



MILLENNIUM[®]
By ASHLEY[®]



benchcraft[®]

Casegoods Training Presentation

Our Vision

We want to be the best furniture company.

WE DESIGN



WE BUILD



WE DELIVER



Our Mission

Improve Quality, Reduce Costs, Do More Business,
Be Profitable, Stay in Business

We sell top-quality furniture at incredibly low prices. We start by cutting our middleman costs. Using our internationally acclaimed in-house design team, we create the look without paying expensive design fees. Then, by adhering to some of the most efficient production standards in the world, we are able to maximize productivity and minimize waste, generating additional savings.

All of our orders are filled from strategically located regional warehouses and are serviced by our own fleet of trucks -the largest in the industry.



What Are Case Goods?

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

Examples: Dressers, Nightstands & Media Chests

The *Ashley Furniture Case Goods Division* includes the following:

★ Promotional priced through upper to mid-priced bedrooms groups

★ A large number of casual dinettes plus upper to mid-priced formal dining

★ Youth Bedrooms



Construction Categories

The Casegoods Division has 3 construction categories:

★ Good -Made in the USA

★ Better -Imported

★ Best -Imported

The warranty on all categories is one year from the date of purchase to the original owner (non-transferrable).



BEDROOM

Construction Category: Good

Made of engineered wood and laminate. Two types of engineered wood used:

Particle Board (PB) -used with wood veneers

- A practical and inexpensive alternative to solid wood that has become one of the nation's leading building materials
- A panel product made of saw dust and wood shavings bonded together by synthetic resin and pressed into sheets
- Used primarily as core material for doors, furniture, and cabinets
- Often covered on one or both sides with a surface finish or veneer



Medium Density Fiberboard (MDF) –used with laminate

- Otherwise known as engineered wood, MDF has become very prolific in the furniture industry
- Soft wood chippings are steamed, bonded with resins, then heated and pressed into wood
- Provides a very smooth, hard surface with very little variance
- Stable, attractive, and resistant to humidity issues



Construction Category: Good

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 medium density fiberboard (MDF) without the need for additional adhesives
- For laminates of natural materials (wood, stone, metal), a photograph of the actual material is used.
- Laminates are highly durable, low maintenance, and inexpensive with a variety of price points.
- Compared to solid wood (which is known to fade), laminates have a 15 year life span against wear and fading



Construction Category: Good

Drawer Construction

- All drawers are constructed of laminates over MDF
- All drawers use nylon roller side glides (lifetime warranty) which ease in opening and closing of the drawers
- All drawers have finished, non-snag drawer interiors
- All drawers use a two-part epoxy glue (stronger than corner blocks) to construct

Nylon roller side glide





Construction Category: Good

- **Made in the USA**
- **Engineered wood is CARB (California Air Resource Board) compliant formaldehyde emissions**
- **Side roller glides which are riveted in place for smooth drawer operation**
- **Silicone adhesive around bottom of drawers for durable storage**
- **Metal to metal (male & female) mirror attachment**
- **U channel on sides of cases**
- **Padded polyurethane back panels**
- **Architectural styling**
- **Custom designed hardware & decorative moldings**



Construction Category: **Better**

All Wood Construction

These groups are constructed of solid wood and wood veneers. Typical construction consists of solid wood frames, drawer fronts, pilasters, and trim with wood veneer tops, sides, and large panels. These bedrooms are manufactured and imported from overseas.

We do not manufacture any **“solid wood”** bedroom sets. We have **“all wood”** bedroom sets, which are constructed of solids and veneers. Most commonly used woods are: oak, cherry veneers, walnut veneers, Asian hardwoods, and other select hardwoods.

All finishes and other parts and components 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.*



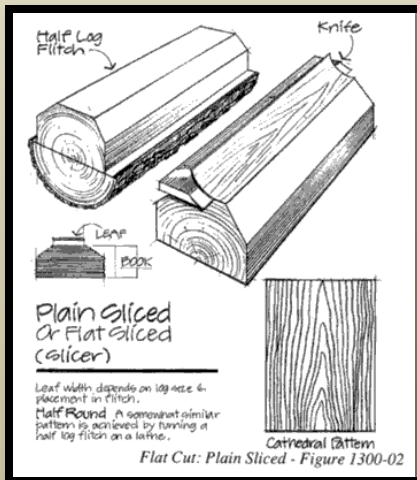
B525 Colestead

Construction Category: Better Veneers

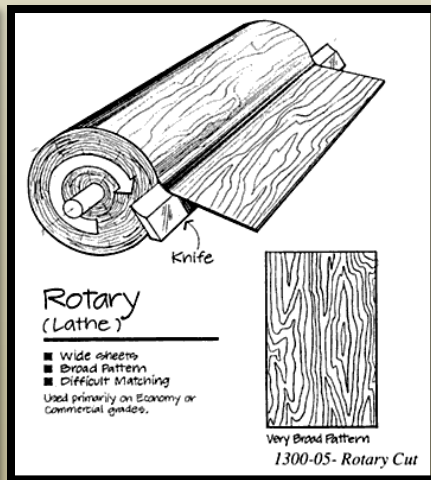
-Veneering is the process of applying a thin sheet of material (usually wood), to the surface of another material, usually a less expensive piece of wood. This provides a more luxurious look and feel without the cost of solid wood.

-Veneers have become a popular choice in comparison to solid wood as they can withstand temperature changes better and with the advancement in adhesives, are also much stronger and more durable than solid wood.

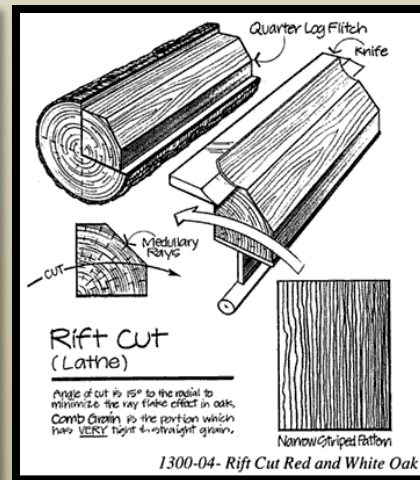
Plain cut



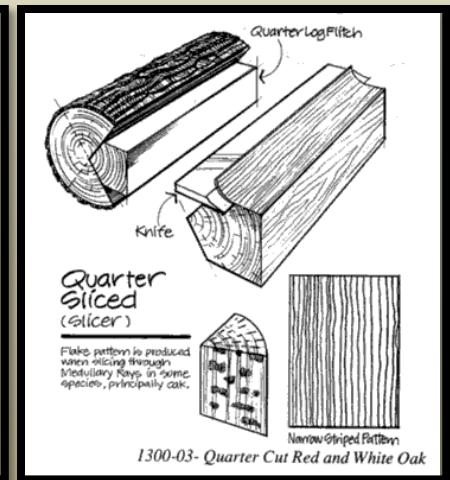
Rotary cut



Rift cut



Quarter sliced cut



Construction Category: Better

Wood Veneers

Advantages :

- Veneering is typically less expensive than solid wood
- Endless design possibilities (i.e. diamond, reverse diamond, checkerboard, etc.).
- Durable surfaces not prone to splitting or seasonal movement.
- Environmentally friendly with a less amount of wood necessary for construction
- Veneering comprises about 80% of wood furniture in all price ranges because of its strength and versatility

Disadvantages:

- Difficult to repair since the veneer is thin
- Early veneer lacked quality construction and for some consumers they may still identify with old veneering techniques
(ie. Lifting veneer, etc)

Examples of veneers:





Construction Category: Better

Drawer construction

- All drawers are constructed of select hardwoods
- We now have engineered drawer boxes with solid and veneer fronts on starting price groups in Better, such as, B376
- All drawers have side and corner supports to help secure the bottoms
- All drawers use a combination of English and French dovetail joints, along with staples and glue, to construct
- Full Extension, Dual Sided** ball bearing glides. Allows for easy, smooth drawer opening and closing.
- Sure Close, Positive Stop** drawer glides -ensure proper seating of each drawer into the case to avoid unintentional opening of the drawers. This keeps drawers from wandering open on their own since the ball bearing action is so smooth.
- All drawers have stops to prevent them from falling out
- All drawers have finished, non-snag drawer interiors and top drawers are felt lined to protect contents

Construction Category: Better

Drawer construction

French dovetail

– The French dovetail is 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 large glue surface are this is one of the strongest types of drawer construction.



English dovetail

– The quality of English dovetail 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.



Construction Category: Better

- Imported
- Made from select hardwood solids & veneers
- Kenlin – Under drawer center glide with drawer stop
- French/English drawer box construction with corner blocks
- Dust proof case bottoms
- Larger & deeper drawers
- Float glass
- Felt lined top drawers

Construction Category: Best

The best construction category is also imported and has the same basic construction as the better category with some upgraded features such as; hidden felt lined jewelry drawers, finished drawer interiors, full extension ball bearing drawer glides, and multi-step/complex finishes.



Side ball bearing glide



Construction Category: Best

- Imported
- Made from select hardwood solids and veneers
- Multi-step, complex finishes
- Combo French & English dovetailing drawer construction, some now have

English & English dovetailing

- Finished drawer interiors
- Full Extension Ball Bearing Drawer Glides for durable and smooth drawer operation
- Hidden features such as jewelry trays and false bottoms
- Larger deeper case pieces for more storage
- Optional beds in many collections
- High fashion designs

Construction Story: 3D Press Technology

- The New Millennium product line utilizes the best materials, processes and components such as superior plus MDF, under-mount soft close drawer glides, 3D press technology and the deepest vinyl wrapped drawer interiors.
- The New Millennium offers top level design features examples of which are smoke and frosted glass, sliding shelves and deep surface texture detail.
- The cases are 20" deep with 18" deep vinyl veneer wrapped mitered drawers in a smooth replicated maple grain. These drawers feature a seamless edge on ½" thick drawer box sides. Under-mount soft close drawer glides provides the highest level of drawer function available.
- Custom designed long chrome plated metal drawer handles
- A variety of materials are used for both aesthetics and function. Frosted and smoke glass covers the tops and helps provide a durable surface while adding to the overall beauty of the design.
- Most of the parts used are 3D press superior plus MDF board providing the highest quality face and edge surface for a smooth look free of irregularity.

- The optimized 3D process can be used for an infinite number of irregular shapes and surfaces not achievable in other laminate processes. Creating sculpted forms and deep textures.
- Thanks to the inherent properties of the 3D material and a climate controlled environment that eliminates dust and dirt gloss reaches a higher level making faux marbles appear polished to a mirror surface.
- 3D technology replaces the need for the additional operations of adding a decorative material in the form of edge banding or foil on part edges eliminating seams and insuring a match in color, design, texture and gloss as the 3D material encapsulates the part.
- 3D Innovation allows us to achieve rounded durable infinity edges that resists damage in addition to being very attractive.
- When needed 3D pieces include thermally fused melamine used on the backside to stabilize the part and prevent warping. Melamine is popular in laminate flooring.

Construction Story: 3D Press Technology

- Engineered wood & Laminate
- Engineered wood is CARB (California Air Resource Board) compliant formaldehyde emissions
- Bardini has improved side roller glides that make the drawers and cases larger for more storage.
- Silicone adhesive around bottom of drawers
- Metal to metal (male & female) mirror attachment or D ring hardware for hanging on the wall.
- In the Bardini Better Category:
 - 18" drawer depth
 - 3D pressed tops and drawer fronts and the rest of the case are 2D pressed
- In the Bardini Best Category:
 - Thicker engineered wood
 - 20" drawer depth
 - One touch, self closing drawers
 - 3D pressed all over



Dining

Dining

- All dining room tables are manufactured and imported from overseas.
- Typical construction is solid wood or wood veneer top, solid or plywood table apron, and solid wood legs for durability.
- Most commonly used woods are: oak, cherry veneers, walnut veneers, Asian hardwoods, and other select hardwoods.
- 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.



Construction Category: Better Solid Wood Construction

- For solid wood construction, boards are sawed into narrow lengths and the grain pattern is reversed.
- The pieces are then glued back together to form the various widths and lengths needed.

Many pieces of solid wood are glued together

The advantages to solid wood are:

- Valuable in the minds of the consumer.
- Known to withstand the “test of time”
- Solid wood products can be refinished.

The disadvantages include:

- As weather conditions change, solid wood is much more likely to warp, crack or split
- Certain solid woods (ie. Cherry, mahogany, etc) are typically more expensive than a wood veneer or engineered wood

Notice the random lengths



Dining - Table Leaf

- Regular leaf
- Butterfly leaf
 - Drop leaf
- Leaves are not replaceable and customer can not purchase additional leaves

Regular leaf



Butterfly leaf



Drop leaf





Finishes

3 Primary Wood Sealants: stain, paint and finish. Stains are used to tint the wood, paints contain colored pigments that cover the wood, and finish provides a protection coating on the surface of the wood.

Best Quality= Modified Polyurethane (Clear & Tuff)

- * Used primarily on dining room tables
- * Provides the best protection against damages and scratches
- * Offers protection from fading when exposed to sunlight
- * Provides protection against water and most household cleaners

Millennium Tables:

Polyurethane top coat

Natural Marble Tops on Bars

Durable, stain-resistant upholstered fabric

Return Memory Swivel Barstools

Better Quality= Polyurethane

- * Finishes can be shiny or matte, clear or colored
- * Polyurethane is harder to destroy than lacquer, but is also more difficult to repair if damaged
- * Generally tougher than conventional lacquers with more resistance to heat, moisture, chemicals and abrasion

Good Quality= Lacquers

- * Quick drying finishing material most often sprayed on surface in multiple, thin layers
- * These cellulose derivatives are widely used because of their relative durability, ease of repair, and crystal clarity *

Produced in various sheens and colors

- * May be damaged by exposure to substances such as nail polish remover, shoe polish, alcohol or extreme heat



Dining

Construction of Tables

Construction Story: Best

- Solid
- Solid + veneer
- Marble
- Faux Stone/Poly Urethane
- Improve Polyurethane or Clear & Tuff
- Leaves / Self storing
 - drop leaf, butterfly leaf, standard leaf
- Glass - beveled
- Distressing

- Multi-Step Finish
- Multiple leaf option

Dining

Construction of Chairs

Upholstered Chairs - Upholstered chairs have a soft seat and/or back.

Upholstered chairs have a removable seat cushion for easy cleaning or reupholstering.

- Grooved sides
- Finger joined corner blocks
- Screwed & glued not stapled
- Designer Select fabrics
- Adjustable levelers on front legs of all metal chairs
- Fabric changes
- All chair foams are TB117 compliant for slow burn

RTA - Ready to Assemble Chairs are manufactured to be assembled at the point of delivery

- RTA chairs are leveled at the point of delivery - Assemble chairs by loosely tightening bolts and then turn the chair upright and level it to the surface. Once level, tighten bolts with a wrench.

Hard Seat - The bottoms of hard seat chairs are sealed to prevent season splitting

- Screwed & glued @ each stress point
- Leveled in factory & pressed
- Shaped saddle

Construction Story: Best

- Webbed suspension
- Larger seats
- More detailed shaping or carving



Furniture Styles

Metro Modern

Contemporary by dictionary definition, means the current designs of the day, but this term describes also furniture in a modernized form of classy design.

In considering modern furniture, it should be remembered that modern cannot be defined and delineated as historic periods are. Styles such as Victorian, Louis 16th and Chippendale have firmly established characteristics, common lines, ornamental and decorative details. Types of legs, arms, backs and pediments or similar identifying features, are historically fixed.

Modern or Contemporary, on the other hand, is a style still developing and will always remain in a state of transition. New changes occur as contemporary designers add their interpretations, ranging from simplification and adaptation of traditional designs to original creations bordering on the bizarre. Often a company when constructing Contemporary furniture will utilize steel, glass, straight lines and bright colors.

Country

The earliest settlers in America were far from home and family and tried to create a setting that was similar to the lifestyle they left behind. The common denominator of Country is a mood rather than just actual furniture. It is a harmonious mix of many textures, materials and colors. Country is a homey style where comfort and ease reign. The colors are from nature - yellow, blue-grey, persimmon, natural and woodsy green.

Often, in a country setting, furniture served a dual purpose: beds with blanket rails, chairs with pull over tables, chest with alternate tops, etc. When building Country influenced styles it is common to use oak, birch, pine, even walnut and some cherry wood products.

Furniture Styles

Vintage Casual

Vintage Casual is a classic style that combines beauty and charm with function. Often using turned legs, straight lines and soft colors. It is not a delicate look, but one of substance. This furniture reflects the warm, earthy, unpretentious and comfortable way of life.

Long kitchen tables, usually in a rectangular shape, were made of solid wood to withstand hard usage. Chairs for the most part, were simple, sturdy and rustic and sometimes painted in earth tones. Also parsons chairs in light airy fabrics add to this lifestyle look.

Transitional

This style is best described as a passing of moving of one state to another. Most commonly used in the furniture industry to define a style which incorporates aspects of both traditional and contemporary designs or one that incorporates neither the motifs and design characteristics of traditional styles, not the clean functional lines associated with contemporary furnishings.

Traditional

Traditional styles include, but are not limited to, the following: Queen Anne, Chippendale, French Provincial, Dunkin Phyffe and Louis 15th. Carvings when used, is simple and in low relief. Corners are rounded and pieces are shaped to fit the body rather than to follow the straight lines of previous styles. Some common motifs for decoration are scalloped shells, acanthus leaves, egg-and dart, floral motifs and many more.