

EARTH CARE inside

This fine furniture features environmentally friendly products designed with you in mind. EarthCare Inside embraces components created from renewable or recycled materials. What this means to you is a smaller environmental footprint while maintaining the highest quality value.

- ✓ **Cushioning**
With the world's first bio-based foam developed by Hickory Springs, you now have cushioning made using soybean based polyol instead of petroleum based polyol. The result is a product that reduces dependency on oil and takes 60% less non-renewable energy to create. Tests confirm that bio-based foam cushioning retains its initial properties longer and therefore is more durable.
- ✓ **Sinuous Wire Springs**
Steel springs are manufactured from 50% or more recycled steel.
- ✓ **Flame Retardant**
Earthcare products are manufactured without FR chemicals.
- ✓ **Sleeper Mechanisms**
70-80% of the steel used to manufacture the sleeper mechanism comes from recycled steel.
- ✓ **Sleeper Mattresses**
Innerspring base is manufactured from 50% or more recycled steel. Polyester fiber comfort layers are made from recycled plastic bottles.
- ✓ **Fiber Back Cushions**
Back Cushions are made from virgin polyester fibers.
- ✓ **Frame**
Wooden frames are made from verified sustainable Appalachian hardwoods harvested from replanted forests.
- ✓ **Packaging**
Packaging materials consisting of cardboard, non-woven inner liner, and plastic outer liner are 100% recyclable.
- ✓ **CertiPUR-US Certified**
All polyurethane foam components are certified to meet content emissions and durability standards of CertiPUR-US.

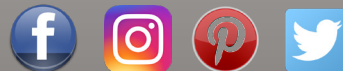


The EFEC program and logo are owned by the American Home Furnishings Alliance. To verify this company's EFEC registration, go to www.sustainablebydesign.us



CRAFTMASTER FURNITURE

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CRAFTMASTER FURNITURE



Life · Home · Comfort





DESIGN Options

Our most fully customizable program!
Build your own sectional, sofa, loveseat, chair or ottoman exactly as you want it using a wide selection of arm, back, base, and seam options.



- Traditional styling in fabric
- Shallow seat depth options
- Blend down cushion options
- Finish and Nailhead options



- Modern styling in fabric
- Shallow seat depth options
- Power motion options

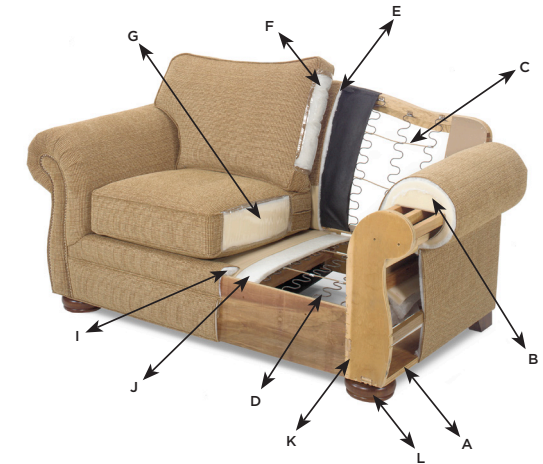


- Modern styling in leather
- Shallow seat depth options
- Power motion options



- Modern styling for smaller spaces
- 6 piece custom cocktail ottoman program
- Finish options

CRAFTMASTER FRAME CONSTRUCTION



A- Hardwood frame consisting of hardwood rails and hardwood laminates.

B- Heavily padded arms.

C- Double tie wires on back & seat springs for additional support (some styles utilize webbing in backs, as design dictates.)

D- Heavy gauge sinuous wire springs for durability and comfort.

E- Heavily padded in-back.

F- 100% Dacron polyester fiber back cushion encased in a sewn ticking with separate compartments to prevent fiber from settling to the bottom. Zippers in all inside back cushions.

G- 2.0 density high resiliency foam core with Dacron fiber wrapping (Industry standard is typically 1.8.) Free of fire retardant chemicals. Blend Down cushion and toss pillows available on select styles.

H- Fully lined tailored skirts.

I- Padded edge roll.

J- Insulated seat pad for added comfort.

K- Joints are interlocking mortise and tenon or double dowelled, glued, & corner blocked for durability.

L- Wood legs on skirted styles are built into the frame for strength & durability. Exposed wood, decorative legs are securely mounted to the base of the frame.

*Actual Frame Construction may vary by style depending on product design.

COMPETITIVE ADVANTAGE

- Over 100 sofa and sectional groups to choose from
- Over 150 accent pieces
- Wide variety of styles including modern, traditional, transitional, casual, cottage, and slipcovers
- CM Leather, custom order leather program, Made in America
- Over 700 custom order fabrics + 50 leathers
- Performance fabrics- Family Life & Revolution
- Total custom order- Choose any fabric
- Custom finish & nail head options
- Full service web site with fabric draping customization
- Quick turnaround on custom orders
- Quick Ship program on select styles
- Unsurpassed quality in our price range
- Limited lifetime frame warranty
- 10 year warranty on seat cores & 5 years on springs
- Products are produced from eco-friendly materials
- Sleepers available on many styles

* Exclusive Licensee for the
Paula Deen Home Collection

