

## SELLING SHEET

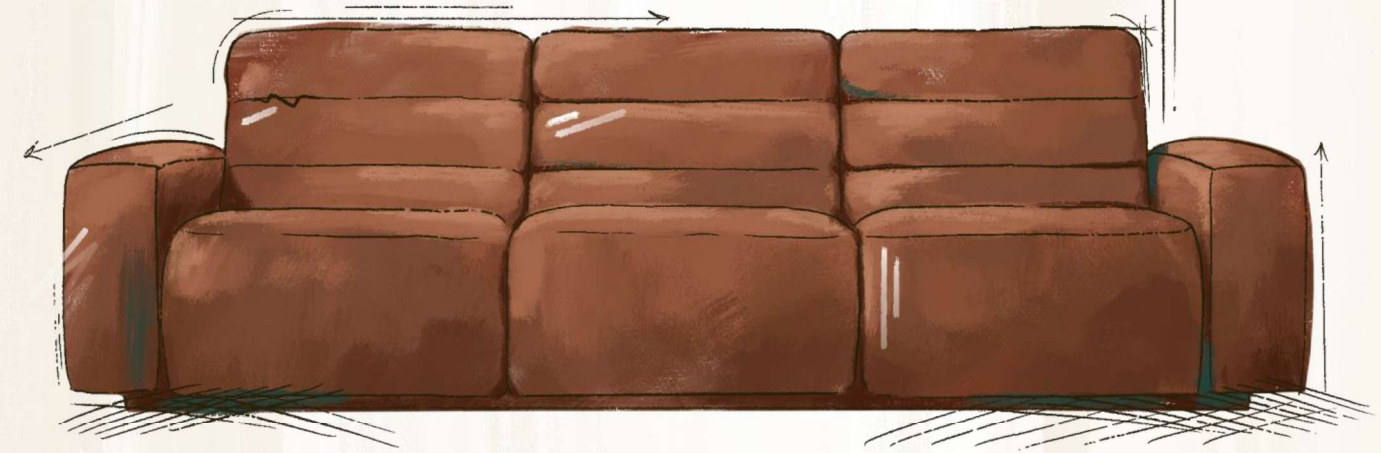
# MODERO

This Selling Sheet is designed to help teams at Ashley sell the Luxe Collection, by providing a quick reference to contents that will grab the Guest's attention, help them highlight key product knowledge elements: "Right to Win", Romanticize the product through Storytelling and even help Complete the Look!

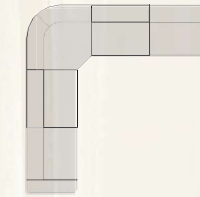


## THE MODERO COLLECTION

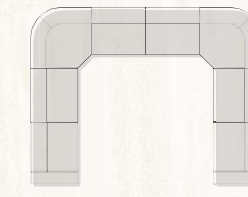
An elegant interplay of clean lines and textured surfaces, this power reclining collection blends sculptural forms to invite calm sophistication and enduring presence into modern spaces. Semi-aniline leather adds depth and visual richness, while angular silhouettes are softened by modern contours, creating sculptural, yet approachable, comfortable forms.



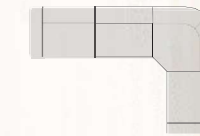
## MODERO Configurations



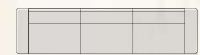
**Modular Corner Sectional**  
64 LAF Corner Chair  
77 Wedge  
46 Armless chair (2)  
65 RAF Corner Chair



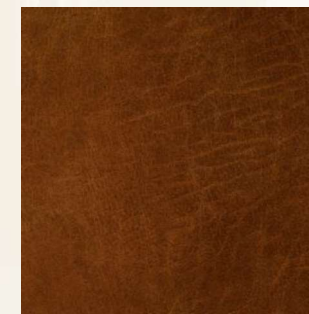
**Modular U-Sectional**  
64 LAF Corner Chair  
77 Wedge (2)  
46 Armless Chair (4)  
65 RAF Corner Chair



**Modular L-Sectional**  
64 Laf Corner Chair  
65 Raf Corner Chair  
77 Wedge  
46 Armless Chair



**Sofa**  
7U12500038/  
7U12500138/  
7U12500238



Semi-Aniline Leather

## MODERO Material

**Semi-Aniline Leather** blends durability with natural beauty, offering a soft, supple texture and rich, evolving patina. It retains the leather's organic character while providing a refined finish that resists wear—luxurious yet practical for pieces made to age beautifully.

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# SELLING SHEET

# MODERO

## **Luxe Unlock:** *Grabs the Guest's Attention*

"Most power seating makes you choose — comfort or design. You get the features, but it doesn't always feel elevated.

(pause)

That's exactly what Modero solves.

Modero delivers true relaxation without compromising style. It's designed with zero-gravity reclining that supports your body from head to toe, while maintaining a clean, modern silhouette that fits beautifully into a Luxe space."

## **Right to Win:** *Why Choose the Modero*

### **ZERO<sup>3</sup> Comfort Technology (Zero Gravity • Zero Gap • Zero Wall)**

**What to Do:** Have the Guest sit in the Modero motion piece and activate the ZERO<sup>3</sup> positions:

- Show **Zero Gravity** first (weightless comfort)
- Then, **Zero Gap** (seat + back move as one)
- Finally, **Zero Wall** (fully reclines while staying close to the wall)

**What to Say:** "Modero features ZERO<sup>3</sup> technology — Zero Wall so you can recline fully without needing extra space, Zero Gap for full-body support, and Zero Gravity for that weightless feel. It's one of the most comfortable and space-saving motion experiences we offer."

**Purpose:** Demonstrates Modero's premium motion engineering that Guests can instantly feel and resolves space concerns.

### **Luxury Leather You Can Live In**

**What To Do:** Have the Guest touch the leather—guide them to notice temperature, texture, and grain.

**What To Say:** "This leather is designed to be lived in. It's soft, it feels elevated, and it actually looks better with time—the more you use it, the more it molds to you."

**Purpose:** Builds trust in comfort and durability, especially for Guests who love motion but worry about leather maintenance.

## **Storytelling:** *Romance Language that Evokes Emotion*

"If you want motion that doesn't look like motion, Modero is your answer—sleek, tailored, and still full-body relaxing. At Ashley we design with our Guests in mind, giving you beauty and function but a price that makes sense."

## **Add on & Upsell:** *Complete the Look*

"It's not the furniture that completes the space—the right art and accents pull the room together so it looks intentionally designed, not just furnished. Our expert designers did the work for you."

## **Product Knowledge**

- "Left-arm" and "right-arm" describe the position of the arm when you face the piece
- Versatile modular pieces fit together in a variety of configurations
- One-touch power control with adjustable positions and zero-draw USB-A and USB-C ports; zero-draw technology only consumes power when the USB receptacle is in use
- Corner-blocked frame with metal reinforced seat
- Attached cushions; high-quality foam cushions wrapped in poly fiber
- 100% top grain leather covers inside areas such as the back, seat and arm cushions; skillfully matched faux leather covers the remaining areas
- Due to its natural origin, real leather can show individual characteristics such as healed scars, growth marks, grain variation and shade variation; natural variations make each hide unique and do not detract from the wearing qualities of leather
- Zero-gravity mechanism allows optimum reclining comfort with infinite reclining positions at the touch of a button
- Zero gap mechanism maintains consistent lower back and lumbar support throughout every stage of reclining for the ultimate relaxation experience
- Zero wall recliner design requires minimal space between wall and chair back

