

# SOUTHERN ROOTS

BY CRAFTMASTER

## MARKETING MATERIALS

Turn in marketing orders to: [srorders@cmfurniture.com](mailto:srorders@cmfurniture.com)

Account # / Account Name / Billing Address:

Shipping Address:



### SWATCH RING SETS

### SEASONAL UPDATES - complimentary if \$7,500+/year

Designer fabric ring set <i>(over 220 swatches)</i>	\$300	Qty.	
Performance fabric ring set <i>(over 150 swatches; all in starting grades)</i>	\$300	Qty.	
Slipcover fabric ring <i>(over 25 swatches)</i>	\$50	Qty.	
Leather ring set <i>(over 50 swatches)</i>	\$250	Qty.	
Quick Ship fabric ring	\$100	Qty.	

NEW Designer swatches	\$75	Qty.	
NEW Performance swatches	\$20	Qty.	
NEW Slipcover swatches	\$10	Qty.	
NEW Leather swatches	\$40	Qty.	

\*\*\* **BLUETOOTH SWATCH SCANNER** available for purchase through Amazon:  
[https://www.amazon.com/gp/product/B07YV47J6W/ref=ppx\\_yo\\_dt\\_b\\_asin\\_title\\_o09\\_s00?ie=UTF8&psc=1](https://www.amazon.com/gp/product/B07YV47J6W/ref=ppx_yo_dt_b_asin_title_o09_s00?ie=UTF8&psc=1)

Finish Block Set <i>(all 17 wood finishes &amp; all nail options)</i>	\$40	Qty.	
LuxDown Throw Pillow on a ring in Nomad 10 <i>(Crypton performance fabric)</i>	\$25	Qty.	

### FOR SIT TESTS

STUDIO SAMPLE CHAIR - \$595; includes 2 interchangeable seat cushions w/ ribbon bands; <i>See page 2 to order.</i>
CUSHIONS ONLY - seat cushions w/ ribbon bands; <i>See page 2 to order.</i>

### CUSHION CUT AWAYS

### CATALOGS

Comfort Soft (standard)	Qty.	
Blend Down	Qty.	

Craftmaster	\$50	Qty.	
Paula Deen	\$35	Qty.	

- MEMOS** - Complimentary 4" x 4" cuttings \*\*\*MEMO LIMIT is 10 if fabric, or 5 if leather (per design project)
- FULL SWATCHES** - \$5 each

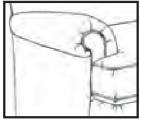
Fabric Name & Color #	Qty.

Fabric Name & Color #	Qty.

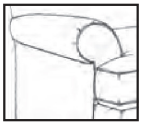
# STUDIO SAMPLE CHAIR OPTIONS

Select one option from each category to create your style number.

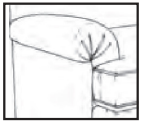
## STEP 1: Choose your arm



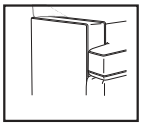
1-Panel Arm



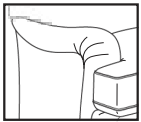
2-Sock Arm



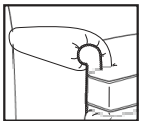
3-Pleated Arm



4-Track Arm



5-English Arm

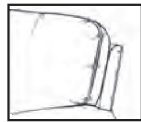


6-Panel Arm w/ Nails \*\*\*

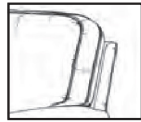
## STEP 2: Choose your back



1-Semi-attached Knife Edge



2-Loose Knife Edge

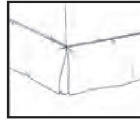


3-Semi-attached Boxed Back

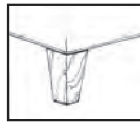


4-Loose Boxed Back

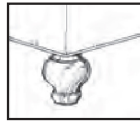
## STEP 3: Choose your base



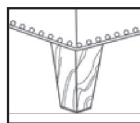
1-Skirted



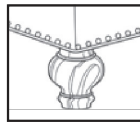
2-Tapered Leg



3-Turned Leg



4-Tapered Leg w/ Nails on Front and Sides of Base \*\*\*



5-Turned Leg w/ Nails on Front and Sides of Base \*\*\*

\*\*\* NAIL FINISHES: Available in Light Brass (LB), Dark Brass (DB), Pewter (PW), and Black Nickel (NK). (If not specified, Light Brass is the standard nail finish.)

## STEP 4: Choose your item #

# # 23

Studio Sample Chair  
35 to 41w x 40d x  
37h seat depth: 23"

The Studio Sample Chair comes with two interchangeable seat cushions: ➤ Standard/Comfort Soft seat cushion (medium-firm)  
➤ Blend Down seat cushion (medium-soft)

*Both cushions will have a ribbon band to denote Comfort Soft or Blend Down.*

The chair will also come with a Fiber throw pillow in the same fabric as the body fabric.



## STEP 5: Choose your finish

Barton  
Black  
Cashmere  
Classic Cherry  
Cognac  
Conciare  
Francais  
Greige  
Latte  
Linen  
Manhattan  
Molasses  
Pecan  
River House  
Shadow  
Sun-Bleached Cypress  
Tobacco



Dealer Name: \_\_\_\_\_

Date: \_\_\_\_\_

Account #: \_\_\_\_\_

PO # &/or Tag: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Shipping Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Carrier: \_\_\_\_\_

The C9 Studio Sample Chair ships via carrier. Please contact the carrier for a freight quote. If you are interested in the **NEW cushion cores only** marketing tool, then those ship via FedEx to you at no cost.

## Enter Your Selections

QTY. Arm Back Base Item #    C9    Nail Finish \_\_\_\_\_ Wood Finish \_\_\_\_\_ Fabric Name & Color # \_\_\_\_\_ Price    \$595   

Body Fabric Must Be A Family Life or Revolution Performance Fabric.

*If Revolution, make sure a grade 1-3.*

**NEW** marketing tool: \* **CUSHION ONLY** \* These are box-style seat cushions in your choice of fabric & include the labeling ribbon bands.

Fabric Name & Color # \_\_\_\_\_

Standard/Comfort Soft (\$200)

Blend Down (\$200)