

What are the top 5 selling features of American Leather?

One of my favorite questions, and I am more than happy to give you plenty of talking points. I spent the last 14 years proudly representing the American Leather brand, and can personally attest to the validity of the attributes listed below.

1) Quality, speed and a heritage of engineering that allows us to offer the industry's leading warranty - lifetime on frame and suspension, 10 years on all of our proprietary mechanisms, and five years bumper-to-bumper on just about everything else. We are a company founded and run by engineers who started back in 1990 with a very simple principle: the consumer should not have to wait months for a quality, made to order piece of a upholstered furniture. We have been shipping in 16 to 20 days for the last 27 years and were the first in North America to make this commitment to our customers.

2) Innovation in design, materials and manufacturing, all interwoven to ensure the customer gets exactly what they want when they want it. The consumer can choose from over 100 styles in thousands of configurations, & hundreds of covers, and still have them in their home within a matter of weeks. Even with our streamlined process, each piece is treated as an independent unit, and carefully crafted in the configuration and cover the consumer has chosen.

3) Exclusive, proprietary mechanical products, designed entirely by our talented team of engineers, designers and craftspeople. We have assembled a team of the best minds in the industry from around the world and have invented products that revolutionize the industry. Starting with our Comfort Sleeper and moving on through products such as the Comfort Recliner & Comfort Theater, we have created products the consumer only dreamed of prior to their introduction. Back in 2000, The Comfort Sleeper revolutionized the market for convertible sofa-beds, and literally created a new market for a luxury product in that category. The consumer can now choose both fashion and function, without compromise.

4) Peace of mind. at American Leather, each one of us stand behind the product that we design, manufacture and sell. If it's not right, we will do everything possible to make sure that we care for our retailers and consumers, and ensure their expectations are met and exceeded. Our warranty means something to us. We expect every piece of furniture that we deliver to the stand the test of time, and make sure that the consumer can enjoy it for decades.

5) Environmental responsibility. From our FSC certified frame materials, to our bio hybrid foam components, and absence of any chemical flame retardant, American Leather is committed to the safety and longevity of the world in which we all live. We were among the first in the industry to migrate all of our products to the use of a fully recyclable foam, we recycle all of our wood and cover components in the factory and operate on a sophisticated energy management system that reduces our power consumption by thousands of dollars each month. Our cover selection

includes products manufactured from recycled materials and nontoxic leather manufacturing. UltraSuede is now manufactured using 100% recycled polyester, and our Elmo soft leather is a chrome free, biodegradable product. Interestingly, both of these products are also industry-leading in their categories and are suitable even for heavy industrial use. In fact, we offer hundreds of fabric and leather options that perfectly blend luxury and performance.

It's little longer than the 30 second elevator speech but I want you to have all the information available to you to educate your customer about why American Leather is worth the investment.

Feel free to reach out to me with any questions. We are always here to support you.

Best,
Casey