

GENERAL CONSTRUCTION: UPHOLSTERY

GENERAL UPHOLSTERY

The durability and cleanability of the upholstery fabric is one of our customer's primary interests when making a furniture selection so it is important that you educate your customer's on upholstery construction and cleaning techniques in order to help them make the best choice for their lifestyle.

UPHOLSTERY COMPOSITION & PRODUCTION

Upholstery fabrics are made from natural materials (derived from plant or animal sources), synthetic materials (man made from petroleum based chemicals), or a blend of both. Combining natural and synthetic yarns can create an upholstery fabric with the best characteristics of the materials.

NATURAL FABRIC COMPARISON

Silk is a luxurious, delicate fabric derived from the cocoon of the silkworm by twisting the filaments around each other to make a thread that can be used for upholstery fabric.

Wool is derived from sheep fur that is spun into threads, then woven into fabric. Wool is a durable fabric that resists fading and piling. It is scratchy to the touch, but offers great warmth.

Cotton is derived from the fluffy boll of the cotton plant that is spun into yarn and then made into fabric. Cotton is resistant to wear, fading and piling, but can wrinkle easily.

Leather is derived from the hide of a cow or skin from a reptile, mammal or bird. It is a flexible, breathable material that assumes body temperature.

SYNTHETIC FABRIC COMPARISON

Polyester fibers are made from petroleum derived chemicals that are dyed and then fed through a spinneret. The fabric is extremely durable and does not absorb moisture, while resisting stains, fading and wrinkling.

Olefin fabric is made from melted propylene and ethylene chemicals that are dyed and cooled, allowing it to solidify. Olefin is strong

and durable, allowing for heavy wear while resisting stains, fading and wrinkling. Piling may occur if the fabric is warmed and rubbed.

Acrylic is derived from elements found in oil, coal, limestone and water and was created as a substitute for wool. The fabric dyes easily and is quite resistant to sunlight. Acrylic offers a very plush look and feel.

Polyurethane (Vinyl or PU) is derived from polyurethane and was created as a substitute for leather. It is a very strong fabric, that resists stains, fading and wrinkling and simulates the look of leather at a fraction of the cost.

Polyvinyl Chloride (PVC) was the first leather alternative developed for use as a fabric. The construction consists of layers of polyester-based fabric and polyvinyl chloride plastic. Manufacturers then dye the fabric a variety of colors and add coatings to produce matte, faux leather, and shiny patent leather looks. The result was the stronger, more resistant material.

CLEANING & CARE

The cleanability of the fabric is very important to our customers. Uniform cleaning codes have been developed by the textile industry so that consumers are aware of the appropriate cleaning method that is to be used on each of the various upholstery products.

In most cases, it is highly recommended to use only a damp cloth, without any solvents or detergents, for everyday cleaning.

The cleaning code can be found on the deck tag under the cushion of each upholstered furniture piece.

W--Use Water-Based Cleaner. Spot clean using the foam only from a water-based cleaning agent or non-solvent upholstery shampoo. Apply foam with a soft rag in a circular motion. Vacuum when dry. Pretest a small area before proceeding.

S--Use Solvent Cleaner. Spot clean using a mild water free solvent or dry cleaning product. Clean only in a well ventilated room and avoid any product containing highly toxic chemicals. Pretest a small area before proceeding.

S-W--Use Water-Based or Solvent Cleaner. Spot clean with a mild solvent, an upholstery shampoo or the foam from a mild detergent. When using a solvent or dry cleaning product, follow the instructions carefully and clean only in well ventilated room

X--Vacuum Only. Clean this fabric by only vacuuming or light brushing to prevent accumulation of dust and grime. Water based solvent agents may cause shrinking, staining, or distortion of the pile and should not be used

POLYESTER UPHOLSTERY

Polyester Upholstery is a man-made material that is the most durable of all our fabrics. It is soft, lightweight and resists stains, fading and wrinkling. Known for its color absorbing qualities, it is available in a wide variety of color options covering many of our best selling upholstered pieces.

95% of the fabrics used in Ashley Furniture's upholstered products - Stationary and Motion - are Polyesters.

COMPOSITION & PRODUCTION

To produce polyester threads, petroleum-derived chemicals are dyed with color and drawn through a spinneret. The threads of chemical produced by the spinneret are cooled to become microfiber threads.



Each microfiber thread is one hundred times finer than a human hair. The threads are woven to produce polyester fabric upholstery. The fabric is soft to the touch, yet very durable.



VERSATILE & DURABLE

Polyester is very versatile as it can be created into many different, visually appealing styles and ultra-soft textures such as velvets, and chenille. Here are a few examples:



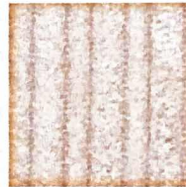
Durapella is the Ashley trademarked name for polyester microfiber commonly seen in the furniture industry. It is similar in look and feel to suede, with a soft and has a luxurious feel. Its comfort, as well as durability and cleanability qualities make it a top seller.

Durapella upholstery will show touch marks where the nap, or the raised fibers of the fabric, have been disturbed.



Durapebble upholstery is has a textured "pebble" grain. The texture alters the fabric's nap in a way that prevents touch marks.

Duracord has a suede-like feel, but with texture similar in look and touch to corduroy. The texture alters the fabric's nap in a way that prevents touch marks.



Duraplush padded variation of Durapella. A backing gives this fabric its plush, padded touch. This fabric will show touch marks in the nap.

Peyton is a 100% polyester upholstery fabric made from thicker fibers than microfiber. The threads woven to produce a soft, luxurious look and feel much like velvet. The nap created by Peyton fibers will produce touch marks.



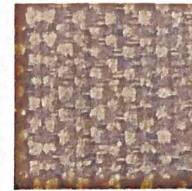
Champion is almost a padded variation of Peyton. It is 100% polyester upholstery fabric made from thicker fibers and finished to give a wrinkled or membrane effect. The result is a higher pile of

fibers that give this cover a soft, velvet-like feel. The nap created will also create touch marks.

Micro-suedes are polyesters with printed grain patterns on the fabric to



simulate the natural grain found in suede leather.



Chenille can be made from cotton or synthetic fibers like polyester, acrylic or olefin. It is a soft attractive fabric that is durable if cared for properly. Chenille is made with raised loops of yarn, called pile. There are both loosely woven, and tightly woven chenille fabrics. Most of Ashley's chenille fabrics are made of polyester.

Designs call also be printed or woven into many of the polyester upholstery fabrics such as chevrons, herringbones and basket weaves. In each case, pile and nap of the fabrics can be modified for look and feel.

Polyester tends to stand up well to sun exposure and daily use. It remains colorfast and releases water-based stains. It tends to hold its shape better than cotton, because the fibers have give and resilience; this helps to prevent the saggy look some sofas get as they age.

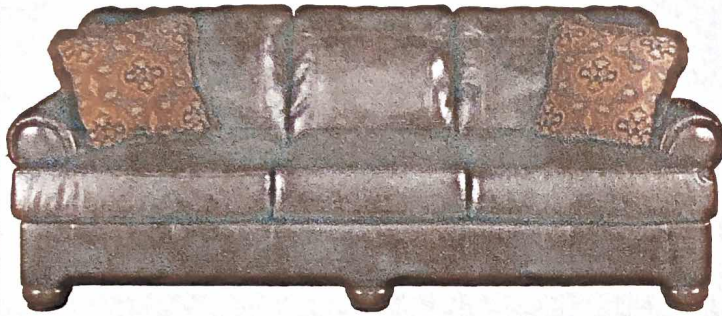
HOW TO CLEAN POLYESTER

1. **Remove** excess stain with a clean dry cloth.
2. **Dampen** the stain with a damp sponge or damp cloth.
3. **Apply** a conservative amount of **low pH balance soap** to soiled area. Soap must not cause suds, as this will leave a watermark or soap ring in the area.
4. **Clean** area with damp sponge in small circular movements until stain is lifted.
5. **Re-wipe** area with dry, clean cloth or dry sponge to remove excess water and soap.
6. **Gently rub** area with a soft bristle brush, such as a toothbrush, to rejuvenate the natural pile of the cover and allow it to breath and dry quicker.
7. **Re-wipe** area with a dry cloth, once again, to wipe cleaned area.

For more difficult stains, use alcohol in place of pH balanced soap. Very difficult stain need to be professionally dry-cleaned.

Disclaimer: while many stains can be cleaned using these methods, some stains require professional cleaning, while other stains may be impossible to remove.

LEATHER MATERIAL CLASSIFICATIONS



100% LEATHER

- Consists of Top Grain Leather in high use areas combined with split hides on the outside arms and backs.
- Top Grain Leather refers to the “top portion of the leather hide” that is the most supple, durable, and cleanable.
- Considered the premium in Leather Upholstered furniture
- Used primarily in Stationary Leather category.

LEATHER PLUS

- Consists of Top Grain Leather in high use areas combined with DuraBlend® (see below) on the outside arms and backs.
- Top Grain Leather refers to the “top portion of the leather hide” that is the most supple, durable, and cleanable.
- Reduces the cost from using split leathers.
- Used primarily in Stationary Leather category.



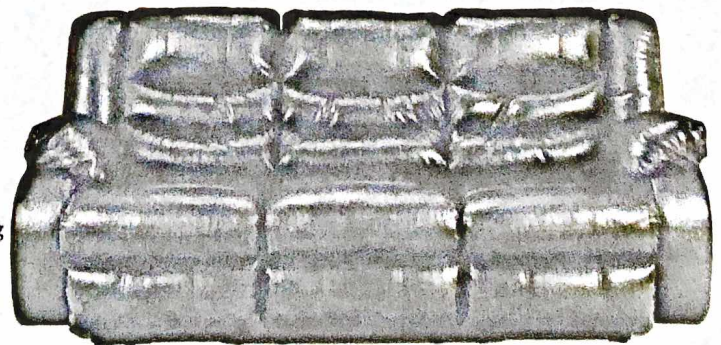
LEATHER MATCH

- Consists of Top Grain Leather in seating areas combined with PVC (polyvinyl coating) and/or PU (polyurethane) on the outside arms and backs.
- Top Grain Leather refers to the “top portion of the leather hide” that is the most supple, durable, and cleanable.
- Leather Match has the same “top grain” qualities as 100% Leather however the PVC versus Split Hides reduces the overall price point
- Used in all Leather categories: Stationary and Motion



DURABLEND®

- DuraBlend® is an exclusive trademarked brand for Ashley Furniture Industries.
- DuraBlend® blended leather is a material that contains ground, pulverized, shredded, reconstituted or bonded leather and is not wholly the hide of an animal and should not be represented as being 100% leather.
- DuraBlend® upholstery products feature a seating area made up of a combination of Polyurethane and/or PVC, Polycotton, and at least 17% Leather Shavings with a skillfully matched combination of Polycotton and Polyurethane and/or PVC everywhere else.
- DuraBlend® provides the consistent look and feel of 100% Leather or Leather Match at an economical price without natural markings.
- Used in all Leather categories: Stationary and Motion.



	100% LEATHER	LEATHER / DURABLEND	LEATHER MATCH	DURABLEND
STATIONARY	X	X	X	X
MOTION			X	X



LEATHER UPHOLSTERY

Leather is a natural material that is a renewable resource and will continue to be available. Leather comes in a variety of colors and textures creating appeal to the general population. It is cherished for its natural beauty, durability, and sense of extravagance.

LEATHER GRAINS

Top Grain upholstery is the strongest grain of leather. Made from the outermost layer of the hide.

Full Grain is a top grain leather that has not been mechanically altered. Taken from full hides having very few imperfections, the natural markings and character are displayed. Large hides from this grain are rare, making it a very expensive upholstery option.

Corrected Grain is top grain leather that is sanded or buffed to remove imperfections such as scars or bug bites from the hide.

Split Grain is the inner most layer of the hide. This layer has no natural grain, so patterns are pressed into the surface. Split grain has less strength than top grain and therefore makes a great material to cover the sides and backs of leather upholstered products.

LEATHER FINISH TYPES



Aniline leather is the most natural looking leather with the unique surface characteristics of the hide remaining visible. Aniline leather is colored only with dye and not with a surface coating of polymer and pigment. A light surface coating may be applied to enhance its appearance and offer slight protection against spillages and soiling.



Semi-aniline leather is more durable than ani-

line while still retaining a natural appearance. The increased durability is provided by the application of a light surface coating which contains a small amount of pigment. This ensures consistent color and imparts some stain resistance.



Pigmented Leather is the most durable and is used in almost all car upholstery. The durability is provided by a polymer surface coating which contains pigments. The surface coating allows the manufacturer more control over the properties of the leather, e.g. resistance to scuffing or fading. The thickness of the surface coating can vary.

ADVANTAGES OF BUYING LEATHER

COMFORT

- Leather is a natural material; making it an ideal choice for comfort.
- Leather has excellent temperature adaptation making it comfortable during the heat of the summer and cool of the winter.
- As leather ages, it becomes more supple.

CONFORMABILITY

- Leather conforms to your body shape and becomes more comfortable with use.
- Only leather ages so that it becomes more supple throughout the years.

UNIQUENESS

- Each grain of a leather hide is unique like a fingerprint – No one hide is exactly like another.
- Leather comes with its own distinctive markings and characteristics like branding marks, scars from barbed wire, insect bite scars, stretch marks and fat wrinkles; making each purchase truly unique. None of which effects the strength or durability of the leather.

DURABILITY

- Leather has legendary tear strength,

making it one of the strongest, most durable upholstery materials known to man.

- Leather's strength and elasticity gives it high ripping resistance.
- Lasts four times longer than fabric

CLEANABILITY

- Like our skin, leather has tight as well as strong fibers that prevent the penetration of dust, lint, animal hairs, or cigarette smoke.
- Leather is an ideal choice for those persons who are dust-sensitive or possess allergenic conditions.

FLAME RESISTANCE

- Leather is naturally flame resistant and will not readily burn or melt



LEATHER CARE TIPS

Avoid placing your furniture in direct sunlight (under windows or skylights). All materials will fade over time when placed in direct sunlight. Some leathers are especially sensitive to sunlight.

Maintain at least two feet between your furniture and heating sources. Prolonged exposure to heat vents and radiators may cause your leather to dry out.

Like all items in your house, leather can accumulate dust. You can fully remove dust particles from the surface with a soft cloth, making it ideal for dust sensitive people. Certain types of leathers perform better when preventative maintenance is practiced.

Use of general household cleaning products, chemicals and abrasives are not recommended as they can break down the leather's protective surface and cause damage. Never use harsh chemicals or cleaning agents (such as furniture polish, ammonia, or detergent soaps) on your leather furniture. Avoid all products containing solvents, silicones, or oils, as they may negatively affect the leather's surface