Selling Guide
Made in the USA
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CUSHION FOR DEEP SEATING PIECES

- Frame: Custom designed aluminum extrusions, manufactured to our specifications for strength with internal wall reinforcement.

- Available in 14 finishes.

- The insert of the back cushion incorporates 3 separate horizontal channels with individual levels of fill to maintain the shape, support and comfort.

- Cushions utilize Velcro on the bottom of back flap which attaches to the Velcro on the bottom of the seat cushion to create a seamless look when viewing the piece from the back, as well as helps secure the cushions. Core 1.8 density polyurethane foam. All foam meets California Fire Regulation 117. Foam core has a 3.5 oz. fiber on top and bottom as well as over front edge. The cushion insert is encased in a water resistant ticking that prevents water from penetrating into the foam core. The ticking is overlapped and glued to ensure a water tight barrier.

- Fabrics: over 85 decorative fabrics to choose from.

CUSHION FOR DINING PIECES

Homecrest’s quality crafted cushions are fast drying and durable. The cushions are available in an “A” style cushion. The “A” style cushion features no welt and uses a simple turned seam and wraps the fabric selected around the sides of the cushion to meet the same fabric selected on the back of the cushion.

Notes: ____________________________________________
SLING

What is a Sling? A Sling is the seat and back support system of a chair. Sling fabrics incorporate polyester strands and are then coated with PVC.

- Homecrest uses a double layer of Sling fabric which adds durability. It also conforms to your body ergonomically while eliminating pressure points.

- All of Homecrest’s slings are constructed using the same fabric on the front and back. Select a Sling from the slingable fabric choices as noted on the fabric swatches, catalog or price list. The welt will match the frame finish unless an alternate welt is selected.

- Static load tested to ensure proper support. A 150 lb weight is dropped on a sling chair for over a million cycles.

- Slings are removable and Replacement Slings are available on-line.

- A Sling is constructed of 2 layers of material and sewn a minimum of three times for added durability against tension.

- A Butterfly Sling has all the strength and properties of our traditional Sling but with an innovative flared back and seat for the utmost in fashion and comfort.

AIRO2 COLLECTION

- Frame: Heavy gauge custom designed aluminum extrusions, manufactured to our specifications for strength with internal wall reinforcements to add durability.

- Fabric: Sensations (PVC) have the ability to stretch vertically, not horizontally like most slings. Sensations not only shapes Airo2 for its aesthetics, it adds comfort.

- No inner cushion, allowing for quick drying properties.
• Our **Padded Slings** feature a triple layer Sling with slight padding for added comfort. The Padded Sling has a layer of polyester thermo-bonded fiber fill, (which will not retain moisture), added between the first 2 layers and held in place with horizontal stitch lines adding another dimension of comfort. They have mesh backs for better air circulation, and quick drying.

• When selecting a fabric for a Padded Sling, choose from the options noted on the fabric swatches, catalog or price list. When selecting a fabric that is available both as a Padded Sling and a Sling, that fabric may be used on both the front and the back. When selecting a Sunbrella® or soft hand fabric that is only available as a Padded Sling and not as a Sling, then a Slingable fabric needs to be selected for the back. The welt will match the frame finish unless an alternate welt is selected.

• Slings are available on: Swivel Rockers, Reclining Swivel Rockers, Dining Chairs, Chaises, Adjustable Chaises, Comfort Recliners, Single Seat Gliders, Loveseat Gliders, Balcony Swivel Rocker Stools, Bar Stools and Ottomans.

• Homcrest **Chaises** are manufactured with tension adjustment mechanisms, ratchet back mechanisms or pneumatic lever. The pneumatic lever is a pressurized tube that offers a **wide range of adjustability**. Ergonomically and effortlessly adjusts with the touch of the lever, Homcrest’s Chaises recline without leaving the chair. They are aesthetically clean without exposed mechanisms like other reclining outdoor furniture.

**Notes:**
Homecrest invented the original ‘Swivel Rocker Mechanism’ and patented it in 1956.

- Triple coil springs provide superior durability, and a smooth balanced rocking motion.

- Top swivel plate and springs are electroplated with zinc prior to painting for added protection to welded surfaces from outdoor elements.

- Stainless steel ball bearings on a nylon race are placed between 2 swivel plates which provide the smooth wobble-free swivel action.

- Settings for adjustments on undercarriage will allow individual comfort selection by moving undercarriage forward or backwards.

- Each base is fitted with 6 Polycarbonate clear stem glides to protect the surface of the metal as well as patio and deck surfaces.

- No bars across the front edge; eliminates pressure under your legs on all seating pieces.

- Swivel mechanism is tested under load to 1 million cycles to ensure long life.

- Homecrest is the only one in the industry that has the rocking mechanism on the base of the balcony height stools.

- Only Homecrest offers double or triple sling options on Swivel Rockers.

- All side seams on the Slings are sewn a minimum of 3-4 times to ensure unmatched durability.
COMFORT ADJUSTMENT

1. Loosen all set screws.

2. Slide chair on springs exactly per illustration.

3. To set the comfort adjustment, tighten rear “safety” set screws onto the spring shank slots, then loosen one full turn only.

4. Slide chair toward the spring for a firmer rock or away from the spring for a softer rock, making sure the set screws are in the spring shank slot.

5. Tighten all screws securely after final adjustments.

Coil spring assemblies are sent from the factory and are labeled as below to properly assemble.

ALUMAROC™

Homecrest’s AlumaRoc™ is an all-aluminum, adjustable swivel rocker mechanism that offers an exciting new way to experience comfort and relaxation. AlumaRoc™ is made up of two solid aluminum precision formed springs that provide durability for all climate conditions while offering a smooth and comfortable rocking motion.

Notes: ___________________________
Homecrest offers a complete line of table tops in Aluminum, Steel, Cast Aluminum, Resins, Granite, and Glass. These low-maintenance Homecrest tables are available in a variety of heights, patterns, colors, finishes and sizes.

**Aluminum Surfaces** are utilized in several of our table collections. Offerings include: Embossed Aluminum, Mesh Aluminum, Cast Aluminum and Aluminum Extrusions.

**Glass Surfaces** are available in various sizes and designs.

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**Notes:**

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**Faux Surfaces** are manufactured resin made to withstand the elements of outdoor living and are easy to maintain. Faux tables have a layer of Polyester applied, which is UV stable, chemical and stain resistant and works to provide a detailed appearance. Polyurethane is then added for strength and durability. No wood, fiberglass or other materials are used as a core material that would absorb water. All tables are finished with a revolutionary clear coating known as “Nano-Coat.” Using natural elements such as real sandstone, travertine, wood and many other textures in our mold making process we replicate every detail to create an end result of a lightweight, stain resistant surface that retains all of the beauty of the natural elements!

**What is “Nano-Coat?”**
- A super hard surface that is UV protected.
- Scratch, mar and abrasion resistant.
- Chemical resistant paint protection and a corrosion inhibitor.
- Self-cleaning, water and dirt repellent action.
- Anti-graffiti and anti-stick properties.

**Notes:**
Homecrest offers fire tables are available in a variety of heights and styles including: coffee, chat, dining and balcony heights and in rectangular and round table configurations.

Our Universal Fire Tables bring a blend of materials together to create a tastefully executed combination of faux (4 styles), aluminum, and sling fabric. The base has a hidden door that houses and conceals the propane tank while allowing easy access. The door incorporates a unique mounting bracket to hold the tank for easy replacement. Also available is a fashionable cover to protect the firepit bowl. Refer to page 89 of the catalog for bowl and medium options.

FABRICS

All fabrics go through a series of tests before being added to the Homecrest offering. Stretch and abrasion testing is performed, as well as, UV stability to provide resistance to the sun.

Selection of Fabrics: Select from over 85 fabrics. Color Stories showcase coordinating fabrics to aid in the ease of selecting fabrics that compliment your outdoor room.

PVC and Acrylic, PVC, Polyester Blends and Sensation

These PVC stripes and solid patterns are open weave fabrics constructed of thermal bonded vinyl coated polyester threads. They are extremely durable, easy to clean and have quick drying times. UV stabilizers and mildew inhibitors are added to minimize the effects of prolonged outdoor exposure.

Acrylics, Acrylic Blends, and Olefin Blends

This category includes solution dyed solids, stripes and jacquards. They are woven to resemble indoor fabrics, but are engineered for outdoor use. UV stabilizers and protective coatings are applied for durability and clean-ability.
Our Homecrest Dining, Balcony and Bar Umbrellas are the benchmark by which others are compared and are available in most of the Homecrest fabrics.

- 8-rib design, offered in three sizes (7.5’, 9’, 11’).
- 100” non-recycled aluminum frame offers 30% more strength.
- 1.2 mm wall thickness-offers 20% more strength than the standard 1 mm.
- 1 mm rectangular rib extrusion offers more strength than any other main pole.
- Manual crank lift for easy operation is available on the 7.5’ umbrella.
- 9’ and 11’ umbrellas offer the advanced Auto-tilt mechanism which offers greater tilt angles for longer shade.
- Kevlar woven lift cord-offers superior strength and is lightweight and flexible.

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FABRIC CARE

PVC and Acrylic, PVC, Polyester Blends and Sensation
Address stains promptly. Use one to three gallons of warm water with a mixture of strong liquid detergent and chlorine bleach. Rinse thoroughly, pat to remove excess water and air dry.

Acrylics, Acrylic Blends, and Olefin Blends
Address stains promptly. Add 1/2 cup of chlorine bleach per three gallons of mild soap solution. Rinse thoroughly, pat to remove excess water and air dry.

Vinyl Straps
Using a soft cloth, clean with two tablespoons of mild liquid soap to one gallon of warm water. Use toothpaste or gentle abrasive to remove scuff marks. DO NOT USE solvents, janitorial cleaners, alcohol-based cleaners/protectants, scouring agents, undiluted bleach, gasoline or ammonia base cleaners on straps or vinyl table rim material. They may cause discoloration. If the area of use has the possibility of high concentration of acid rain or smog, monthly cleaning of the straps is recommended. Allowing a build-up of sun tan, sun block lotions and oils can be harmful to the straps. If these conditions are present, clean the area with mild soap and water, and consider the use of a towel on the area when these products are in use.

FRAME CARE

Aluminum Frames
To maintain the appearance of your Homecrest aluminum, wash or spray down the frames with clear water or with mild soap and water to remove dust, pollens, chemicals, salt water, dirt, etc.

Avoid the use of any abrasive cleaners and power washers. To maintain the finish of the painted surface apply a coat of clear liquid car wax at least once a year for additional protection from the outdoor elements.
If the climate of your area experiences freezing conditions, do not store any product upside down. Moisture can accumulate in the frames and when frozen can crack, distort or break the frame tubing.

Product that is in use in a coastal environment may experience additional demands on the surface finish due to the salt air. A weekly or biweekly cleaning of the product is recommended to clean away any buildup of salt residue and possibility of oxidation. Quarterly waxing of the finish is recommended to maintain a strong finish that will withstand the demands of this type of environment. If regular maintenance is not performed and the finish experiences blistering the warranty on the finish would be void.

Steel Frames
Steel frames can be easily maintained when prompt attention is given to a scratch or chip that exposes the steel to the elements. To maintain the appearance of the steel, wash or spray down the frames with clear water or with mild soap and water to remove dust, pollens, chemicals, salt water, dirt, etc. Apply a coat of clear liquid car wax at least once a year to protect the finish of the product. If the climate of your area experiences freezing conditions do not store any product upside down. Moisture can accumulate in the frames and when frozen can crack, distort or break the frame tubing.

Product in a coastal environment may experience additional demands on the surface finish due to the salt air. A weekly or biweekly cleaning of product is recommended to clean away any buildup of salt residue and the possibility of oxidation.

Quarterly waxing of the finish is recommended to maintain a strong finish that will withstand the demands of this type of environment. If regular maintenance is not preformed and the finish experiences blistering, the warranty on the finish is void.
Where humidity is high, some corrosion is inevitable; catch it early. If corrosion has occurred, clean the area with Extend (found in most hardware stores). Follow the manufacturer’s instructions, or clean with naval jelly rust dissolver, let set for a few minutes and wipe clean. Repeat if necessary.

Lightly sand the affected area with fine steel wool or with 400 or 600 grit sand paper for better paint adhesion. Wipe clean the area to be painted. Holding the can 8-10 inches away from the area, apply thin coats, allowing ample time for paint to dry between coats. Do not try to cover the area with the first coat as it may result in the paint running, change the surface texture or the gloss of the finish. Cover any adjacent areas to avoid over spray.

**TABLE TOP CARE**

**Faux Surfaces**
Faux Surfaces should be cleaned on a regular basis with mild soap and water using a sponge or soft cloth. If necessary, use a mild abrasive cleaner to release any embedded dirt. Rinse thoroughly with clean water.

**Cast Aluminum Surfaces**
Clean regularly with mild soap and water using a sponge or cloth. A clear liquid automotive wax may be applied 1-2 times a year to protect the finish.

**Glass Surfaces**
Clean regularly with mild soap and water using a sponge or cloth. If necessary, use a mild abrasive cleaner to release any embedded dirt. Rinse thoroughly with clean water.

**Granite Surfaces**
Clean granite regularly with mild soap and water using a soft cloth. If necessary, use a mild abrasive cleaner to release any embedded dirt. Rinse thoroughly with clean water.
**Product Life Cycle**
Homecrest products are designed and tested for an extended life cycle to reduce the impact on the environment.

**Recyclable Materials**
Furniture frames are aluminum, steel and wrought iron, all of which are recyclable. Cardboard cartons used to ship Homecrest furniture are recyclable. Packaging is designed to have as minimal an environmental impact as possible.

**Recycled Content**
Recycled materials are used in the production of Homecrest furniture whenever possible. For example, Homecrest utilizes reclaimed powder to finish the side rails of all Sling Chairs and the inner parts of the Airo2 seating. Heat from our finishing ovens is captured to help warm the factory in cold weather as the plant is located in Wadena, Minnesota.

**Material Reduction**
Chairs, chaises and tables are packed in multiple-units to reduce packaging.

**Toxicity**
The plant cleaning and finishing system is water-born, not chemical-born, to protect employees and the environment. All processes meet or exceed EPA standards. When systems were designed for the new factory (built in 2000), planning for future environmental needs was a primary consideration. The amount of hazardous waste and VOC emissions is nearly non-existent. The wash stages for products are cascaded so that water is used many times before disposal.

Homecrest furniture can be cleaned with low-toxin materials such as water only, or water and mild detergent.
RESIDENTIAL WARRANTY

All products must be maintained per the recommended care and maintenance instructions. If a warranty claim is submitted, the model number and manufacture date on the frame is required.

- **15 years** - (from purchase date on structural failure) - Chair Frames/Bases: Steel and Aluminum.
- **5 years** - Peeling, flaking or blistering of paint surfaces.
- **3 years** - Finish cracks, blisters, and structural failure of faux surface table tops (excludes glass). Breakage and discoloration of vinyl straps.
- **2 years** - Tearing, discoloration or fading of fabrics Construction of cushions or slings. Deep seat cushion.
- **1 year** - Finish on coil spring mechanism, plastic parts, flex plates, glides, swivel inserts. Metal umbrellas, cords, and umbrella bases.

WARRANTY DOES NOT COVER

Glass or acrylic tops, damage caused by caustic chemicals or power washers, misuse or improper care and maintenance, normal fading on fabrics, straps and painted surfaces, damage caused by acts of nature, set replacement or replacement beyond failed product, bursting and cracking of tubing and extrusion caused by exposure to moisture and freezing temperatures, return freight after one year, salt water exposure due to the demands of salt air.

Notes: ___________________________________________
The Homecrest website is a great tool that brings out the inner designer in all of us. It offers an Interactive Design Center, Outdoor Patio Planner, product information and downloads, dealer locator, as well as the ability to shop for replacements online.

**Interactive Design Center** (iPad Compatible)
With our Interactive Design Center your customers can customize their own Homecrest furniture. It’s easy. The consumer chooses any collection, selects any fabric, chooses any frame finish and the design they have created is shown on the screen. This makes it easier for consumers to visualize what their selection of fabric and frame finish looks like on the furniture they have chosen. In addition to viewing fabric and frame combinations, consumers can also print, save and email their personalized product selections.

**Outdoor Patio Planner** (iPad Compatible)
Homecrest offers an easy to use Patio Planner. This is a great tool for both consumers and sales associates on the selling floor. It enables one to layout an outdoor space, like a deck or patio, and helps to create confidence in the product selection. Design and layout your dream outdoor space using dining, deep seating, table and accessory pieces simply using the Homecrest website. All of the Homecrest collections are available for placement.

**Where to Shop**
Like most sites, Homecrest also offers an easy to use dealer locator to assist consumers in finding the most convenient dealer for them to visit. By clicking the “Where to Shop” button and entering your zip code, consumers will easily populate a dealer list generated in order of proximity…another way to help generate traffic to our valued dealers.

[www.homecrest.com/wheretoshop](http://www.homecrest.com/wheretoshop)
Model ID and Replacement Availability Guide
This area of the website will assist with the identification of replacement cushions or slings. Line drawings are shown, along with the corresponding replacement number for ordering. Additional information can be found in our Catalog Archives. replacements.homecrest.com

Catalog Archives
Because of Homecrest’s rich heritage in the casual furniture industry, we thought it was important to build a helpful, easy to use, catalog archives section. The catalog archives section of the Homecrest website allows for easy identification of retired and vintage Homecrest product and makes ordering replacement slings effortless. www.homecrest.com/catalogarchives

Homecrest Dealer All Access (Online Support & Training)
Homecrest Dealer All Access is available 24/7 via the internet and is designed to provide our Dealer Network with fast, easy access to the latest Homecrest news, informational tools and marketing downloads; like sell sheets, high resolution photography, logos, ads, press releases, pricing, etc. This portion of the website also features, on the homepage, a Twitter application that allows Homecrest to “tweet” important information instantly to any dealer who is a “follower” of Homecrest. dealer.homecrest.com

Notes:
Social Networking Resources
Social network sites (SNSs) are increasingly attracting the attention of consumers globally. Homecrest has embraced this new platform to promote the brand. Connect with Homecrest on Facebook, Pinterest, Twitter, Flickr and You Tube today.

QR Codes
Homecrest uses QR codes (Quick Response Codes) on most sales and marketing collateral. QR codes allow consumers to instantly learn more about Homecrest by visiting direct links on our website using their mobile phone. To download a QR code reader on your smart phone simply go to the android market or iphone app store. You can also download the reader at www.inigma.com.