

2023  
SPRING CATALOGUE



QUALITY HANDCRAFTED IN DALLAS

**Jaymar.**





Eclipse model  
Marylain Langevin Designer  
Mont-Tremblant, project

## CONTENTS

- 4-5 - Introduction
- 6-7 - Why choose Jaymar
- 8-9 - Our products
- 10-21 - Our markets
- 22-23 - Trade & Designer program
- 24 - Inspiration look
- 25 - Service and warranty
- 26 - Our teams - Our certifications
- 27 - Contact Contents





# HISTORY

## OUR MISSION

It is our mission to be THE reference in the upholstered furniture industry in North America by standing out for the quality of our products. To produce quality products, we strive to provide all our employees with a pleasant working environment.

## VISION

**RESPECT** Between team members, from external partners to our team members and vice versa, respect allows us to maintain a harmonious relationship on which exchanges can be built.

**INTEGRITY** Transparency and honesty must be reflected in all our communications and actions. Although degrees of confidentiality may apply, everyone must be able to speak and act with a good conscience, and be able to explain their choices.

**SYNERGY** At Jaymar, we advance as a team. Teamwork is felt in decisions and the execution of tasks. Team cohesion leads to trust between staff members, an essential component in successfully attaining objectives and a timeless quality of products and services.

**INCLUSION** Jaymar is an inclusive company. Inclusion does not only apply to gender, sexual and religious orientations, or ethnicities, it also encompasses the ideas of the whole team and all occasions, to question themselves and grow together.

**PRIDE** Working at Jaymar is synonymous with pride in everything concerning the products, the team members, and its history. Without pride, Jaymar would not have been in business since 1956 remaining a mainstay in the upholstered furniture manufacturing industry.

## OUR VALUES

Jaymar is an integrated company where design, quality, and comfort are our source of pride!

**1956**

Jaymar founded by George Reinitz in Montreal

**2000**

Purchased by Rivers & Associates

**2009**

The Groupe Bermex inc. purchased Shermag

**1968**

Arrival in Terrebonne

**2003**

Purchased by Shermag

**2014**

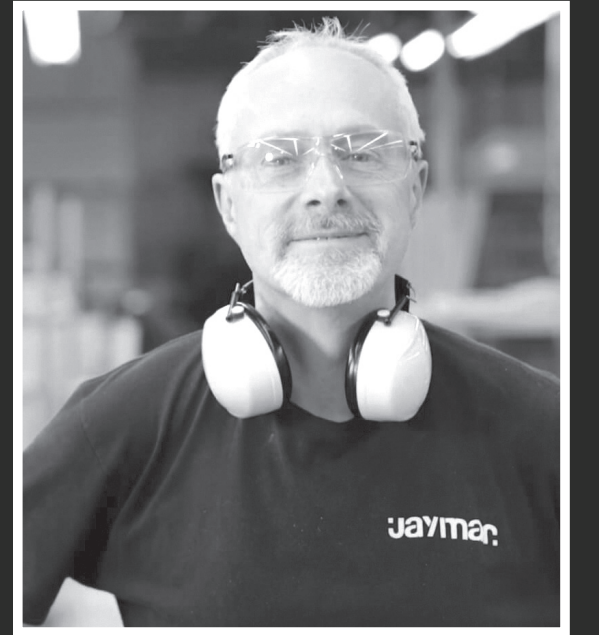
Daniel Walker becomes sole owner of Jaymar





## WHY CHOOSE JAYMAR FOR YOUR PROJECT

- Quality Handcrafted in Dallas
  - Buy direct from the factory
  - Expertise since 1956
  - Custom-made
  - COL & COM order
- Free sample
  - Possibility to develop something specific
  - Excellent after-sale service
  - Best warranty of the industry
  - Will suit your design and the clients needs and expectations!





# 3 DIFFERENT MARKETS

HOME | HOSPITALITY | COMMERCIAL





# HOME

RECLINERS, OPTIMA  
COLLECTION



COLORADO



MELBOURNE



VALENCE



MONTEREY



VANCOUVER



SEATTLE



# HOME

EGO CHAIRS



ECHO



ALPHA



BETA



GAMMA



SIGMA



ETA





# HOME

STATIONNARY



BAZAAR



ECLIPSE



NATURE



# HOME

BEDS



MELANIE



MELISSA



ZEN



# HOME

HOME THEATER AND D-BOX







- Talkshow set
- Lobby Rest area
- Hotel: Sofa bed & Bed

- Spa chair
- D-Box chair
- Store



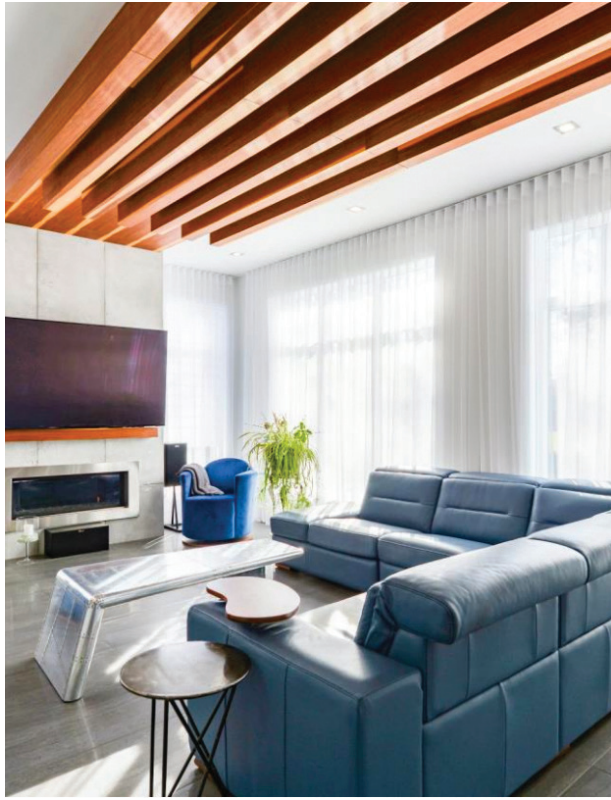


## TRADE & DESIGNER ACCOUNT

- Designer kit
  - Designer price list
  - A room to meet your client
- Send your client directly to our showroom and we build the quote for you
  - Different payment solutions







## INSPIRATION & VISIBILITY



- Increase your visibility via our social medias and via our showroom



- We are always looking for new interior decors. We can share your project on our social media, and advertisements
- Photoshoot, Videoshoot = More Visibility

## SERVICE & WARRANTY

Sales tools (catalogue, samples)  
Formation, lunch and learn  
After sale smart platform.

### BEST WARRANTY IN THE INDUSTRY

- Lifetime warranty limited on: Frames Pocket Coils, Springs and Webbing; Recliner, Motion Mechanisms;
- 5 year warranty on leather



# TEAM PRESENTATION



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## PARTNERS AND CERTIFICATIONS







**Jaymar.**

— [jaymar.co](http://jaymar.co) —