

THE FUTURE OF
RETAIL.



VISION



**WE WANT TO BE THE BEST
FURNITURE COMPANY.**

MISSION



**IMPROVE QUALITY
REDUCE COST
DO MORE BUSINESS
BE PROFITABLE
STAY IN BUSINESS**



DID YOU KNOW?

..... **58**%

OF
INTERNET
USERS
SHOP ONLINE

..... **80**%

OF THE ONLINE
POPULATION
HAS MADE A
PURCHASE

..... **50**%

OF THE ONLINE
POPULATION
SHOPPED ONLINE
MORE THAN ONCE



WHY DO THEY SHOP ONLINE?

67%

LIKE THE
**INCREASED
VARIETY**

58%

ENJOY
**LESS
CROWDS**

73%

APPRECIATE THE
**TIME
SAVINGS**



**HOW DO YOU PLAN ON
COMPETING WITH ONLINE
RETAIL?**

BE A PART OF IT.

**YOUR FUTURE IN
RETAIL IS HERE!**



WHAT IS ASHLEY EXPRESS?

A CONVENIENT DIRECT TO CONSUMER SHIPPING PROGRAM

ASHLEY EXPRESS is an opportunity to have an “endless aisle of furniture” that you sell directly from **your** website to the end consumer.

We have more than **12** furniture categories with thousands of available product SKUs for you to **sell online 24/7**.

Best of all - you don't have to lift a finger! We will ship in-stock products directly to your customer in 48 hours!

YOUR ONLINE SELLING MADE EASY!



THREE EASY STEPS

1

SIGN UP

SIGN THE ASHLEY DIRECT EDI CONTRACT AND
ASHLEY EXPRESS PARTICIPATION FORM

2

START SELLING!

YOUR CUSTOMERS WILL SHOP FROM HOME ON YOUR TRANSACTIONAL WEBSITE

3

WE DO THE REST!

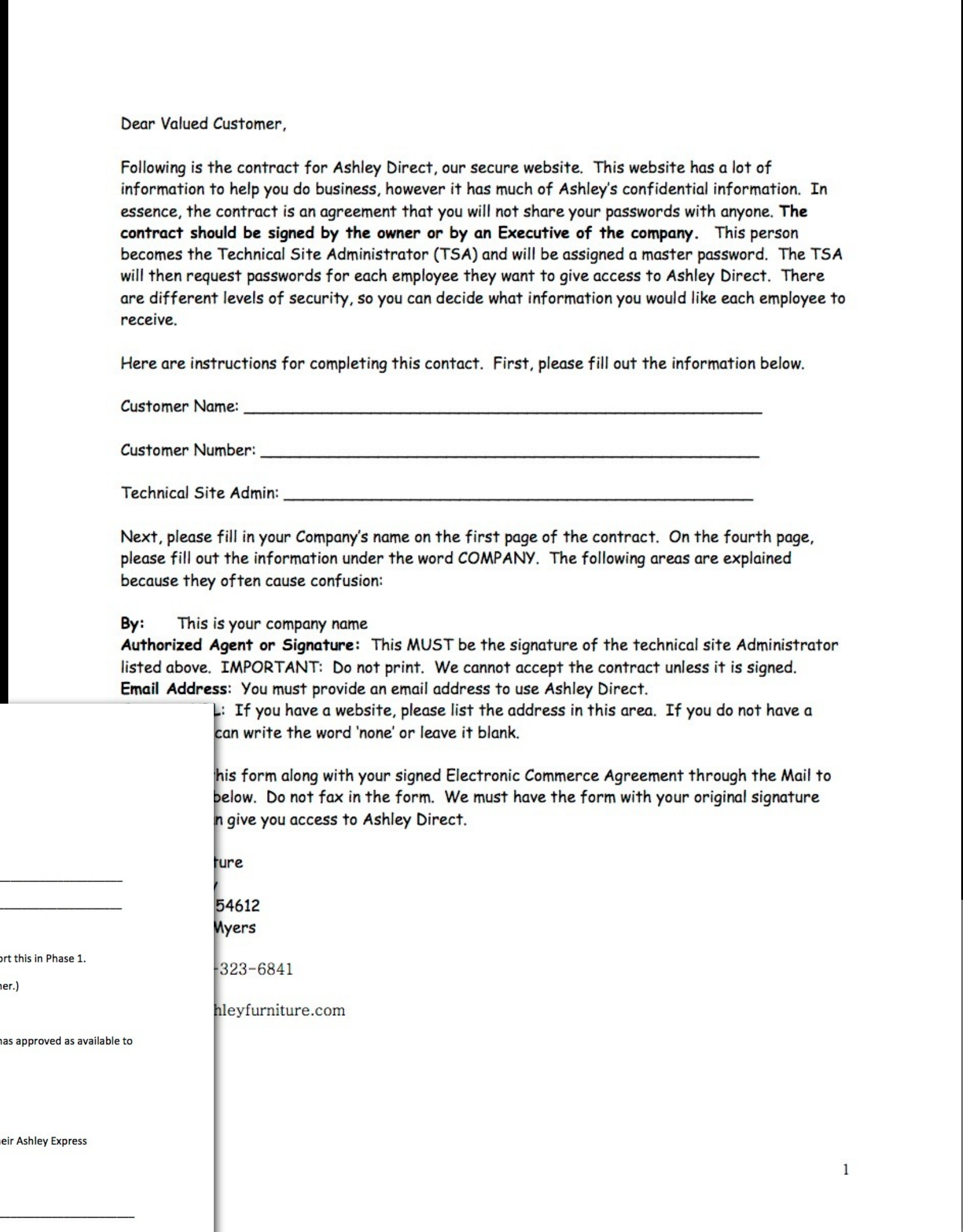
THE ITEMS WILL SHIP DIRECTLY FROM ASHLEY TO THE CUSTOMER WITHIN 48 HOURS



1

SIGN UP

SIGN THE ASHLEY DIRECT EDI CONTRACT AND ASHLEY EXPRESS PARTICIPATION FORM



WHAT IS EDI?

Electronic Data Interchange (**EDI**) is the electronic interchange of business information using a standardized format; a process which allows one company to send information to another company electronically rather than with paper. Business entities conducting business electronically are called trading partners.

[CLICK TO DOWNLOAD](#)

2

START SELLING

YOUR CUSTOMERS WILL SHOP FROM HOME ON YOUR TRANSACTIONAL WEBSITE



**THOUSANDS
OF
PRODUCTS
AVAILABLE AT YOUR FINGERTIPS**

YOUR ENDLESS AISLE AWAITS!

My Furniture Store

FIND A STORE | MY ACCOUNT | MY WISH LIST | TRACK YOUR ORDER | ESPAÑOL

VIEW OUR LATEST AD | SIGN IN | SIGN UP | CART | CHECKOUT

furniture | new | gift registry | inspiration | create a room | view catalog | sale | clearance | search

Home > Furniture > Living Rooms > Accent Chairs

sort by: most relevant | show only: new top rated free shipping

LIVING ROOMS

- stationary
- reclining
- sleepers
- leather
- sectionals
- under \$499
- reclining under \$599

SHOP BY STYLE

- contemporary
- vintage
- modern
- traditional

ACCENT CHAIRS

- CHAISES
- OCCASIONAL TABLES
- ACCESSORIES
- RUGS
- TV STANDS

SMALL SPACES

- STORAGE
- USB ENABLED
- LIGHTED SOFAS
- POWER RECLINING

Grid of Accent Chairs:

- Annora Kelly Accent Chair (checkered pattern)
- Annora Kelly Accent Chair (green pattern)
- Orin Orange Accent Chair (red seat)
- Annora Brown Accent Chair (black and white pattern)
- Cambridge Amber Accent Chair (gold ornate)
- Milani Umber Accent Chair (dark wood)
- Aleyna Quartz Accent Chair (striped)
- Matrix Scarlet Accent Chair (red leather)

TRANSACTIONAL WEBSITES PREFERRED

Whether your website is Imagine Retailer, Renaissance, or other website providers, Ashley Express is designed to work on transactional websites through our EDI feed or Ashley Direct Create My Order.

3

WE DO THE REST!

THE ITEMS WILL SHIP DIRECTLY FROM ASHLEY TO THE CUSTOMER WITHIN 48 HOURS

YOUR
TOUCH FREE

48

HOUR DELIVERY!



SHIPPING PROCESS

If our retail partner is signed up with Ashley Express, the items ordered from the retailer's website will come directly to us. Ashley will ship those products with UPS or FedEx within 48 hours and send the retail partner the invoice. It's that easy.

SHIPPING RATES

Your Rate or Ours? If you don't already have one, Ashley Furniture has our own specific FedEx or UPS rate.

The Ashley Express Freight rate per item can be seen in the Ashley Express Excel Spreadsheet.

FREQUENTLY ASKED QUESTIONS

YOU GOTTA HAVE 'EM

HOW ARE DAMAGES HANDLED? DOES THE CONSUMER GET PARTS? FULL CREDIT? WHAT ABOUT THE SHIPPING AND HANDLING CHARGES?

If this is a Freight Damage and the Customer is using Ashley's Freight Contract, they would contact their Credit Analyst to discuss the credit if needed for the item, freight charges and handling fee. If the Customer is using their own Freight Contract, they would contact their freight provider, either UPS or FedEx. If a replacement part is available for this specific item, the Customer can order replacement part for these items that are under warranty and ship directly to their end consumer if needed. Every Customer must give Ashley a return address to put on the shipping label. We do not accept returns coming back to Ashley, the only exception being if this item had freight damage and the Customer is using Ashley's Freight Contract.

HOW ARE WARRANTY ISSUES HANDLED?

Ashley Express is just a type of shipping, instead of shipping direct to your store or you picking up at your Ashley DC, you've requested that we ship this item direct to your consumer. You would handle warranty issues as you do today for your Customers.

CONCERNED ABOUT THE DOUBLE SKUS IN THEIR SYSTEM AND HOW THAT WORKS WITH EDI.

This could be discussed with the Customers operations team. There shouldn't be a reason to double SKU any of these items. This is just a different method of shipping.

HOW ARE CONSUMER RETURNS HANDLED?

Ashley does not accept any returns. Every Customer that is set up for the Ashley Express process must give us a return address that will show on the shipping label.

THE LIST OF PRODUCTS HAS WEIRD PIECES, IF THEY DO A FEED TO THEIR INTERNET THIS COULD REALLY GET SCREWED UP WITH THE PIECES THAT ARE AVAILABLE VIA ASHLEY EXPRESS AND NOT AVAILABLE. EXAMPLE: RAILS AVAILABLE ON BEDS BUT NOT HEADBOARD AND FOOTBOARD, D314 BASE AVAILABLE BUT NOT TABLE TOP, ETC...

The list of Ashley Express items that you are able to pull from the Ashley Direct Product Catalog is just that, a complete list of all items that Ashley sells that meet the criteria to ship via Express Shipping. The Customer should not take this list and publish it all online for sale. They should determine what items in this list make sense to sell online for their business. Ashley needs a clean list of all items coded Express Shippable in the case a Store needs us to ship an item via UPS to their store for whatever reason.

HOW TO ORDER 1 THROW PILLOW, THROW INSTEAD OF A CASE?

This is important! A Customer will not be allowed to even purchase or have pricing for an individual rug and throws prior to being set up for the Ashley Express process. We only allow Customer set up for this process to order these items if they are shipping to their end consumer. The case item is a different SKU than the individual item and they have different pricing. Once set up for the Ashley Express process, the individual items will show in the Customers download. The individual items will have a "T" for throw or a "P" for pillow at the end of the SKU. Also, you will see in the spreadsheet the UOM and quantity per box. This is important information in helping your Customer set up his system to purchase properly.

CAN WE DO WITHOUT A DEALER HAVING EDI?

We now allow Customers to order their Ashley Express items via Ashley Direct Create My Order. The Customer will select an option of either EDI or Ashley Direct when they fill out the Ashley Express Agreement.

Qty	Item #	Description	Series	Color	UOM	Qty Per Box	Status (mm/dd/yyyy)	Cubes (ft³)	UOM Price (USD)	Freight (USD)	Disc. (USD)	Ext. Price (USD)	Item Comment
1	R002002	MEDIUM RUG	Manhattan	Black/Red/Gold	EA	1	06/27/2014	1.63	105.00	0.00	0.00	105.00	
0		Item Not Priced						0	0	0	0	0	
0		Item Not Priced						0	0	0	0	0	

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