

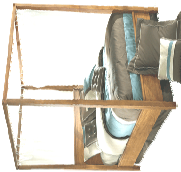
Sales: Bedroom

People generally buy bedrooms based on the appeal of the bed, so let's look at some common bed styles.



Mansion Bed

As the American Civil War wound down, luxury items were again desired. The beds have tall lavishly decorated headboards.



Canopy Bed

Originated from Lords and Noblemen for warmth and privacy as their servants often slept in the same room.



Sleigh Bed

A style of bed with curved head & footboards resembling a Sleigh or Sled. Originates from the 1800's "Empire" Period.



Platform Bed

First called "Loft" Beds. They were situated high off the floor to allow more living space. Gradually, the beds came down to modern day height.



Four Poster Bed

A bed with four vertical columns. The early function of the columns was to hold curtains that would be hung to keep out drafts.

It's Showtime! More Bedroom Terms:

Hardware = Jewelry / Accents the wood finish

Burnished = Antiquing along edges of the Case

Beveled Glass = More expensive when curved

Felt Lined Top Drawers

Always mention the wood with a descriptive term, i.e. "Warm Brown Cherry Finish", "Casual Light Oak"

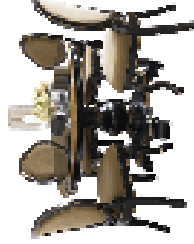
Sales: Dining Room

Dining Rooms can be sold on a number of different factors. Let's look at the best way to present Dining Rooms or casual Dining Tables & Chairs.



Always pull a chair away from the table first, and talk about it. Refer to the style, the left of the chair, the seat construction: Wood / Perelli webbing / or springs. Talk about any carvings or curves that make it special or more interesting.

With the chair pulled out, talk about the table. Point out any style features on the legs or base. Point out the shaping & curves on the aprons. Lesser companies cheat on aprons, making them plain and flat. Finally rub your hand over the finish and point out the quality and any veneer matching of interest.



Now move to the "Case" Pieces; the Chinas, Buffets, Servers, or Curios offered with the collection. Be sure to point out all of the shaping and detailed carvings. Note the felt lined drawer for silverware. Cases and Chinas are really about storage & display, so note all of the storage options and always demonstrate the "Touch" lights on Millenium China Cabinets.

Sales: Chair Styles



Windsor



Ladderback



Scroll Back



Splat Back



Parsons

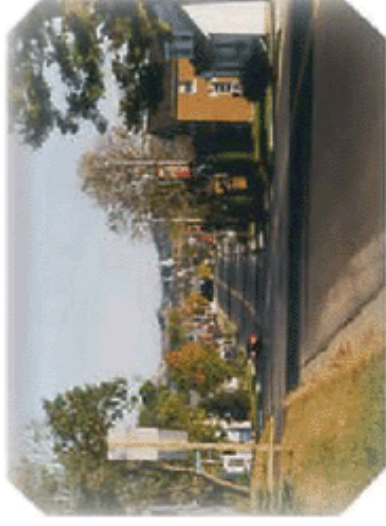


Bench or Settee



Product Knowledge

Brochure



Main Street Arcadia, Wisconsin

With over 50 years of innovation and experience in the furniture industry, Ashley has become the global leader as a manufacturer of quality furniture products.

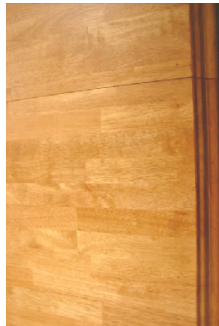
Arcadia, WI is the headquarters of manufacturing, assembly, and administration for what is now known as The Ashley Companies. Today, Ashley has over 3 million square feet of facilities spread over six different locations. The direction and leadership of Ashley's owners have positioned the company as the largest manufacturer of home furnishings in the world.

Construction: Materials

SOLID WOOD

There are two primary categories of solid, natural wood used in the furniture industry: hardwood and softwood.

Hardwoods come from deciduous trees (lose their leaves at the end of the season) and include maple, walnut, oak and mahogany. Softwoods come from coniferous, or evergreen trees and include cedar, pine and redwood.

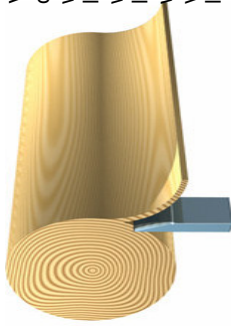


Disadvantages of Solid Wood

- As weather conditions change, solid wood expands and contracts and is more likely to warp, split or crack
- Sunlight may discolor wood stains
- Even within the same tree, color variances exist

SOLID WOOD VENEERS

Veneer construction consists of a variety of woods that are sliced and then permanently bonded to an all wood surface, often called engineered wood (MDF).



Veneering is the process of applying a thin sheet of wood to the surface of a less expensive piece of wood, providing a more luxurious look and feel without the cost. Today, veneer is the most popular construction used.

Advantages of Veneer

- Endless design possibilities
- Durable - surfaces not prone to splitting or seasonal movement
- Environmentally friendly with less amount of wood necessary for construction and nothing is wasted
- Veneering comprises about 80% of wood furniture in



Construction: Drawers

JOINERY

There are a variety of ways to secure wood pieces together to create the drawer box. Below are the two most popular methods used at Ashley Furniture; French and English Dovetail.



French Dovetail

- Often used as it is one of the strongest types of joints in drawer construction
- Referred to a "locking joint," machined so that the drawer side slides upward into a groove in the drawer front and glued

English Dovetail



- Features give this type of joint a reputation of superior quality
- Described as a "locking joint," and is glued, adding strength
- The taper of the male dovetail is turned opposite the direction in which the drawer is pulled open
- Allows for the largest possible drawer size

DRAWER GLIDES

Mechanical drawer glides are installed for ease of opening a drawer as well as supporting the contents within the drawer. Drawer glides may be installed as hidden glides underneath the drawer or side mounted for additional support..

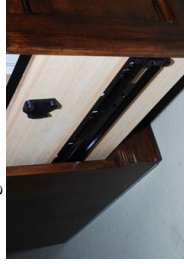
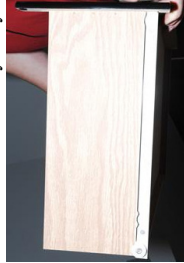
Bottom Center Glides



Nylon Roller Side Glides



Heavy Duty Ball Bearing Glides

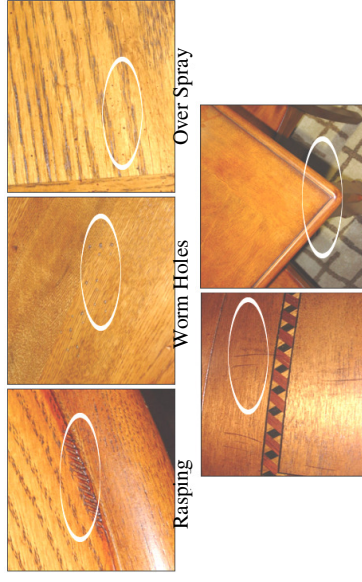


Corner Supports and Drawer Stops

Corner supports reinforce the corners of drawers to increase stability and strength. They are not seen from the outside but are secured to both sides of interior drawer corners. All drawers also have a built in door stop to prevent the drawer from pulling out.

Finish: Distressing

Distressing, also known as antiquing, is used to give furniture a vintage, time-worn look. Distressing is done by applying a coat of stain, allowing it to dry and then distressing the furniture through the use of sandpaper and various tools. Distressing also allows for scratches and dings from normal use to be easily touched up.



Finish: Protection

Good Quality = Lacquers

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

Better Quality = Polyurethane

- Polyurethane is harder to destroy than lacquer, but is also more difficult to repair if damaged

Best Quality = Modified Polyurethane

- Better Protection From Damage & Scratches
- Better Protection From Sun Fade
- Better Protection From Water & Household Cleaners