



OutdoorTM

— BY ASHLEY —

EDUCATION MATERIAL

The Why?

- \$4.5 Billion Industry and we want our SHARE \$\$
- When consumers buy outdoor they are willing to spend more (Add on to every sale\$)
- This category has a different buzz/ selling environment--
LOTS OF ENERGY!!!

Think about how this category is used in your consumers home?

~BBQ's
~Graduation Parties
~Birthday Parties
~Pool Parties
~Mother's Day
~Father's Day
~4th of July
~Playdates



Top Things to know about **10 Outdoor**[™] — BY ASHLEY —

- 1** • Most of our collections will retail in the sweet spot of \$999-\$1999.
- 2** • Spot on Affordability/Trend Right/Quality Furniture.
- 3** • Rust Free Aluminum. **10** Ashley Warranty = 1 Year
- 4** • Powder coated finish.
- 5** • Easy to Clean (Both aluminum and NuVella fabric).
- 6** • High density cushion core.
- 7** • All Fire pits can be sold separately.
- 8** • 72" rectangle tables are the most sold table in outdoor.
- 9** • You can add on additional pillows, rugs, accessories and tabletop firepit

Features & Benefits of our Construction Story:

Why Aluminum

- Is light weight, extremely durable.
- We sell both extruded and cast aluminum
- All furniture is powder coated
- Will not rust -- unlike steel which can rust

Cleaning

- Use water and mild liquid detergent on fabric and furniture
- Rinse with water.
- Stubborn stains on Nuvela fabrics can be cleaned with adding bleach to water and detergent or directly with a bleach stick
- Never use detergent with citrus additives or abrasive cleaning materials

Extruded Aluminum vs. Cast Aluminum

- Extruded: A piece of metal is forced through a machine that shapes it into a tubular or square frame (See top picture)
- Cast: Formed in a mold. Process starts by pouring the extremely hot, molten metal into a cast frame and let it set. This ensures the intricate designs can be applied to your outdoor furniture. It also provides more stability in the product structure because there are no hollow components(see bottom picture)

Extruded
Aluminum



Cast
Aluminum

Features & Benefits of our Construction Story:

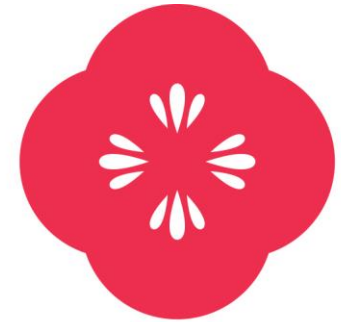
Powder-coating: A technique used to paint metals where the paint comes out in powder form and is attracted to the metal by an electrostatic charge. It is then baked to become glossy and melt around the metal for a clean finish. Other manufacturers may just use a standard paint either in spray or liquid format and apply it to the metal, which often makes it more susceptible to peeling.

Nuvella: Excellent for high traffic areas--Superior fade resistance!

Made from solution dyed synthetic fibers. In the solution dye-process, dye is added to the molten polymer and extruded into color fibers. This results in a 100% penetration of color into the fibers. Same color thru and thru. one cup bleach to one gallon of soap and water directly to the stain with a sponge or damp cloth. Rinse well and air dry.



VS



nuvella[™]
PERFORMANCE FABRIC

Heat it up with Fire pits:

- All Fire pits can be sold separately (mix & match).
- Push button battery starter. Fire pits and heaters have an easy battery operated electronic ignition system with a flame control knob (battery included) AA batteries
- All are CSA certified (Canadian Standards Association)
- Adjustable flame high to 8" high.
- BTU range from 30,000-50,000 specific to each pit.
- Fire pits can be converted from propane to natural gas by a certified gas technician or plumber.
- To clean the fire pit, wipe down the base and table top with a solution of mild detergent and warm water. Thoroughly rinse off all soap, and dry the table completely. Routinely clean up all spills as soon as they occur to prevent the buildup of sticky residue that can mar the surface of your fire pit.



Product Overview:

Ashley is stocking the below

- 6 dining sets
- 5 seating/sectional groups
- 6 fire pit chat sets
- 1 bar set
- 1 chaise lounge
- 1 swing
- 3 outdoor heaters
- 3 colors of 11 ft umbrellas
- 3 colors of square cantilever umbrellas
- 1 table top fire bowl
- Park bench
- Free standing fire pits
- Tank storage
- Outdoor rugs and pillows



P376 Carmadelia

Rust free aluminum dining with durable PVC sling

Unique "leather look" painted tempered glass top tables.

Stackable dining chairs with cast aluminum ornamentation.



P376-601A
(4/CN)



P376-602A
(2/CN)



P376-615

P376 Carmadelia- Round dining table

- Table options: 48" round or 42" x 72" rectangular.
- Set options: 5 pc sets with 48" round table (1 qty P376-615) with dining chair, 4 per carton (1 qty of P376-601A), or swivel chairs, 2 per carton (2 qty of P376-602A).
- **SKUS**
 - P376-601A Sling Chair (4/CN)
 - P376-602A Sling Swivel Chair (2/CN)
 - P376-615 Round Dining Table w/ Umb Option

P376 Carmadelia Rectangular Table

Rust free aluminum
dining with durable
PVC sling

Unique "leather look"
painted tempered
glass top tables.

Stackable dining chairs with
cast aluminum
ornamentation.



P376 Carmadelia Rectangular Table

- Table options: 48" round or 42" x 72" rectangular.
- 7 pc set with 42" x 72" table, (1 qty P376-625) and 4 dining chairs (1 qty of P376-601A) and 2 swivel rocker chairs (1 qty of P376-602A).
- **SKUS**
 - P376-601A Sling Chair (4/CN)
 - P376-602A Sling Swivel Chair (2/CN)
 - P376-615 Round Dining Table w/ Umb Option

P376-625



P376-601A
(4/CN)



P376-602A
(2/CN)

P456 Burnella Round Dining

Rust free cushioned
cast aluminum dining
set

Chairs have cast seats
Swivel rocker dining
chairs also available

Stackable dining chairs with
Nuvella solution dyed
polyester fabric



P456-615

P456 Burnella Round Dining

- 5 pc 48" round dining set
- Matching 9ft . P000-982 umbrella available
- **SKUS**
 - P456-615 Round Dining Table W/ Umb. Option
 - P456-601A Chair w/ Cushion (4/CN)
 - P456-602A Swivel Chair w/ Cushion (2/CN)



P456-601A (4)



P456-602A (2)

P456 Burnella Rectangular Dining

Rust free cushioned
cast aluminum dining
set

Chairs have cast seats
Swivel rocker dining
chairs also available

Stackable dining chairs with
Nuvella solution dyed
polyester fabric



P456-625

P456 Burnella Rectangular Dining

- Matching 9ft. P000-982 umbrella available
- 42"x72" rectangular dining sets
- **SKUS**
 - P456-625 Rect. Dining Table
 - P456-601A Chair w/ Cushion (4/CN)
 - P456-602A Swivel Chair w/ Cushion (2/CN)



P456-601A (4)



P456-602A (2)

P456 Burnella Fire Pit

- Rust free cushioned cast aluminum chat set with fiberglass-resin

Chairs have cast seats
Swivel rocker dining chairs also available

Chairs with Nuvella solution dyed polyester fabric



P456 Burnella Fire Pit

- 48"round fire pit has 40,000 BTU stainless steel burner that is CSA approved and can be
- converted to natural gas
- Also includes lava rock, burner cover and protective weather cover
- SKUS
 - P456-776B Round Fire Pit Table Base
 - P456-776T Round Fire Pit Table Top
 - P456-821 Swivel Lounge Chair (2/CN)



P456-821 (2/CN)



P456-776B
P456-776T

P557 Tanglevale Dining Set

Rust free cast aluminum-Chairs include cast seat for use without cushions

Dining chairs are stackable.

Chairs with Nuvella solution dyed polyester cushions and umbrella



P557-635



P557-601A (2/CN)



P557-602A (2/CN)

P557 Tanglevale Dining Set

- Rectangular extension table 42"W x 68/79/90"D with 2 self storing leaves
- Matching 11ft auto tilt #P000-994 umbrella available
- **SKUS**
 - P557-601A Chair w/ Cushion (4/CN)
 - P557-602A Swivel Chair w/ Cushion (2/CN)
 - P557-635 Rect. Ext Table W/ Umb. Option

P557 Tanglevale Extras

Rust free cast
aluminum-Chairs
include cast seat for
use without cushions

Chaise has adjustable
back

Chairs with Nuvella solution
dyed polyester cushions
and umbrella



P557-706 (1/CN)



P557-815 (1/CN)

P557 Tanglevale – Extras

- **SKUS**

- P557-706 Round End Table (1/CN)
- P557-815 Chaise Lounge w/ Cushion (1/CN)

P457 Moresdale

Mixed materials set combining rust free aluminum and resin wicker

Farmhouse style trestle leg dining table

Stackable dining chairs with Nuvella solution dyed polyester cushions and umbrella



P457-625



P457-600



P457-601A (4/CN)



P457-602A (2/CN)

P457 Moresdale

- 6 pc set includes 2 dining chairs, 2 swivel rocker chairs, bench and 37"x80" rectangular dining table
- Matching P000-992 11 ft. Auto tilt umbrella available
- SKUS
 - P457-600 Bench w/ Cushion
 - P457-601A Chair w/ Cushion (4/CN)
 - P457-602A Swivel Chair w/ Cushion (2/CN)
 - P457-625 Rect/ Dining Table w/ Umb. Option



P556 Partanna – Dining Set

Dining Set: mixed materials featuring rust free aluminum frames with woven resin wicker

Durable fiberglass-resin composite table top

Stackable dining chairs with Nuvella solution dyed polyester cushions and umbrella



P556-625

P556 Partanna – Dining Set

- 42" x72" dining table with dining chair and swivel rocker chair options
- Matching 9ft. Umbrella #P000-983 umbrella also available
- **SKUS**
 - P556-601A Chair w/ Cushion (4/CN)
 - P556-602A Swivel Chair w/ Cushion (2/CN)
 - P556-625 Rectangular Dining Table



P556-601A (4/CN)



P556-602A (2/CN)

P556 Partanna – Bar Set

Mixed materials featuring rust free aluminum frames with woven resin wicker

Durable aluminum table top

Easy access and adjustable battery operated control panel with Nuvella



P556-665



P556-130 (4/CN)

P556 Partanna – Bar Set

- Bar table has extra stools available to make 7 pc set with 6 stools
- Bar height fire table includes glass beads, burner cover and protective weather cover with 30,000 BTU burner
- Can be converted for natural gas use
- Storage area in enclosed bar with access doors
- **SKUS**
 - P556-665 Bar Table
 - P556-130 Barstools W/ Cushions (4/CN)

P556 Partanna – Fire Pit Chat Set

Mixed materials
featuring rust free
aluminum frames with
woven resin wicker

Drop in porcelain top
Loveseats and lounge
chairs have motion
spring action

Sun resistant Nuvella
solution dyed polyester
fabric



P556-772



P556-826 (2/CN)



P556 Partanna – Fire Pit Chat Set

- Fire pit includes CSA approved 50,000 BTU burner, glass beads, burner cover and protective weather cover
- Easy access and adjustable battery operated flame control panel
- Battery included
- One pillow included with motion chair, two pillows with motion loveseat
- SKUS
 - P556-826 Motion Lounge Chair (2/CN)
 - P556-830 Motion Loveseat (2/CN)
 - P556-772 Sq. Fire Pit

P556 Partanna – Swing

Mixed materials
featuring rust free
aluminum frames with
woven resin wicker

Powder coated steel
frame

Sun resistant Nuvella
solution dyed polyester
fabric



P556-908

P556 Partanna – Swing

- Two throw pillows with swing
- Adjustable canopy
- **SKU**
 - P556-908 Steel Cushioned Swing

P655 Peachstone – Dining Set

Cushioned dining
featuring aluminum
frames with deluxe
faux wood back

Fiberglass-resin table
top has authentic
wood look

Sun resistant Nuvella
solution dyed polyester
fabric



P665-625



P665-601A (2/CN)



P665-602A (2/CN)

P655 Peachstone – Dining Set

- Swivel rocker chairs also available to use with dining table and fire pit
- Table top fire bowl sold separately
- **SKUS**
 - P665-625 Rectangular Dining Table
 - P665-601A Chair w/ Cushion (2/CN)
 - P665-602A Swivel Chair w/ Cushion (2/CN)

P655 Peachstone – Fire Pit Chat Set

Cushioned dining
featuring aluminum
frames with deluxe
faux wood back

Fiberglass-resin table
top has authentic
wood look

Sun resistant Nuvella
solution dyed polyester
fabric



P665-772



P665-601A (2/CN)



P665-602A (2/CN)

P655 Peachstone – Fire Pit chat Set

- 40" square Fire pit includes CSA approved 50,000 BTU burner, protective weather cover, lava rock and burner cover
- Includes battery operated ignition system with adjustable flame control; can be converted for natural gas use
- **SKUS**
 - P665-772 Sq. Fire Pit Table
 - P665-601A Chair w/ Cushion (2/CN)
 - P665-602A Swivel Chair w/ Cushion (2/CN)

P655 Peachstone – Accents



P665-90: Fire column 20" square
46,000 BTU stainless steel burner with
burner cover, lava rock and
protective weather cover



P665-772: 40" square Fire pit
includes CSA approved 50,000
BTU burner, protective weather
cover, lava rock and burner
cover

Fiberglass-resin table
top has authentic
wood look



P665-900: Includes 46,000 BTU
burner with powder coated steel
grid

P655 Peachstone – Accents

SKUS

- P665-772 Square Fit Pit Table
- P665-900 Patio Heater
- P655-901 Fire Column

P000 Umbrellas

Rust free aluminum pole and ribs

Auto tilt feature
9' Octagonal with wind vent for air circulation

Sun resistant Nuvella solution dyed polyester fabric



P000-981

P000-982

P000-983

~**Note Nuvella**

P000 Umbrellas

- Durable Nuvella Solution dyed fabric (except P000-981)
- Base sold separately P000-998B
- ALWAYS CLOSE UMBRELLA WHEN NOT IN USE
- **SKUS**
 - P000-981 Tan/Dark Brown
 - P00-982 Beige/ Dark Brown
 - P000-983 Blue/ Beige

P000 Umbrellas

Rust free aluminum
pole and ribs

Auto tilt feature
11' Octagonal with
wind vent for air
circulation

Sun resistant Nuvella
solution dyed polyester
fabric



P000-992



P000-994

P000 Umbrellas

- Durable Nuvella Solution dyed fabric
- Base sold separately P000-998B
- ALWAYS CLOSE UMBRELLA WHEN NOT IN USE
- **SKUS**
 - P000-992 Beige
 - P000-994 Burnt Orange

P000 Umbrellas

Heavy-duty umbrella base anchors the umbrella.

Dark brown finish frame.

40 lbs Concrete with heavy polyester coating



P000-998B

P000 Umbrella Base

- Powder coated steel post with umbrella size adapter insert to accommodate most size umbrellas
- **SKUS**
 - P000-998B Dark Brown
 - P000-999B Taupe

P324 Predmore

Rust free aluminum set featuring cushioned swivel rocker lounge chairs and 32" round slate top fire pit.

Fire pit has battery operated ignition system and CSA approved 30,000 BTU burner

Durable Nuvella solution dyed polyester fabric.



P324 Predmore

- Can be converted to use natural gas.
- Burner cover, protective weather cover and lava rock included.
- To order a complete set with 4 chairs, order 1 qty of P324-776 and (2
- qty) P324-821 ships 2 per carton.
- **SKUS**
 - P324-776 Round Fire Pit Table
 - P324-821 Swivel Lounge Chair (2/CN)



P324-776



P324-821 (2/CN)

P454 Wandon

Rust free aluminum set featuring cushioned rocker lounge chairs and porcelain top tiles fire pit.

Lounge chairs have spring action and are reinforced with steel rods for extra strength

Durable Nuvella solution dyed polyester fabric.



P454 Wandon

- Fire pit includes glass beads, burner cover, protective weather cover and porcelain top tiles
- 50,000 BTU stainless steel burner is CSA approved
- Can be converted for natural gas use
- **SKUS**
 - P454-772 40" Square Fire Pit Table
 - P454-860 Spring Lounge Chair (4/CN)



P454-860 (4/CN)



P454-772

P764 Zoranne – Fire Pit Chat

Rust free aluminum set
featuring frames with
resin wicker

Swivel rocker chairs
include one throw
pillow each

Durable Nuvella solution
dye polyester fabric.



P764 Zoranne – Fire Pit Chat

- 48" square fire pit includes glass beads, burner cover and protective weather cover
- CSA approved 50,000 BTU burner that can be converted for natural gas use
- Easy to reach adjustable flame control panel with battery operated ignition system
- **SKUS**
 - P764-772 Square Fire Pit Table
 - P764-821 Swivel Lounge Chair (2/CN)



P764-772



P764-821 (2/CN)

P015 Hatchlands

– Fire Pit



The fire pits are made of durable fiberglass - resin composite material. It replicates real stone/wood and is molded on a heavy duty steel frame.

P015 Hatchlands

- The P015 series includes outdoor furniture items that coordinate with many outdoor settings.
- All fire pits include CSA approved stainless steel burners, lava rock, burner cover and protective polyester weather cover.
- Fire pits and heaters have an easy battery operated electronic ignition system with a flame control knob (battery included).
- The P015-905 promo price patio heater is made with a brown powder coated steel frame. We use a special primer before the powder coating is done which acts as a rust inhibitor.
- P015-913 table top fire bowl is also made of powder coated steel. This fits into any standard size umbrella hole.
- It includes four glass panels, lava rock and a 10 foot hose.
- This 10 foot hose is included with items that require an external propane tank.....P015-772 and P015-913

P015 Hatchland – Fire Pit



P015-913



P015-772



P015-773



P015-907

P015 Hatchlands SKUS

- P015-772 Square Fire Pit Table
- P015-773 Low Rectangular Fire pit Table
- P015-900 Patio Heater
- P015-905 Patio Heater with steel base and on wheels
- P015-907 Tank Storage Box.....can also be used as an end table
- P015-909 Park Bench
- P015-913 Table Top Fire Bowl
- Propane tanks are not included. All fire pits use propane gas but can be converted for natural gas use by a licensed plumber.

P015 Hatchland – Fire Pit



P015-900



P015-905

P015 Hatchland SKUS

- P015-772 Square Fire Pit Table
- P015-773 Low Rectangular Fire pit Table
- P015-900 Patio Heater.....with fiberglass-resin base
- P015-905 Patio Heater.....with powder coated steel base and wheels
- P015-907 Tank Storage Box
- P015-909 Park Bench.....aluminum frame
- P015-913 Table Top Fire Bowl



P015-909

P017 Cantilever Umbrella



P017-990

P017-991

P017-992

P017 Cantilever Umbrella

- Rust free aluminum frame and pole.
- LED lights with on/off switch.
- Rotates 360 degrees with foot pedal on base.
- Solar powered LED light shines underneath the canopy.
- 10' square Cantilever 10" High with maximum upright tilt
- AC/DC power adapter included
- Molded resin base holds 220 lbs. of sand for support (sand not included)
- ALWAYS CLOSE UMBRELLA WHEN NOT IN USE
- **SKUS**
 - P017-990 Coral 9'H
 - P017-991 Linen 9'H
 - P017-992 Blue 9' H

P300 Loughran

Rust free aluminum set featuring frames with resin wicker

The table has wood look resin top.

Durable Nuvella solution dyed polyester fabric.



P300-070

P300 Loughran

- The seating collection can accommodate five people.
- The two piece loveseat sectional, ottoman and table ships in one carton.
- 2 piece LAF 58.25"W x 31.25"D x 24.5"H
- Ottoman 26.5"W x 26.5"D x 17.75"H
- Coffee table 29.5"W x 29.5"D x 14"H
- **SKUS**
 - P300-070 Loveseat Sect/ Ottoman Table (4/CN)

P320 Peckham Park

Rust free aluminum set featuring frames with resin wicker

Sectional includes two loveseats, corner and ottoman

Durable Nuvella solution dyed polyester fabric.



P320 Peckham Park

P320-850/880

- It also includes three coordinating throw pillows.
- To order the complete sectional with ottoman: Requires 1 qty of P320-850, 1 qty of P320-880.
- LAF/RAF: 57.5"W x 31.5"D x 25.5"H
- Corner: 31.5"W x 31.5"D x 25.5"H
- Ottoman: 27.75"W x 27.75"D x 18.75"H
- **SKUS**
 - P320-850 Corner/ Ottoman W/ Cushion (2/CN)
 - P320-880 RAF Sofa/ LAF Loveseat (2/CN)

P360 Abbots Court

Rust free aluminum set featuring frames with resin wicker

Loveseat glider includes two throw pillows.

Durable Nuvella solution dyed polyester fabric.



P360-035



P360-820 (2/CN)

P360 Abbots Court

- Glider base is powder coated steel for extra strength and support
- Wood look resin top coffee table.
- Loveseat glider and coffee table ships in one carton - P360-035.
- The chairs ship 2 per carton- P360-820.
- For a complete set with chairs, order 1 of P360-035 and 1 of P360-820.
- Loveseat Glider: 51.25"W x 31"D x 35.5"H
- Coffee Table: 40.5"W x 20"D x 17.25"H
- SKUS
 - P360-035 Loveseat Glider w/ Table (2/CN)
 - P360-820 Lounge Chair w/ Cushion (2/CN)

P450 Renway modular sectional

Rust free aluminum set
featuring frames with
resin wicker

Set includes 3 corner
chairs, 2 armless
chairs, 1 ottoman and
1 coffee table with
wood look resin top

Durable Nuvella solution
dye polyester fabric.



P450 Renway modular sectional



P450-077 (3/CN)



P450-846 (2/CN)



P450-877 (2/CN)

- 3 throw pillows included.
- *Many configurations can be made*
- Corners: 34"Wx34"Dx25.5"H
- Ottoman: 29.5"W x29.5"D x 17"H
- Cocktail Table: 30"W x30"D x 17"H
- Armless chair: 29.5"Wx34"Dx25.5"H
- **SKUS**
 - P450-077 TBL/ Corner/ Ottoman (3/CN)
 - P450-846 Armless Chair w/ Cushion (2/CN)
 - P450-877 Corner w/ Cushion (2/CN)

P451 Salceda

Rust free aluminum set featuring frames with resin wicker

Wood look resin top multi functional table

Durable Nuvella solution dyed polyester fabric.



P451 Salceda

- 3 throw pillows included
- 4pc. set includes sectional, table and 1 dining/lounge chair
- Additional chairs available
- RAF/LAF: 79"W x 30"D x 33"H
- **SKUS**
 - P451-625 Rectangular Dining Table
 - P451-820 Lounge Chair w/ Cushion
 - P451-822 Sofa Sec/ Chair w/ Cushion (3/CN)



P451-822



P451-625



P451-820 (1/CN)