

Websites



Sales tools that work for you

- Product guides w/ pictures
- Bed configuration packages
- Product training **flip books**
- The Sales Process
- Thank you letter
- Consumer insight articles
- Success articles & newsletters
- Motivation & Inspiration

- ✓ Ashley Direct
- ✓ Ashley HomeStores.com
- ✓ AshleySleep.com
- ✓ **Jeff Moehling .com**

Online & On Demand

Romance Word

- Rich
- Warm
- Beautiful
- Sophisticated
- Elegant
- Classic
- Timeless
- Fantastic
- Spectacular
- Love
- Wonderful
- Inviting
- Graceful
- Interesting
- Awesome

Text/email ... anytime!

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Reasons to buy: Love/Quality/Value

ASHLEY[®]
FURNITURE INDUSTRIES, INC.
Moehling/Harris
2021



Ashley Super Plants

More than 13,000,000 Sq. Ft. (300 acres under roof) of manufacturing and distribution capacity to furnish homes across the globe.



World's #1 Furniture Brand

Wood Story

Durable Multi-Step Finish

- ✓ Layers of color create a beautiful, durable finish
- ✓ Glazing & protective sealers are added for long life
- ✓ Permanently sealed ... no need to wax or polish
- ✓ Easy to clean & care for using only a damp cloth

Protect
Seal
Glaze
Stain
Sand

www.jeffmoehling.com



Beautiful & Durable

Multi-Step Finish

- Layers of color bathe the wood to create a beautiful, durable finish
- Glazing and protective sealers added for long life
- Brings out the beautiful grain patterns of the wood (Cathedrals & Character lines of the wood.
- Sunblock, anti-fade built-in to finish
- Durability is built into the finish
- Easy to clean with just soap & water.
- Polyurethane top coat adds long lasting durability.

Durable Finishes

Ashley Story

Welcome to Ashley Furniture HomeStore. We're the **#1 furniture retailer, #1 selling furniture brand and the largest furniture manufacturer in the United States/North America.**

Ashley designs, quality tests, builds, delivers and backs our own furniture ensuring it meets Ashley's own rigorous standards. We have the **largest selection & inventory** coupled with the best shipping fleet in the industry – ensuring fast dependable delivery to 95% of North America weekly.

Ashley is backed by 60 years of growth and excellence in the United States. They are **environmentally friendly, charitable & dedicated to the US economy** - investing more dollars in recent years in the US than all other furniture companies combined. With **over 12 million square feet of manufacturing & distribution capacity worldwide ... that's 250 acres!**

With over **7,000 sku's and delivering 35+ million pieces annually** and over **6,000 truckloads per week**, Ashley has the largest shipping fleet in the US. With Worldwide offices and manufacturing facilities, best in class suppliers and a global supply chain Ashley is able to offer industry leading marketing solutions and the best consistent quality story of any furniture company in the world.

#1 Brand, Retailer, Manufacturer, Shipper

Ashley Story

Quality Story

WE PUT QUALITY TO THE TEST CONTINUOUS PRODUCT QUALITY IMPROVEMENT

QUALITY TESTING LABS IN ARCADIA, WI; EGRU, MS; LEESPORT, PA; COLTON, CA; SHANGHAI, CHINA AND VIETNAM
STAY IN CONSTANT COMMUNICATION AS TESTS AND PRODUCT STANDARDS ARE DEVELOPED AND EXECUTED BOTH IN THE LAB AND ON THE FACTORY FLOOR.

<p>MACHINE: INTRON TEST EXAMPLES: TEST THE TENSILE STRENGTH, TENSILE STRENGTH, ABRASION STRENGTH, SEAM STRENGTH AND ELONGATION OF ALL KINDS OF COVER MATERIAL.</p>	<p>MACHINE: CHECK METER TEST EXAMPLES: TEST THE COLOR FASTNESS OF TEXTILES FROM ONE MATERIAL TO ANOTHER. TEST THE DISCOLORATION OF TEXTILES AND LEATHERS AFTER ABRASION.</p>	<p>MACHINE: FLAME, FIRE, AND FLAMMABILITY TEST CHAMBER TEST EXAMPLES: TESTING APPARATUS FOR UNDERSTANDING THE FLAME RESIDUES OF RESILIENCE FILLING MATERIALS. USED IN UNCOVERED FURNITURE UPAC FLAME TEST, TB 117E, LK FLAMMABILITY TEST, AND ENGELER TEST.</p>	<p>MACHINE: FLUORESCENCE TEST EXAMPLES: USED TO TEST PENETRATION FORCE, DEFLECTION, HYDROSTATIC SUPPORT FACTOR OF FOAM AND FIBER.</p>	<p>MACHINE: FLEXING TESTER TEST EXAMPLES: TEST THE MATERIALS ABILITY TO BE CREASED AND FOLDED REPEATEDLY TO ASSESS AGAINST MATERIAL WEAR.</p>	<p>MACHINE: ENVIRONMENTAL CHAMBER TEST EXAMPLES: EXPOSURE WOOD AND PU FABRIC TO A RANGE OF HOT AND COLD TEMPERATURES WHILE UNDER PREDETERMINED HUMIDITIES.</p>
<p>MACHINE: PULL TESTER TEST EXAMPLES: TEST THE COLOR FASTNESS TO AND FROM RUBBING OF LEATHER, PU AND PVC.</p>	<p>MACHINE: ABRASION TESTERS TEST EXAMPLES: ABRASION TESTING DETERMINES THE ABILITY OF A FABRIC TO WITHSTAND FRICTION AND ALLOW FOR A GREATER UNDERSTANDING OF THE PRODUCTS DURABILITY.</p>	<p>MACHINE: DYNAMIC SEAM SURFACER TEST EXAMPLES: PROVIDES DYNAMIC FORCES TO TEST STRENGTH OF SEAMS AND STITCHING.</p>	<p>MACHINE: PULL TESTER TEST EXAMPLES: TEST THE COLOR FASTNESS TO AND FROM RUBBING OF LEATHER, PU AND PVC.</p>	<p>MACHINE: PULL TESTER TEST EXAMPLES: TEST THE COLOR FASTNESS TO AND FROM RUBBING OF LEATHER, PU AND PVC.</p>	<p>MACHINE: PULL TESTER TEST EXAMPLES: TEST THE COLOR FASTNESS TO AND FROM RUBBING OF LEATHER, PU AND PVC.</p>

"YOU GET WHAT YOU INSPECT,
NOT WHAT YOU EXPECT."
- Roy Wankar



World Class Furniture Manufacturer

- Finish Testing (abrasion & chemical testing)
- Environmental Simulation Testing
- Electromechanical (strength) testing
- Chair Back Strength testing
- Transport Simulator & drop testing
- Product Audit Inspection testing
- Motion Mechanism testing
- Testing to failure to ensure durability

When you make it for yourself, you make it better! (We Make Our Furniture)