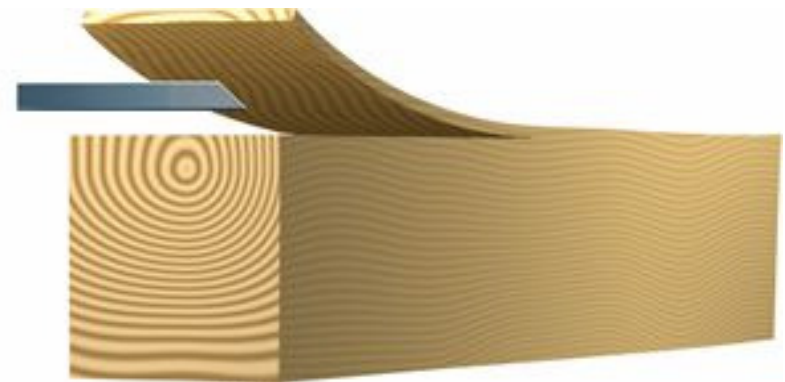
Quarter Slicing

- The slicing is made perpendicular to the annual growth rings of the tree. This creates a straight grain appearance



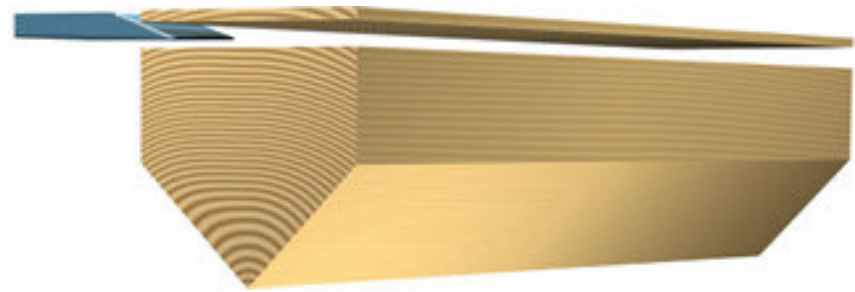
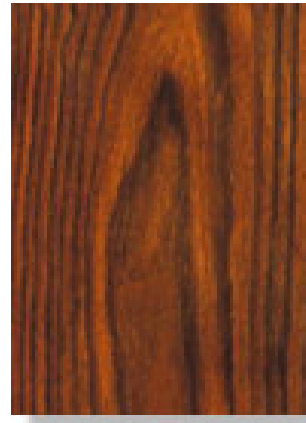
Lengthwise Slicing

- This is done from a board of flat sawn lumber rather than from a log. A variegated figure is created with this slice.



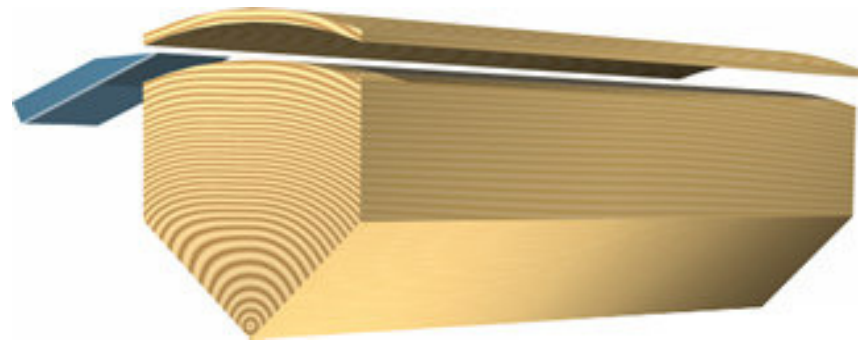
Plain Slicing

- By slicing parallel to the center of the log, a raised "cathedral effect" is formed by the innermost growth rings



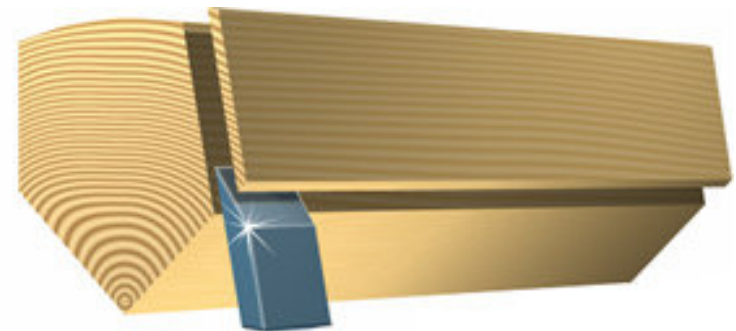
Half-Round Slicing

- Sliced on an arc parallel to the center of the log, this cut achieves a flat-cut veneer appearance



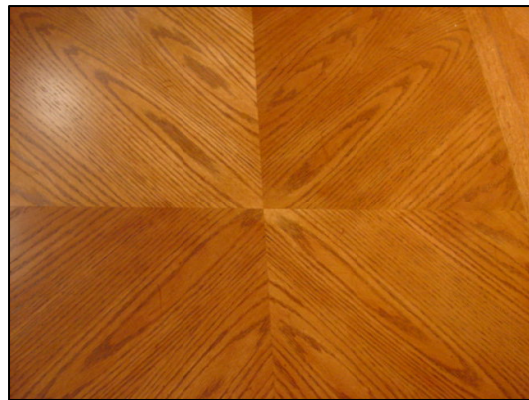
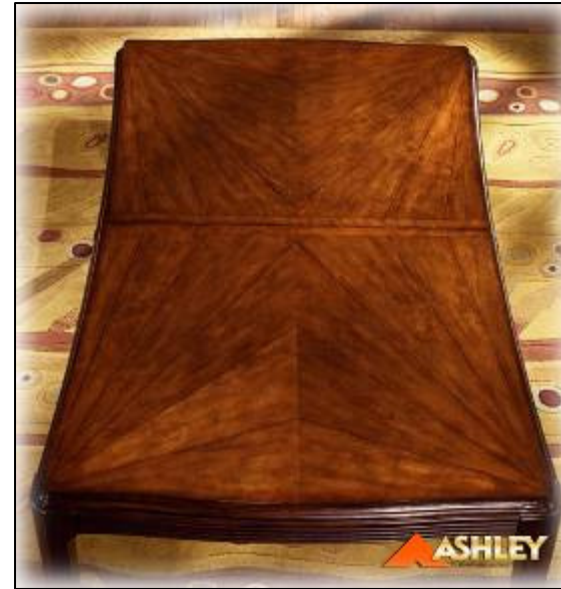
Rift Cut

- This straight grain cut is derived by slicing red and white oak at a slight angle to minimize the irregularities in the wood.



Veneers- Advantages and Disadvantages

- **The advantages of veneers include:**
 - Veneering is typically less expensive than solid wood
 - Wood patterns can be matched and re-arranged producing a variety of beautiful effects (diamond, reverse diamond, checkerboard, etc.). Veneers can also be easily bent and glued to irregular forms, increasing design possibilities.
 - Many complex woods are too weak to be used structurally. Bonding them to an underlying engineered wood permits their use in more rigorous applications.
 - Certain woods are extremely heavy. When cut into veneers, these woods can be bonded to lighter cores to make transport easier.
- **The disadvantages of veneers include:**
 - The use of veneers may restrict the ways in which a particular piece of furniture can be refinished due to the thickness of the veneer.
 - Wood veneer is inferior compared to solid wood in the minds of the consumer, irrespective of the advantages of veneering.



Solid Wood

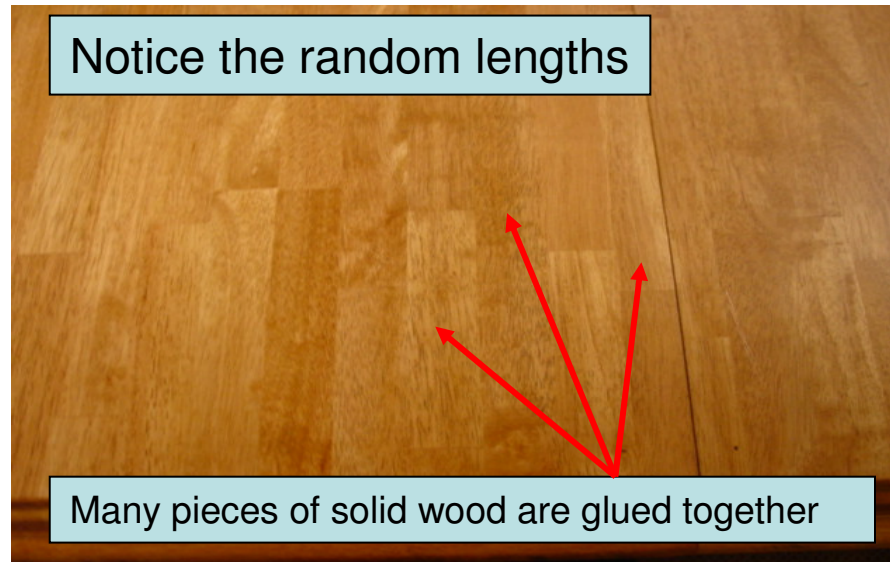
Solid Wood indicates that an item contains some areas of solid wood. This could be a table top, a drawer front, a door, etc. Generally, this refers to some part of the item made from pieces of solid wood (usually about 1” thick) that are glued together. This does NOT mean that the entire piece (ie: the tabletop) is made from one piece of solid wood. Very large pieces of solid wood have a tendency to warp, crack and/or split. By making the piece from random lengths of solid wood, we reduce this tendency to warp, crack and/or split.

Wood bedrooms are often described as being made of “hardwood solids and veneers”.

Veneers and laminates are NEVER applied over solid wood.

Ashley woods come from trees that are native to wherever the product has been manufactured.

Solid Wood



Berringer



Urbandale

Laminates

- A laminate is a pre-printed or solid color decorative paper that has been saturated with a resin.
- Under heat and pressure, these resin-saturated papers will bond to a wood-based material without the need for additional adhesives
- This bonding process provides a resin-rich finish on the surface
- For laminates of natural materials (wood, stone, metal), a photograph of the actual material is used.

Examples of Laminates



Wood



Wood



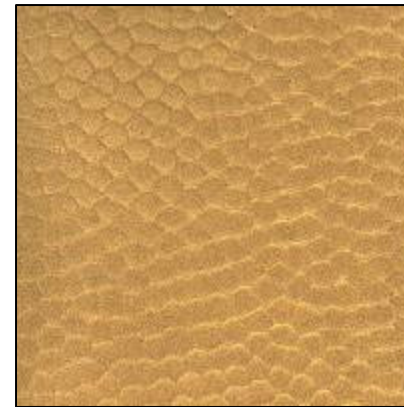
Stone



Granite



Brushed metal



Hammered metal

Medium Density Fiberboard (MDF)

Learn the lingo and story in order to turn this perceived negative into a sales opportunity



Medium density fiberboard (MDF) is commonly used in the furniture and homebuilding industries. Engineered wood is very environmentally friendly. Many pieces of furniture can be made from the same amount of fine hardwoods that would normally be required to build a single piece of solid wood furniture. According to the USDA Forest Service, only about 63% of a tree can be converted into solid lumber. When engineered wood and other products are made from the remainder, more than 95% of a tree can be used. That's recycling at its best!!!

Engineered Wood- Medium Density Fiberboard (MDF)

- MDF is made from the natural by-products (typically from lumber and plywood manufacturing) of wood that are steamed into fine wood fibers (think “cotton candy” like texture) and then bonded together with synthetic resin under heat and pressure.
- The surface of MDF is flat, smooth, uniform, dense and free of knots and grain patterns.
- MDF is resistant to humidity issues
- Engineered wood is used for a variety of finish options, including wood veneers, laminates, foils and printing.
- Solid wood is not typically used for veneer underlayment due to the risk of warping, cracking or splitting.
- Can be easily cut, drilled, machined, stamped or carved into intricate designs or shapes without damage to its surface.
- In addition to its use in furniture manufacturing, today MDF board is being used as an underlayment in a variety of applications:
 - Cabinets
 - Laminate flooring
 - Mouldings and casework

Particle Board (PB)



Particle board (PB) is a panel product made of sawdust and wood shavings bonded together by synthetic resin and pressed into sheets.

PB is used primarily as a core material for doors, furniture and cabinets. PB is often covered on one or both sides with veneer or another surface finish.

MDF?



- Panels with profiled or painted edges
- Dresser tops, table tops, some shelves

OR

Particleboard?



- Panels with edgebanding or applied wood edges
- Side panels on case pieces

Both products can be used on a single piece

Benefits to You and Your Customers

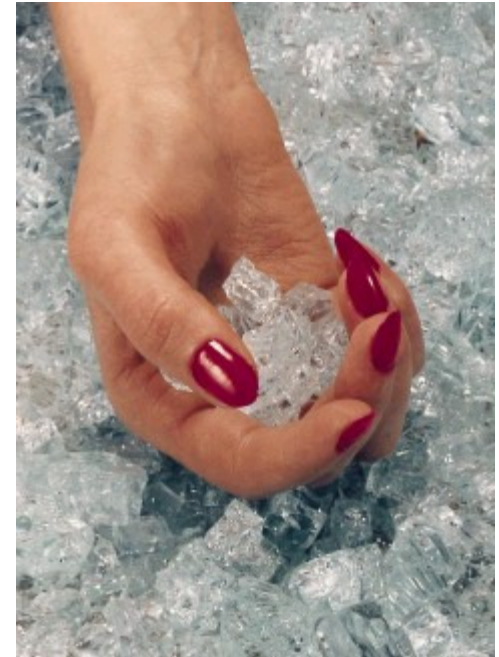
- PB and MDF products allow for the best values for your customers' dollar
 - Very attractive, leading edge designs can be brought to your customers at very attractive price points
 - PB and MDF products all offer superior dimensional stability and humidity resistance, providing a product that will last many years with little or no variance
 - These products are ideal for first-time furniture buyers, limited income scenarios, second (third, fourth...) bedrooms and kids' furniture
 - Master bedroom purchases get all the money. Other rooms do not need the expense or “heirloom” quality features typically sought out in the master bedroom.
 - Most houses today have 2 to 4 spare bedrooms that are ideal for these products.
 - The kids' furniture takes a beating and parents do not want to spend a lot of money on furniture that will get abused and outgrown.
 - Perfect for clients who like to change their look often, as entire bedroom sets range in price from \$599 to \$1,499- making them very affordable.
 - Your customers are not chained to an expensive set that they may, or may not, like several years from now. These sets allow your customer the freedom to switch out groups as their needs and styles change.
-

Use of Glass and Other Materials

Tempered Glass is glass that is strengthened through the process of heating and then cooling the surface rapidly. This process creates surface compression and tensile strength that causes glass to resist breakage, yet disintegrate into small blunt-edged pieces if broken. This process produces glass four times more impact resistant than non-tempered glass. There is frequently a misconception that tempered glass is 'unbreakable' or 'nearly unbreakable'. This is NOT true. Tempered glass is definitely breakable and some of the things that can break regular glass can also break tempered glass.

Tempered glass is typically used on vertical surfaces, such as as shower doors, patio doors, etc.

In the Ashley product line, pieces containing vertical glass (ie: curios) will be tempered. Glass on table tops is NOT tempered, but is 3/8" thick for durability.



Slate



- Slate is a natural material.
- Ashley uses slate mined in China
- By its nature, slate has an irregular, variegated look.
- No two slate tiles will be the same



Marble



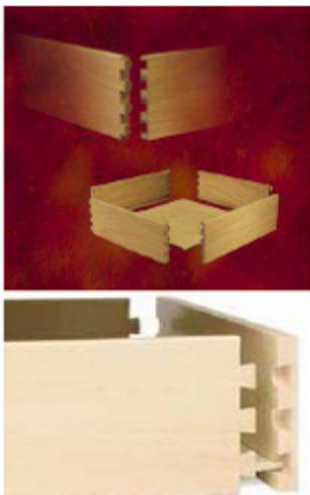
- Ashley uses marble from Asia. It arrives at the factory in large slabs
- Marble tiles are 5 to 6 mm thick and are applied over marine plywood
- Tiles are sealed with an outdoor-type sealer
- Marble does not expand and contract. This is why we do not use wood as a substrate
- Holes and other natural imperfections are filled with a resin material mixed with marble dust and particles

Drawer Construction

Main Types of Joints Used in Ashley Drawer Construction



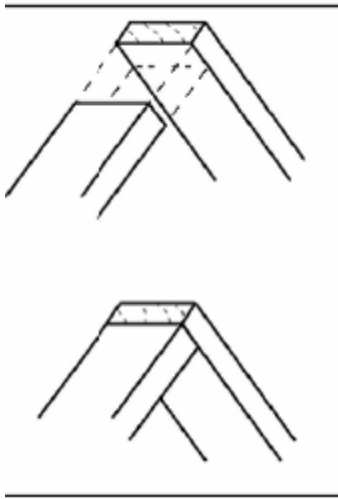
French Dovetail: A very strong type of joint that you will often see in furniture construction. This is a “locking” joint which is machined so that the drawer side slides upward into a groove in the drawer front. With the “locking” feature of the dovetail, as well as the large glue surface, this is one of the strongest types of drawer construction.



English Dovetail: The quality of English Dovetails starts with the joint itself. This type of joint would be described as a “locking” joint. The taper of the male dovetail is turned opposite the direction in which the drawer is pulled open. This joint provides an extremely large surface for glue, creating greater strength. English dovetails allow for the largest possible drawer size. All of these features give this type of joint a reputation of superior quality.

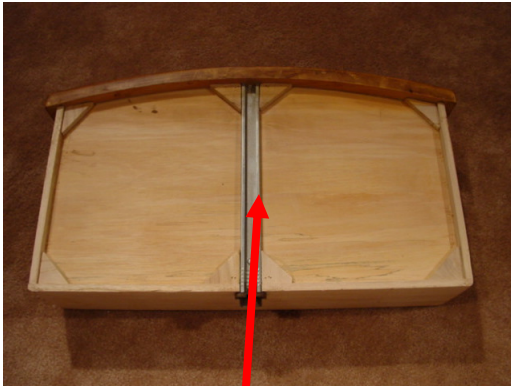
Drawer Construction

Main Types of Joints Used in Ashley Drawer Construction

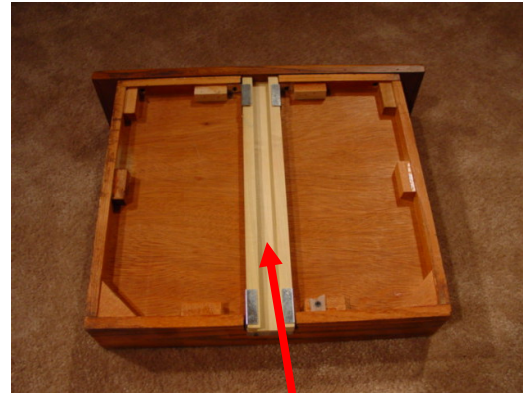


Butt Joint: This is a type of joint that is formed by two abutting surfaces placed squarely together and glued. You will often find pin tacks or brad nails used to increase the strength of these joints. These are the least expensive type of joint to create and are often found in price-conscious case pieces.

Drawer Glide Mechanisms



Metal on metal center glide



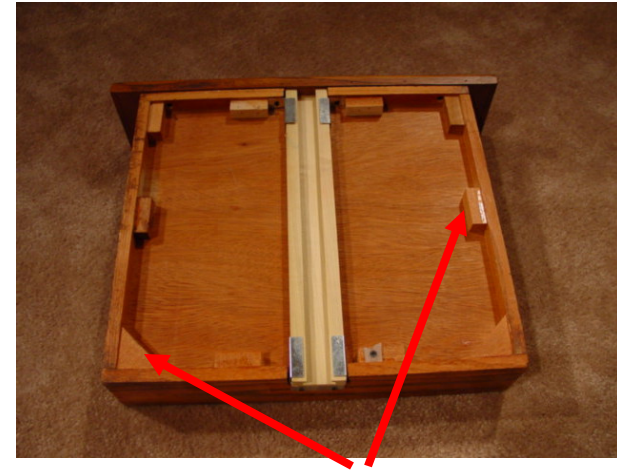
Wood on wood center glide



Nylon roller side glide
ALL laminate groups have
nylon roller side glides

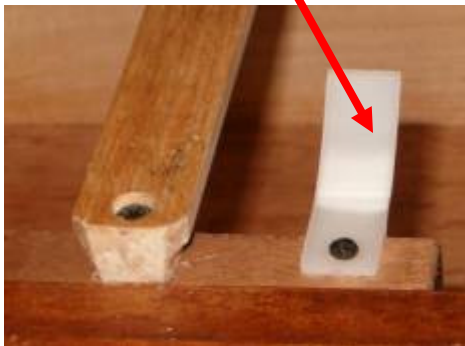
Drawer Construction

- Point out the drawer construction, ie: all wood, dovetail joints, side and corner supports
- Drawer stops
- Finished, non-snag drawer interiors
- Felt lined drawers help to protect drawer contents



Side and corner drawer supports help secure the drawer bottom

Drawer stops help prevent the drawer from falling out



Dovetail joints



Dining Tables



Non-extension



Extension



Single Pedestal



Counter height table
Uses 24" barstools



Drop leaf



Db1 Pedestal/Trestle table



Pub Table
Uses 30" barstools

Glass Top Tables

- Glass top tables are 3/8" thick for durability
- Point out the type of edge on the tabletop (beveled, rounded or scalloped)
- Point out the visual effect when looking down on the tabletop



Danbury D253-15
view from above table

Leaves

- Drop-in leaf
- Butterfly leaf
- Flip leaf
- Drop leaf



Butterfly leaf



Drop leaf



Flip leaf

Table Glide Systems



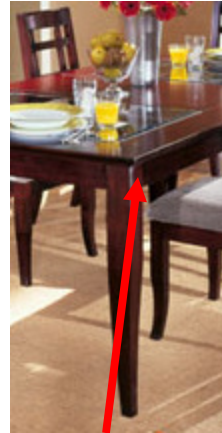
Wood on wood glide



Gear driven ratchet glide

Legs and Aprons

- Legs are constructed of solid wood for stability and durability
- Table legs can be squared, turned or shaped
- Point out leg thickness
- Point out decorative features such as carvings or ball and claw feet
- The apron is the part of the table that extends down from the top



Apron



Carvings



Ball and claw feet



Shaped



Square



Turned

Chairs

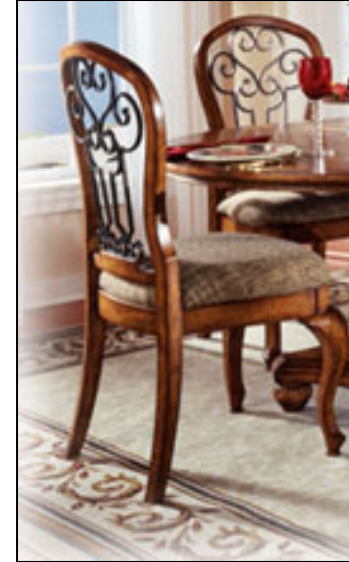
RTA Chairs

- RTA- Ready To Assemble-chairs are assembled in the customer's home
- RTA chairs are leveled in the customer's home, which helps to ensure that the chair will be level to the customer's own floor.
- When assembling RTA chairs, assemble first and then tighten all bolts

Factory Assembled

- Factory-assembled chairs come fully assembled
- Legs on factory-assembled chairs are glued, wedged and screwed (commercial type construction) for stability and are leveled at the factory

Chairs



- The bottoms of hard seat chairs are sealed to prevent season splitting.
- Upholstered chairs have a soft seat and/or back. On SOME upholstered chairs, the seat covering can be removed and replaced with a different fabric.

Chair Backs



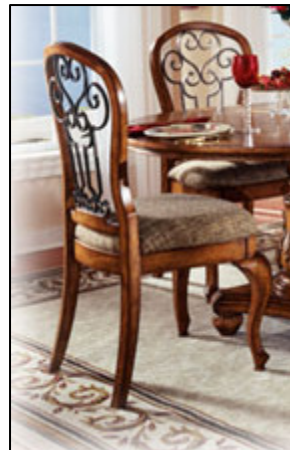
Splat back



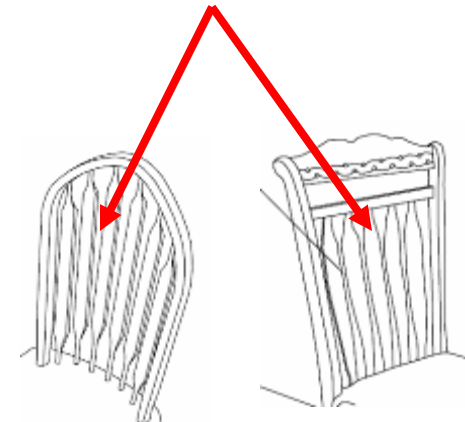
Spindle back



Arrow back

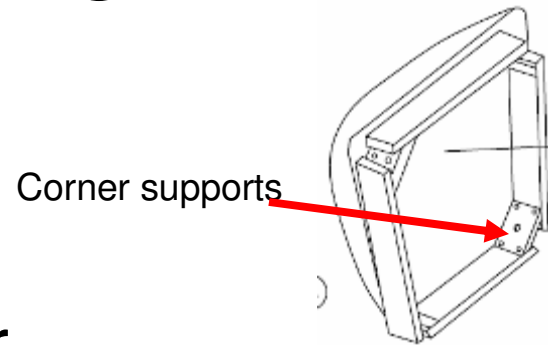


Metal back



Chairs- Things to Look For

- Corner supports for added strength
- Micro fiber seats for cleanability
- Wide/deep seats
- Glued and screwed legs
- Double spindle supports



Barstools

- Barstools come in 24" (countertop) and 30" (bar) heights
- Many Ashley dining suites have available matching barstools
- Barstools can easily be added to a sale, especially when the customer has a breakfast bar in the kitchen and wants to coordinate the stools with the dining table and chairs
- Some barstools have swivel seats, others are stationary



Other Add-On Sales

- Baker's racks
- Bedroom benches
- Children's benches and storage chairs
- Cheval mirrors
- Dining benches
- Bedding ensembles

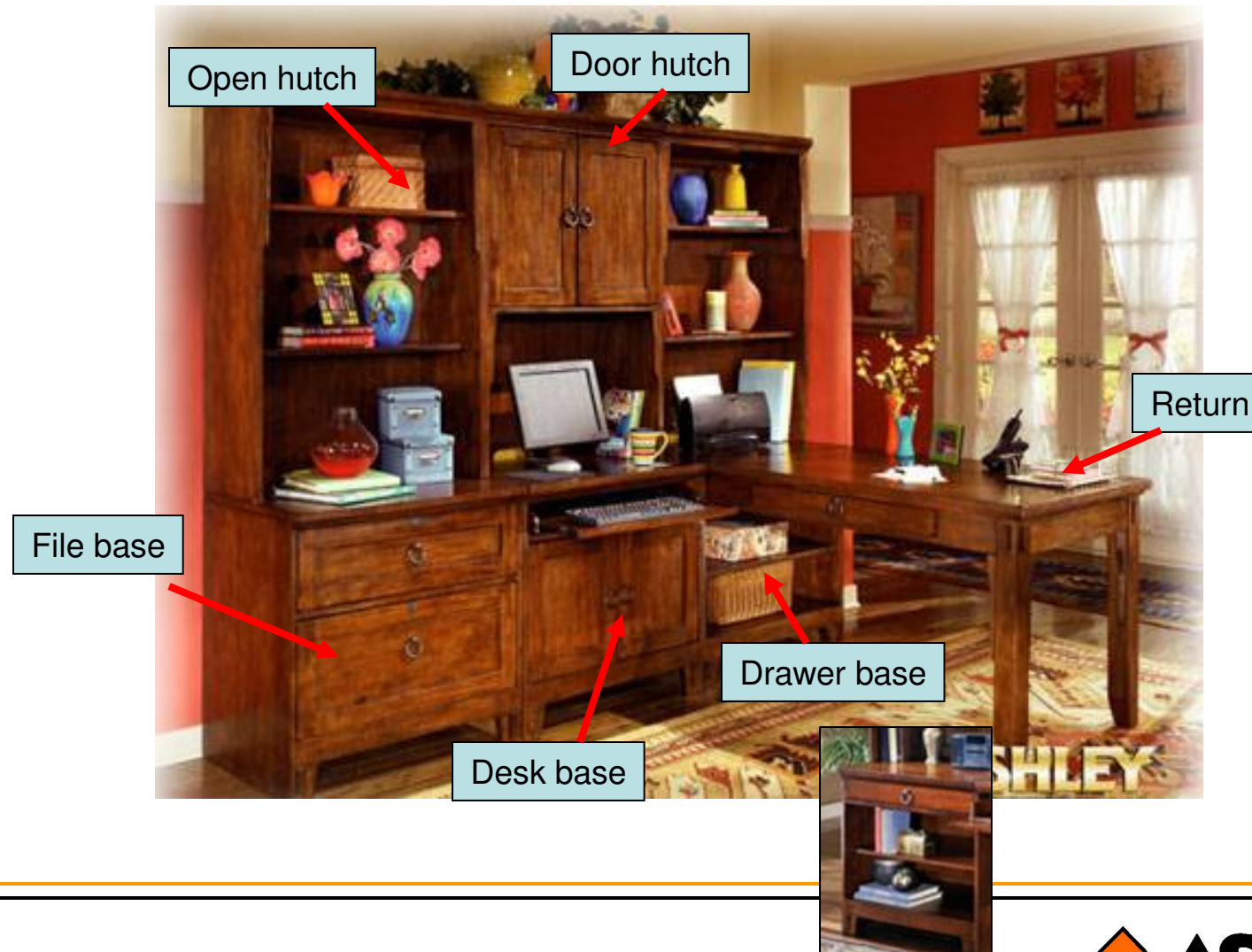


Home Office Wall Systems

- Multiple pieces allow for customization
- Can be set up with or without the return. The location of the return can be reversed
- Available with both open and door hutches
- Available with both drawer and file bases



Home Office Wall Systems



Home Office Features



Pullout keyboard trays



Vented CPU Storage



Storage



Locking tambour doors



Locking file drawers



Pullout writing surface



Monitor compartments

Selling Home Office

- Most Ashley desks are finished on the back. This allows the customer to place the desk facing outward into the room. Be sure to point out this selling feature.
- Ask the customer about their home office requirements so that you're presenting the correct features and benefits. A home office setup for a student could be quite different than that for a home-based business.
- Always demonstrate the features, such as drawers, file drawers, moveable storage modules, vented CPU storage, pullout keyboard and writing trays, locking doors and drawers, etc.

Ashley Top of the Bed Program

- Bed linens are a \$115 billion industry... bigger than furniture!
- People are in the market for new top of the bed linens every 2 to 3 years
- Bed linens are truly a “fashion” category. Color and pattern trends tend to follow those of the clothing industry. What’s “hot” this season will probably be out next season.
- 58% of people who buy a new bedroom will purchase a new comforter set within 30 days
- Consumers enjoy the convenience of purchasing a complete bedding ensemble, in a single package... all ready to go

What is included in each ensemble?

**2 Euro (square) shams
(3 with King)**

**2 standard pillow
shams**

3 decorative pillows

1 oversized comforter

1 oversized bedskirt



All ensembles are folded and placed in a zipped, heavy duty, wire framed clear vinyl bag with an insert showing a color picture and all pertinent information. A handle is attached to the bag for easy carrying. Units weigh from 20 to 30 pounds each.

Dimensions, Care and Warranty

Comforter Dimensions:

MOST Queen comforters measure 92" x 96"

MOST King comforters measure 108" x 96"

Bed Skirt Dimension:

Bed skirts feature a 17" drop

Care:

All pieces of the bedding ensemble are ***DRY***

CLEAN ONLY

Warranty:

30 days from date of purchase

Advantages of the Ashley Bedding Collection

- **Oversized** comforters to accommodate today's thicker mattresses
- **Oversized** bedskirts (17") also accommodate taller beds
- Euro Shams are **INCLUDED**
- Decorative pillows are **INCLUDED**

Department stores and specialty stores all sell similar sets from \$199 to \$399 and up. However, they usually only include the comforter, 2 standard pillow shams and 1 bed skirt. Euro shams and decorative pillows are extra. **These pieces can add \$150 to \$250 to the retail price when purchased separately.** Ours are INCLUDED in the price of the ensemble.

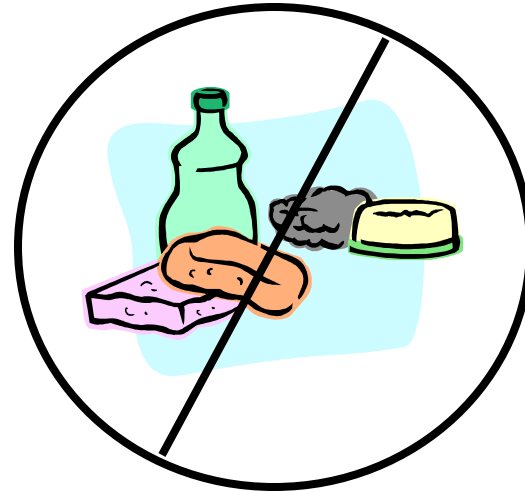
Care of Wood Furniture

- Wood tabletops are protected with a coating of lacquer or polyurethane to protect during normal usage. The bottoms of wood tables are also sealed to prevent season splitting
- Always recommend usage of placemats, trivets or coasters for optimal protection of the piece.



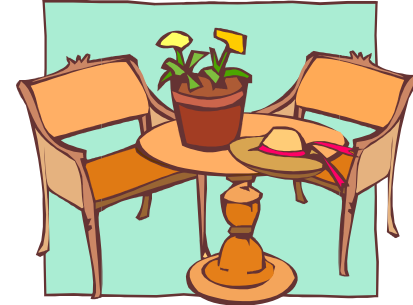
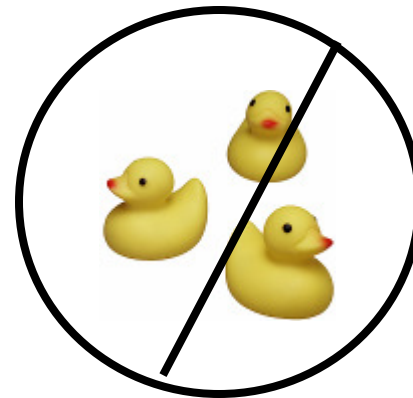
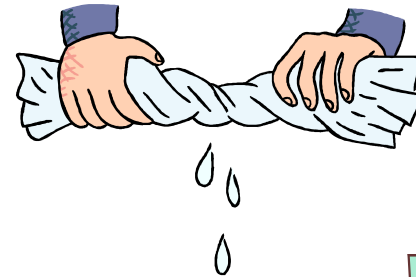
Care of Wood Furniture

- Cleaning with soap and water are NOT recommended.
- Avoid wax polish as it can build up on the surface of the piece. Used over time, wax build-up can soften and destroy the finish.
- Avoid products containing silicone.



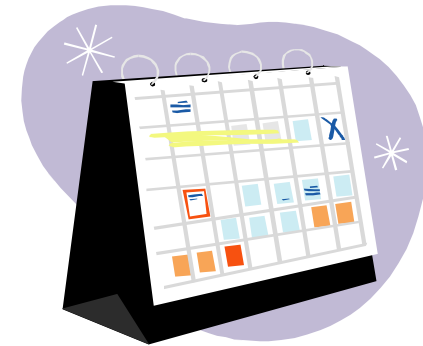
Care of Wood Furniture

- Dust the furniture frequently.
- Clean up spills immediately.
- Rotate accessories so that they do not sit in the same spot all the time. Use protective pads under accessories.
- Avoid placing rubber or plastic objects on a wood surface, as their ingredients can react with those of the finish.



Care of Wood Furniture

- Polish once or twice a month with a good household polish which does not contain wax or silicone.
- Guardsman Polish is a good example. Guardsman is a *cleaning polish* and is manufactured by a company which also makes finishes.
- Also marketed under the name “Heritage Polish”.
- This product will return the piece to its original sheen level.
- Use once or twice a month, with a light dusting in between.
- Guardsman can be found at Ace Hardware, Linens n’ Things, Amazon.com, many furniture stores, and at Guardsman.com.



Finishes

- Ashley uses a variety of finishes such as cherry, oak, merlot, walnut and colored finishes.
- Dark finishes such as merlot and “almost” black will usually show more dust and fingerprints than light finishes
- “Rub through” finishes will be uneven by design and are designed to show an underlying contrasting finish (ie: Concord Vineyards)
- Distressing techniques are designed to give the furniture an “old world” look. These can include small holes, nicks and uneven finishes. Distressing is purposely done in the factory and is not a result of any product defect.

Special Care for Dark Finishes



Carlyle Almost Black



Hillhouse Merlot



Protégé Merlot

- Merlot and “almost black” are examples of dark finishes.
- These are designed to be low sheen, matte finishes.
- Special care is required in order to ensure that these finishes retain their original characteristics.
 - Do not use products containing wax, as wax can build up over time, and will cause the finish to look glossier.
 - Wax also tends to “trap” dust particles, which will eventually detract from the original finish.
 - Do not use products containing silicone. Silicone can smear, producing an undesirable “hazy” look to the finish.
 - Use a good cleaning polish, such as Guardsman, once or twice a month, with a light dusting in between.

Care of Slate

- Do:

- ☺ Do use coasters under glasses, especially if they contain alcohol or citrus juices
- ☺ Do use trivets or placemats under hot dishes
- ☺ Blot up spills quickly
- ☺ Clean surfaces with a damp sponge

- Don't:

- ☹ Don't use vinegar, bleach, ammonia or other general purpose cleaners
- ☹ Don't use cleaners that contain acid, such as bathroom cleaners
- ☹ Don't use abrasive cleaners such as dry cleansers or soft cleansers

Consumer Warranty



- All finishes and other parts and components of Ashley Casegoods are warranted by Ashley Furniture Industries, Inc. to the original retail purchaser for 1 year from the date of purchase to be free from material and manufacturing defects.