

The Importance of Knowing the Products You Sell



*#1 Brand Selling Furniture Brand
Largest Manufacturer in the World
Investing in America*

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In The Beginning...

Ashley Furniture began as Arcadia Furniture Manufacturing in 1945 in Arcadia WI.



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A Little History...

Ron Wanek purchased Arcadia Furniture Manufacturing in 1970 with a group of investors, renaming it Ashley Furniture Industries.



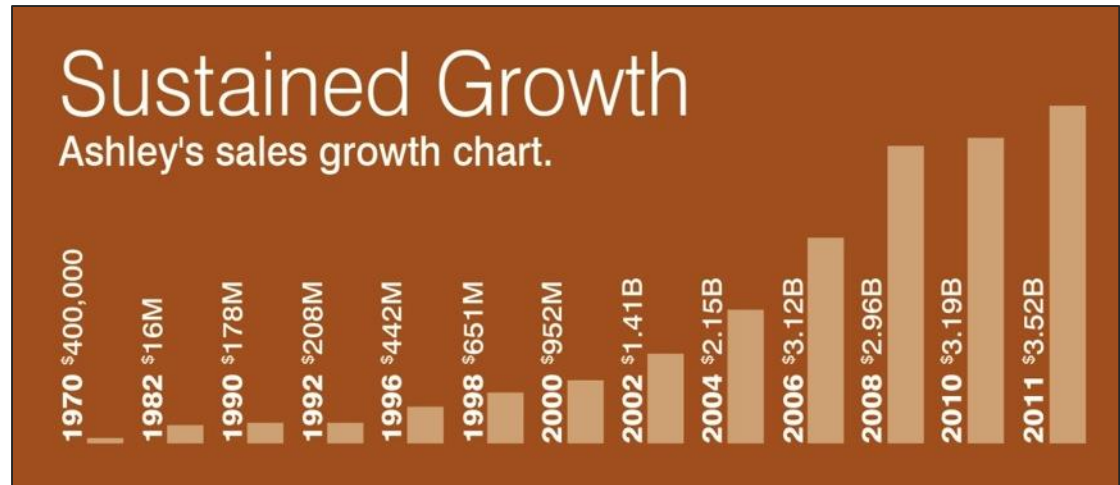
Ashley Furniture began with 35 employees in a 3,500 sqft manufacturing facility.



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The Future...

Ashley Furniture's business grew to over \$1 billion before the company was turned over to Ron's son, Todd, in 2002.



Todd has grown the company to be the largest furniture manufacturer in the world and the #1 Selling Furniture Brand.



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Investing In America...

Ashley Furniture employs over 18,000 in the U.S. and supports over 9,000 vendors across the United States. They have 10 domestic furniture plants.



Ashley's plants total over 11 million sqft



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Investing In America...

Ashley's Mid-Atlantic facility, located in Advance NC was opened in 2013. It is over 2.8 million sq ft, on 640 acres.



This plant is expandable to over 10 million sqft



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Backing Up Our Claim...#1

- Ashley Furniture maintains over 7,000 different Sku's.
- We build over 280,000 pieces of furniture a week.
- We test every component in our furniture products.
- Over 95% of our line is in stock everyday.
- We maintain the largest trucking fleet in the industry, capable of reaching 95% of North America every week.



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How We Do It...

Design It, Build It, Test It, Stock It, Deliver It



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Frame Construction

How It's Done...

- Frames consist of Kiln-Dried hard-woods, Plywood and OSB. This prevents warping & cracking.
- All joints are glued and stapled for added strength and longevity.



Frame Construction

How It's Done...

- Mortise & Tenon joints secure the frame to stay square and stable.
- Corner blocks help the frame stay square and reinforce the strength.

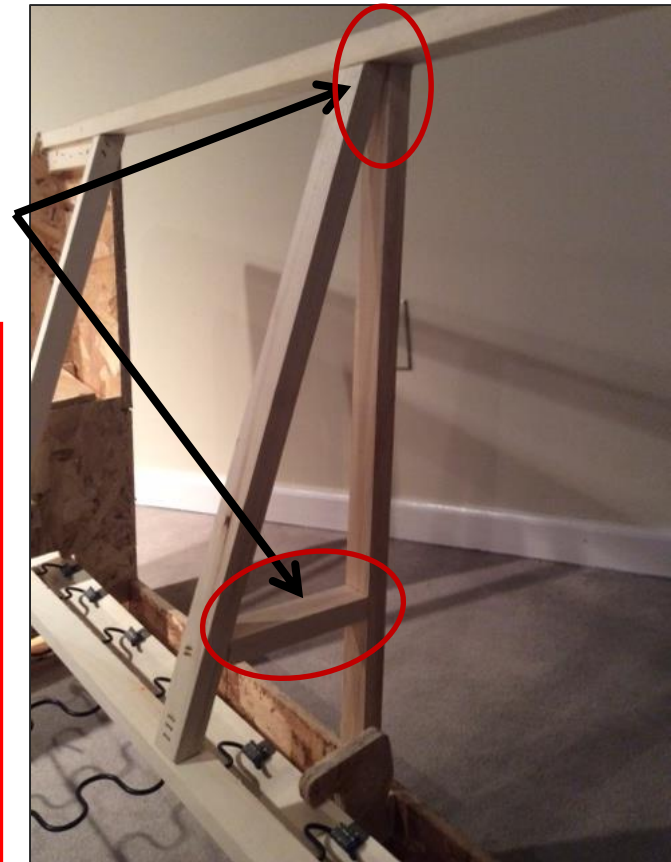


Frame Construction

Ashley vs. The Competitor

Ashley uses an “A Frame” style back brace for added back strength and stability.

This is what our competitors do...



Frame Construction

Ashley vs. The Competitor

Padding and edge roll are added for protection from sharp frame edge.



Our competitors do not use padding or edge roll.



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Spring Construction

There are several different spring systems used in furniture upholstery



No Sag Spring



8 Way Hand Tied



Pirelli Webbing

Machine 8 Way Hand Tied

BERNHARDT

NATUZZI ITALIA

Used by

Henredon

Clayton
Marcus®

RO
WE



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Spring Construction

90% of the world's upholstery is a "No Sag" spring system.
Some people also call it...

- Sinuous
- S-Spring
- Linear



klaussner®
home furnishings

Used by



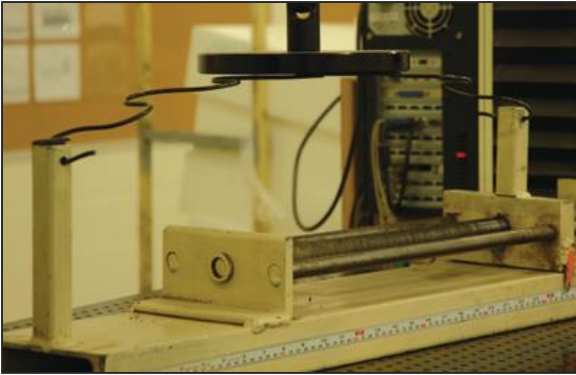
VALUE CITY
Furniture®



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Spring Construction

Quality Testing



Seat Spring
Compression &
Firmness



Bouncing Betty

Ashley uses...

- 8 Guage Steel
- Spacing Above Industry Standard
- Teflon Coated
- Extra Spring at Edge

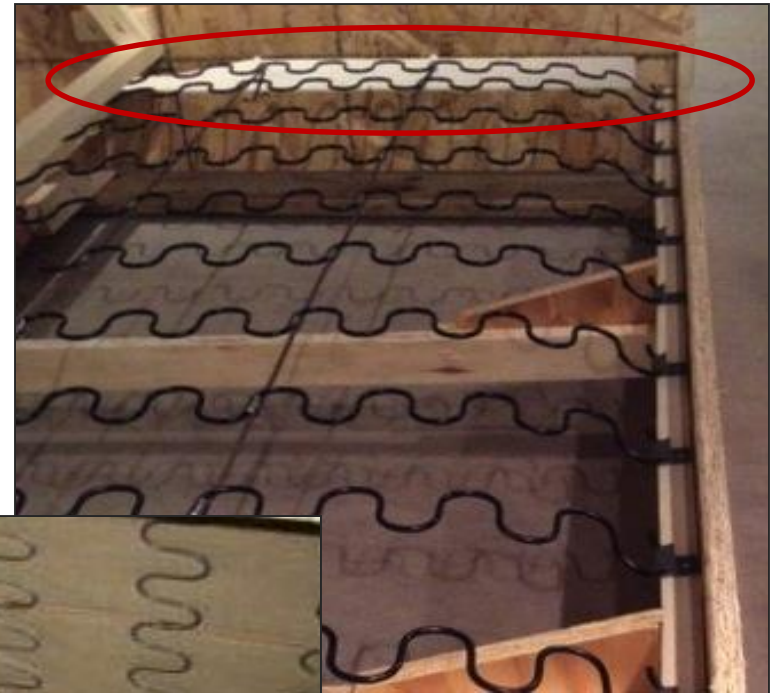


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Spring Construction

Ashley vs. The Competitor

Extra spring at end to prevent padding from sinking into the arm



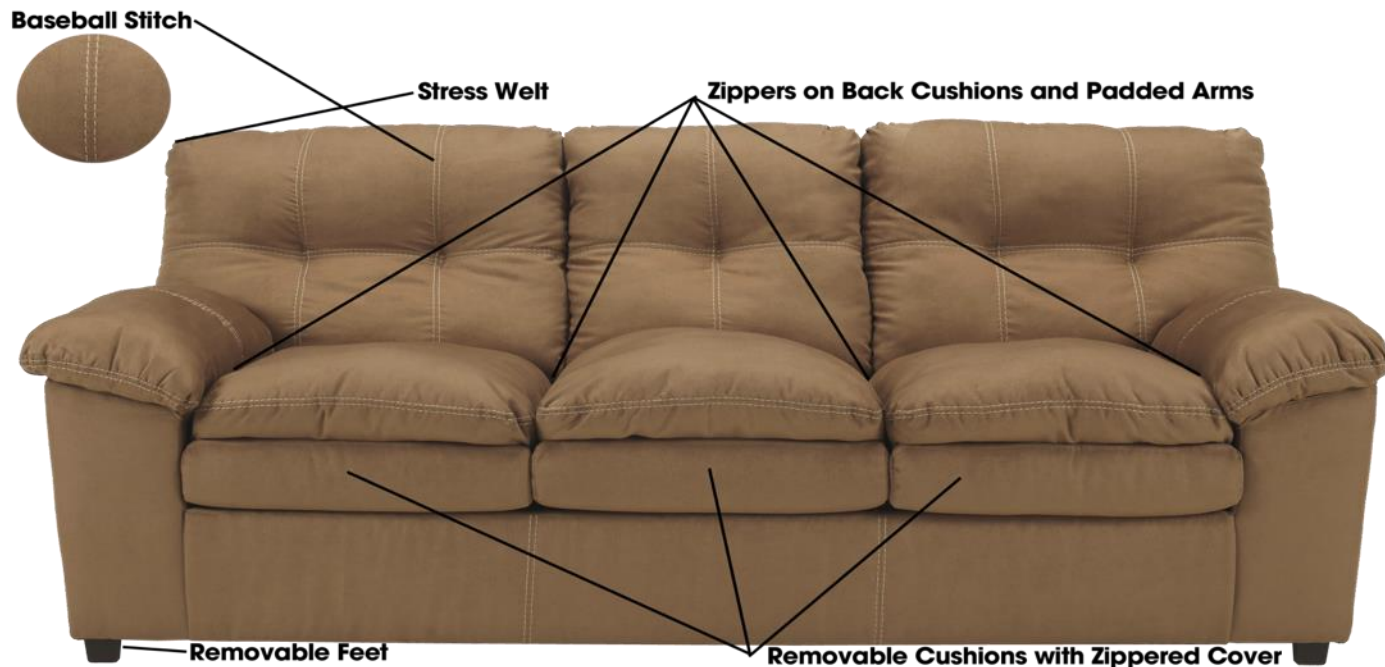
Our competitors only use one spring at the end



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Additional Features

- Zippers allow for future stuffing regulation and are coated in teflon to prevent rusting.
- Stress Welts & Baseball Sticking provides additional strength to prevent rips



Foam Products

- Seat Cushions, Pillow-Top arms, and Seat Backs (customizable) feature Teflon coated zippers.
- Back Cushions, Pillow-Top Arm Cushions and any other blow-fill are 100% Dacron.
- Ashley does not use recycled products.

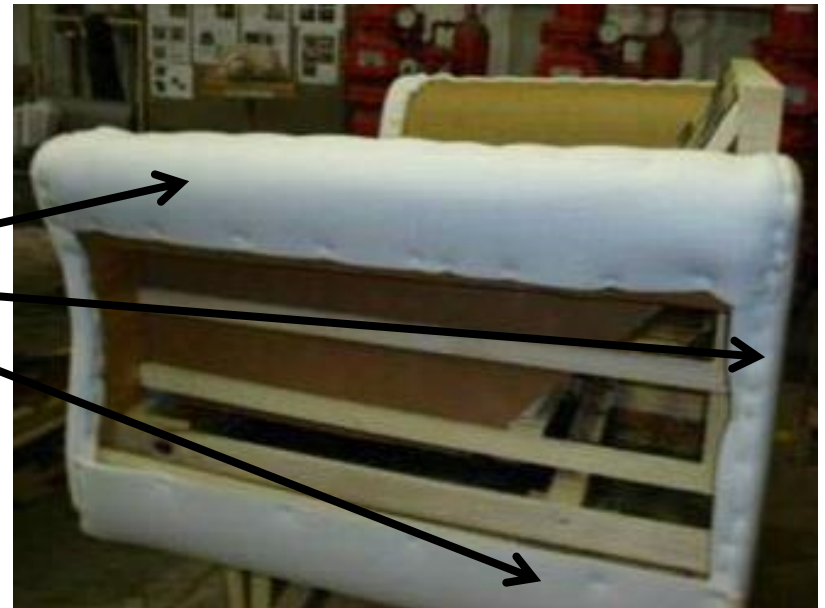


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Foam Products

Ashley vs. The Competitor

Foam padding instead of thin fiber on top, lower outside and back stump of arm.



Our competitors use a very thin, low-melt fiber.



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Foam Products

Ashley vs. The Competitor

Thick foam pad for body, topped with a fiber layer for final softness.



Our competitors use a low-melt fiber for the entire arm pad.



Seating

4 Types of Ashley Seating

UltraPlush Seating by Millennium

- 1.8 High density foam cushion core
- 2 oz. fiber wrapped around 6" foam core
- 2.0 High density foam cushion core
- High quality fiber filled in pocketed poly/cotton blend jacket
- Provides superior comfort and support as well as extended durability

Coil SEATING

- Individually pocketed coils
- Uniform shape and consistent support
- Durable and luxurious seating comfort

5 Layer Cushion

- 6.5" Poly foam compression core
- Poly Foam Load on top and bottom
- Fiber wrap entire cushion
- Provides a soft, deep comfortable seat



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Seating

STANDARD



Ashley Comfort Seating

- Cushion cores made from 1.8 lb. density foam
- Blended fiber wrap on both sides help distribute weight and add comfort
- Can be found in both reversible and single-sided applications



Our competitors use a foam density of 1.72 – 1.39 lbs / cf

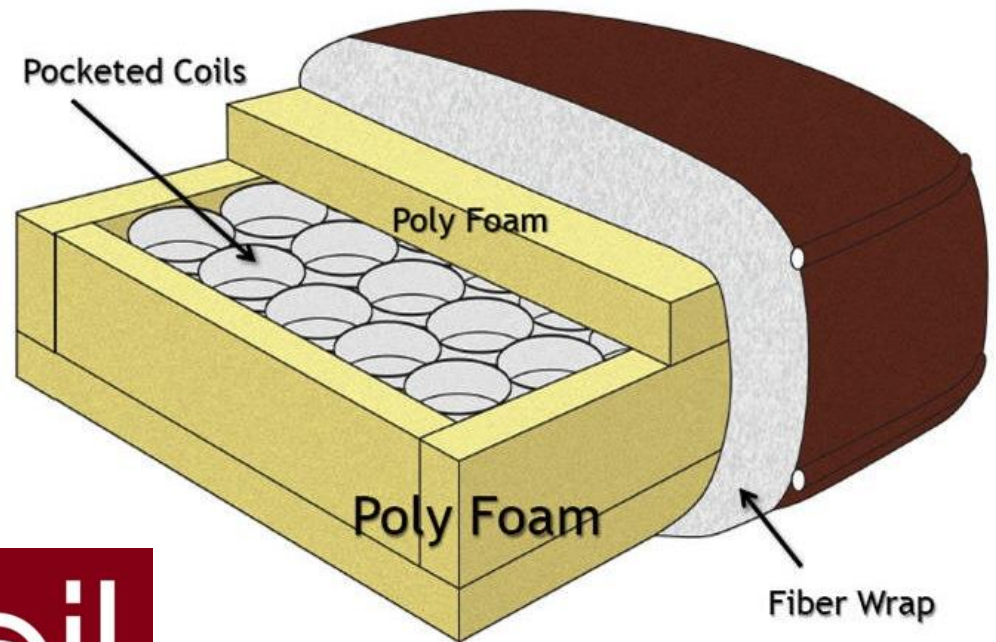


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Seating

COIL

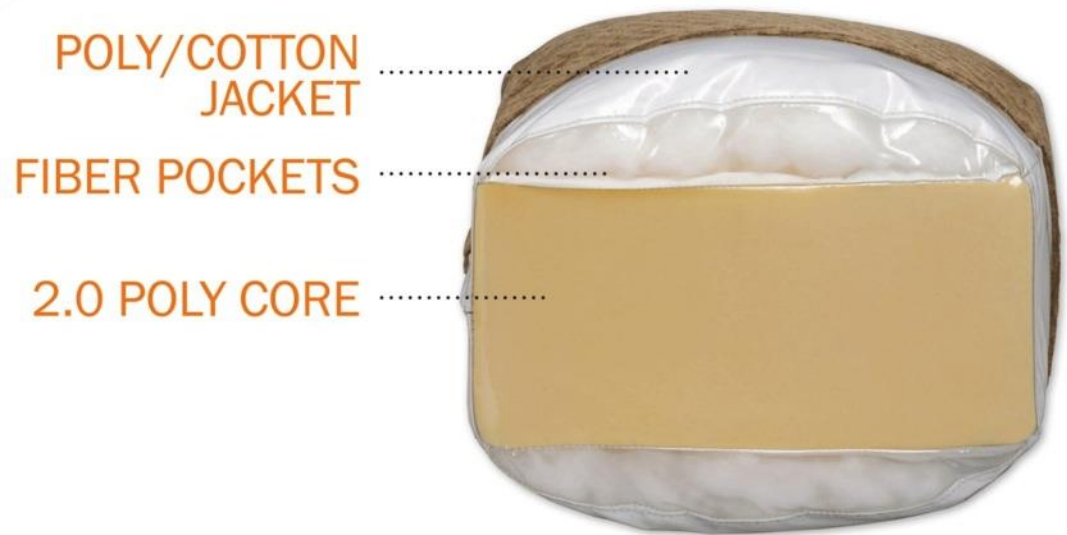
- Individually pocketed coils
- Fully encased
- Hot Melt Wrap



Seating

ULTRA PLUSH

- 2 lb density, high resilient foam (*Retains Support*)
- Sewn in channeled Dacron
- Muslin ticking

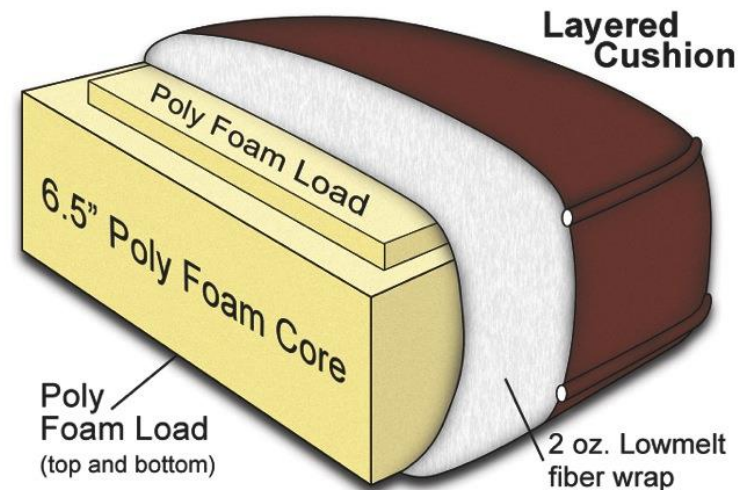


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Seating

REVERSIBLE 5 LAYER

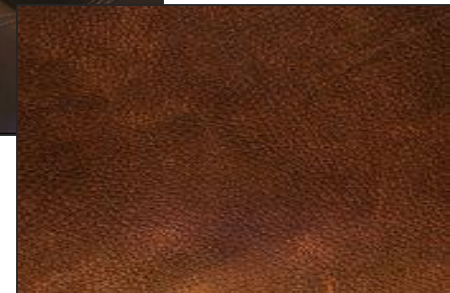
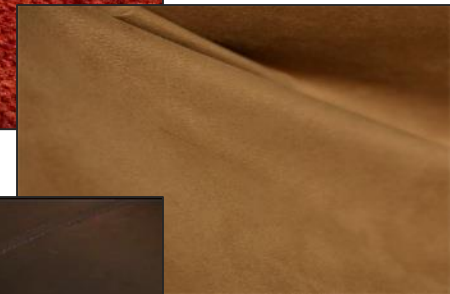
- 6.5" poly foam compression core
- Poly foam load on top and bottom
- Entire cushion is fiber wrapped
- Soft, deep comfort seating



Fabric Construction

4 Main Types of Ashley Fabrics:

- Chenille
- Microfiber
- Bonded Leather
- Leather



Fabric Construction

CHENILLE

- Woven fabrics utilized heavy yarns

Montgomery Mocha



Brogain Ebony



Cambridge Amber



Fabric Construction

MICROFIBER

- 100% Polyester
- Acrylic or Cotton backing
- Best selling fabric category

Dominator Mocha



Darcy Mocha



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Fabric Construction

BONDED LEATHER

- Made up of 17% leather

Jordan Durablend



Alliston Durablend



Paulie Durablend



Fabric Construction

LEATHER

- Top grain – Ashley uses only the top 15% of leather hides worldwide in their full leather products.

Deasil Brown



Tivona Coffee

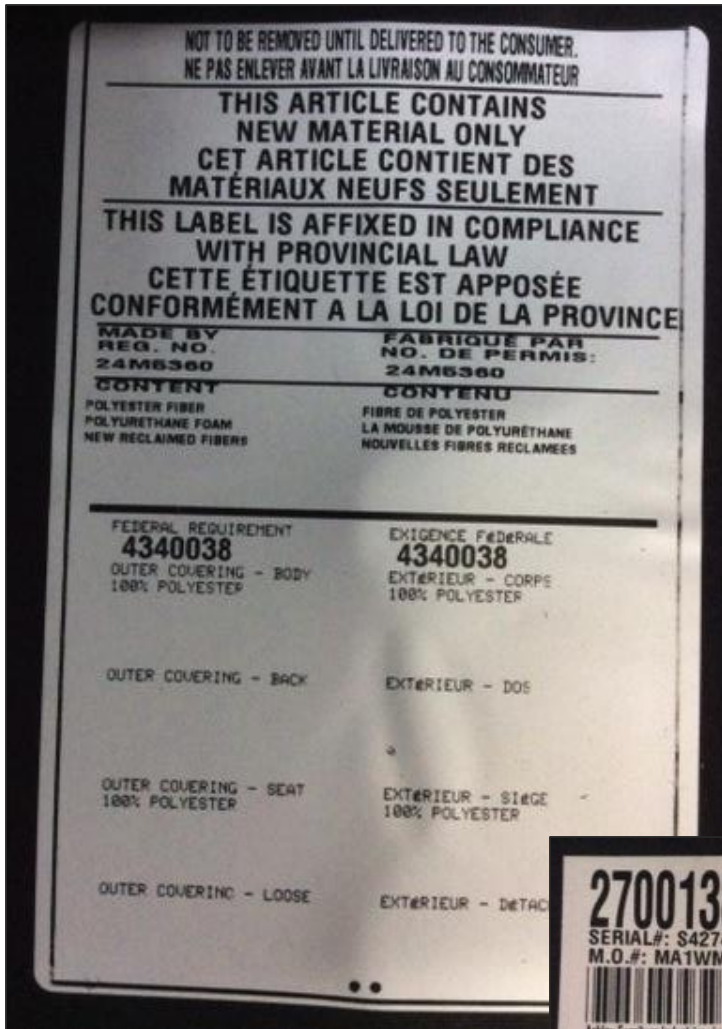


Graydon Park



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Law Label



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Ashley's Warranty

Frame

- * Limited Lifetime Warranty to the original purchaser.
- * This warranty does not include abuse by the consumer.

Springs

- * 5 year warranty on seat springs and back springs

Recliner Mechanisms

- * 5 year warranty - 1 year parts and labor included

Cushioning

- * 1 year warranty on all cushioning
- * Sleeper Mattress
- * 3 year prorated warranty

Leather and Fabrics

- * 1 year warranty for normal wear and tear



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