

«WITH MORE THAN 60-YEAR LEGACY OF BEING AMONGST THE BEST UPHOLSTERED FURNITURE MANUFACTURERS IN NORTH AMERICA, AND CERTAINLY IN CANADA, WE HAVE FINALLY FINISHED OUR 3 YEAR PROJECT OF UPDATING OUR MANUFACTURING PROCESS. WHILE THE NAME IS THE SAME, JAYMAR IS A RADICALLY DIFFERENT COMPANY THAN IT WAS JUST THREE YEARS AGO.»

- Daniel Walker

## LET'S TALK ABOUT ACROSS THE BOARD IMPROVEMENTS IN QUALITY

### 1. LEATHER

Leather is our passion. All our leathers are pure aniline top grain leathers or full grain. We buy first selections (premium) raw hides from Italy.

### 2. MECHANISMS

We believe in problem-free, recliner mechanisms from US companies and headrest mechanisms, from Germany. American & German engineering is world renowned.

### 3. FOAM

Foam is the key to great comfort. We upgraded to 2.7 lb density. Simply put, this means the foam has more material and will last longer. Our newest collection, Optima, has a shaped memory foam (a 1-inch top layer of memory foam on top of the best shaped foam available in the industry) for superior comfort.

### 4. FRAME

To make a frame that will withstand the demands of family life, and still live up to a lifetime warranty, we use solid hardwood, glued and stapled and reinforced with corner blocks for maximum stability. The wood is cut to create interlocking tabs and lots essentially mortise-and-tenon joints.

### 5. SPRINGS

Springs can squeak, and many do. We changed our spring connectors to Teflon coated for quiet functionality.

### 6. TAILORING

The very definition of a great sofa is great tailoring. We've added several new machines that can handle thicker hides and work with thicker thread.

### 8. CUSTOMIZATION

Whether you want deeper or wider cushions, we've got them. Choose between 20" or 22" seat depth and 23" or 30" seat widths. You may even choose your arm widths. A regular arm (9" to 11" depending on model) or a small 6" arm to suit smaller living room areas, such as Urban Condos all of which is at the same price.



## WHAT PRODUCTS WE'RE BEST AT:

### 1. MOTION:

Power recliners, power headrests, USB chargers.

### 2. BED PROGRAM

Over 25 headboards to choose from, wide or thin platforms, hidden under-bed storage, drawers with German-engineered systems with smooth running motion and full extension glide, and your choice of legs/base.

**2. Choose your bed Base**

**With Large contour**

**With Narrow contour**

**1. Choice of Headboard**

**Choose your Legs**  
\*For bed base with legs only

A LG182 Wood B LG60 Metal C LG189 Metal

**Choose your fabric**

**Nails options**

Large choice of different fabrics

Silver - Copper - Pewter - Brass

### 3. HOME THEATRE SEATING

Our expertise in renovating, and supplying new, High-end Theatre Complexes leads directly to our capability in home theatre seating.



### 4. SWIVEL, ROCKING, MOTION CHAIR PROGRAM

Super smooth mechanisms that swivel, rock and recline combined with great styling, makes our chair program popular.



## 5. STATIONARY SOFAS

Great styling, great leathers, your choice of leg options, seat depths, seat widths, arm widths.



## BUT WAIT, THERE'S MORE...

### 1. DELIVERY

A dedicated carrier with guaranteed freight rates, based on the number of seats is both simple and prevents damage. The frequent schedule helps keep our lead times to a reasonable 5-7 weeks.



### 2. MARKETING SUPPORT (POP)

Consumers love quality, but they must be aware of it. Signage that tells the Jaymar story, construction quality, etc. is available. The more our message is told, the more consumers choose Jaymar!



TROLLEY



PEARL LEATHER SAMPLES



CONFIGURATION SHEET



POP

### 3. DEDICATED CUSTOMER SERVICE

We provide a 7 days a week customer service hotline to help answer your questions. Don't wait until Monday, close that sale while the consumer is still in your store.

**EST:** 1 . 438 . 870 . 2997 (Canada & U.S.)

**PST:** 1 . 619 . 559 . 8955 (U.S. only)

**Email:** [judy.carroll@jaymar.ca](mailto:judy.carroll@jaymar.ca)



## STUDIO PROGRAM

### HIGHLIGHT

- ✓ Marketing support
- ✓ POP
- ✓ Grand Opening event
- ✓ Press relations
- ✓ Special Terms
- ✓ Advertising Rebate
- ✓ Promotional Calendar

