



Buying Quality  
*furniture*



*Flexsteel*  
America's Seating Specialist

Discover the details

## Discover the details that make Flexsteel beauty more than skin deep.



Buying upholstered furniture is trickier than it seems, for one simple reason: most of it looks good and feels comfortable in the store. Unfortunately, the real test doesn't come until you've had it in your home for a year or two... and if it hasn't lived up to your expectations, you'll probably just have to live with it.

That's why it's so important to find out the "inside story" — what materials were used, how they were put together, and how the manufacturer stands behind it — before you buy any piece of upholstered furniture. And why we're so eager to share the Flexsteel story with you.

While many manufacturers prefer not to share this kind of information, we couldn't be prouder of the way Flexsteel upholstered furniture is crafted, and the unmatched durability it delivers. Not only when it's new, but for decades to come. And we're confident that the more you know about Flexsteel, the easier your choice will be.



**Creating furniture so dependable  
you can count on it for a lifetime —  
we guarantee it.**



Crafting furniture is like cooking: the better the ingredients you use, the better the finished result. That's why we've taken such great care in selecting all the materials we use in building Flexsteel sofas, love seats, sleepers, recliners and motion furniture.

Our exclusive, lifetime-guaranteed blue steel seat spring design has been delivering unmatched comfort and durability since 1927. And unlike eight-way hand-tied springs, it never needs retying or replacing to keep you from getting that sinking feeling years from now.

State-of-the-art cross-grain laminated hardwoods let us create frames so strong you can count on them for a lifetime — we guarantee it. And because these advanced materials use natural resources so efficiently, they substantially reduce the number of hardwood trees needed to make our products.



Demanding tests

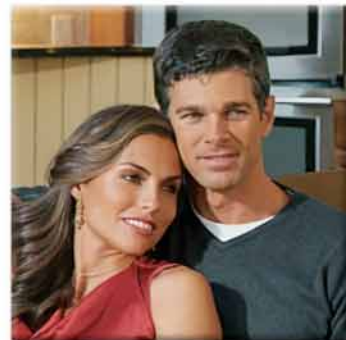
**Our demanding tests, industry leading technology and quality assurance give you peace of mind.**



Environmentally friendly CFC-free, high-resiliency foam, covered by soft polyester fibers, gives our Plush seat cushions unsurpassed comfort and durability. When was the last time you saw sofa cushions with a lifetime warranty? Or treat yourself to our sumptuous down-filled cushions. Either way, you can choose exactly how much support you want — from pillowy softness to a firmer feel.

Choose any Flexsteel fabric with confidence. Each one has passed our demanding tests for fading, pilling and wearability, and all are carefully inspected before cutting to ensure quality.

Flexsteel leathers are available in your choice of finishes, from practical, easy-care choices to luxuriously soft aniline dyes. We individually inspect and hand-cut each hide to best showcase the leather's natural beauty. And with plenty of leathers to choose from, you're sure to find just the one you're looking for.



**Unmatched service is not just a commitment, but rather something we stand behind for a lifetime.**



Even the best-made furniture can be a source of major frustration if the fabric you wanted isn't available, delivery is delayed, or maybe worst of all, your brand-new sofa arrives in less-than-perfect condition. That simply doesn't happen with Flexsteel furniture, for all these reasons:

Our sophisticated ordering system provides your retailer with information on fabric availability, and tracks your order every step of the way, so you'll never hear, "The manufacturer is looking for your order...they'll have to get back to us."

Our quick delivery on custom orders keeps you from waiting...and waiting. Because if you're like most of us, you've already waited long enough for new furniture!

Our experienced delivery staff, in our own fleet of trucks, treats every piece of furniture with exceptional care, so it will arrive just the way you pictured it.



**Building quality upholstered furniture that lasts — ask anyone who's ever owned Flexsteel.**



Our lifetime warranties on our blue steel seat spring, upholstered furniture frames and Plush seat cushions not only provide peace of mind...they demonstrate our commitment to building quality upholstered furniture that lasts. Ask anyone who's ever owned Flexsteel furniture.

You've read about some of the differences that set Flexsteel upholstered furniture apart. But, there's really no substitute for visiting your nearby Flexsteel retailer and experiencing our quality for yourself.

Your retailer will be happy to show you our blue steel spring, help you explore our more than 500 styles and over 1,000 fabrics and leathers, tell you more about our Lifetime Warranties, and explain the construction that makes Flexsteel furniture so amazingly durable. If other retailers aren't willing to spend that kind of time, it's probably because they have less to say.



Comfortable decision

You'll never make a more comfortable decision.



Reclining furniture adds a new dimension of comfort to your home. Built to the same exacting standards that have been the hallmark of Flexsteel furniture for more than a century, this collection offers relaxing comfort and modern convenience options.

Most Flexsteel recliners feature zero wall proximity, allowing them to open and recline to all positions while being placed only inches away from the wall. Our high-leg recliners and press-back chairs look like lounge chairs while offering hidden recliner comfort. A perfect compliment to your formal room set.

Modular seating units offer versatility in creating a custom configuration of beauty and comfort that will soon become your favorite relaxation and entertainment destination.



Extraordinary craftsmanship,  
beautiful fabrics and stylish frames  
live up to our standards...and yours.

The smallest details can have a tremendous impact on the way your furniture looks... and lasts. So, our highly-experienced craftsmen take great care throughout every step of our manufacturing process:



Our precise electronic fabric cutter — the industry's first — provides our tailors with the most accurately cut fabric pieces to work with and use fabric as efficiently as possible.

Hundreds of stylish options, such as contrasting pillows, trims, braids and wood finishes, make it easy to express your personal style.

Nailhead trim is individually hand-nailed, not rolled on and tacked every few inches, so you can count on it to stay in place for years to come.

Incredibly strong frame construction features dado-cut overlapping joints reinforced with additional hardwood blocks. All base rail joints are further reinforced with corner blocks that are glued and screwed into place, creating a frame so strong we guarantee it for life — even if you have children or pets.

Expert hand tailoring ensures patterns are carefully matched and florals are centered — something you can't truly appreciate until you've seen mismatched or off-centered furniture.

Detailed inspections are done after your furniture leaves the moving production line, so we have as much time as we need to make sure it lives up to our standards...and yours.





*Flexsteel*<sup>®</sup>  
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[www.flexsteel.com](http://www.flexsteel.com)