

- ◆ How Do You Use 'Social Media'?
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Your ONE-STOP Solution for Distinctive Home Interiors



Molli's Memo

Daddy & Mommy took me to the local zoo for the first time ever. I really liked watching the penguins swim. Daddy tells me Nana & Papa are taking us to a bigger zoo in Chicago this summer. I can't wait!

Molli Bryn,

Nana's first granddaughter

How Do You Use Social Media?

I continue to hear and see so much about the importance of "social media" (Facebook, Twitter, Instagram, Snapchat, etc.) for marketing.

Personally, I don't *get* "social media", especially for a business like ours.

Our business does rely on a personal relationship with our clients, but can that relationship be created on-line vs. in-person?

OK, I can see, as a grandparent, I might be able to 'keep-up' with my grandchildren on social media, IF, their parents allowed them to have social media accounts.

Thankfully, our daughter has not granted our three grandsons access to smartphones/pads and/or social media accounts. Our daughter and I both believe the current "social media" craze can do much more harm, and pose threats, than good for her children (my grandchildren). Our only granddaughter is still too young to use computers (for now).

I'm Curious

I don't have a personal Facebook or Twitter account, so I may be a bit "old school". We do have a business Facebook account, but I have never viewed it. Maybe my husband, who is responsible for marketing, keeps it up-to-date? I'll have to ask him.

If you use 'social media', how do you utilize it? I would be very interested in knowing how you utilize 'social media'. And what social media sites you use. Do you click on Facebook etc. ads?

So, please email me about if and how you use 'social media', I am very interested to learn if and how you use 'social media'.

Please email me at FeedBack@InteriorExpressionsAZ.com so I can learn more about if and how you use 'social media'. I would greatly appreciate your input.



Until Next Month,

Betty Jones

Thank You for Your Referrals

Abby & Randy Greene referred Dan Fristoe

Laura Ingold referred Zita McCoig

Dan Freese referred Janet & Dennis Williams

Abby & Randy Greene referred Sandi Kurosake

Referrals are the lifeblood of our business. Thank you for these and all your referrals

What Most Furniture Stores Don't Want You To Know

We are departing from featuring a client project or product category, because we feel so strongly about this month's feature topic.

I've held my tongue for many years now, since I didn't have a ready solution. Have you ever been in such a predicament?

Here is my predicament.

I know most of our "*competition*" is pushing sub-standard cheap imported products which may not be safe for you, your children or grandchildren. Especially in regards to imported upholstered and wood furniture.

These products may be off-gassing dangerous chemicals, like the Lumber Liquidators flooring exposed by the CBS News 60 Minutes expose.

Most of the low priced upholstered furniture you see in furniture store ads, especially at the "big box" retailers, is made "*off shore*", which usually means China or other far east countries.

Government Oversight?

Those non-USA countries don't have anywhere near the same environmental rules as the USA to protect you and your children or grandchildren from the harmful effects of the many dangerous chemicals used to keep the cost of production, and price, down.

Doesn't the USA Test These Products?

This is just a wish, as the Lumber Liquidators situation showed. USA does not have the means or resources to test the millions of products imported into the USA each and every day.

The government relies on the "self-reporting" done by the companies like Lumber Liquidators, and similar furniture importers.

Is this what you want for your health, and the health of your friends and family?

I'm not a "Big Government" proponent, but we as individual consumers cannot monitor all the products imported into the United States — no way. We must rely on the government to monitor and test. But as the Lumber Liquidators situation proves, we cannot rely on our government to be our reliable "watch-dog".

1. Their furniture is built for the *average* person

By necessity, the stock furniture at most furniture stores must be built to fit *average* people.

Thus their stock furniture is built for the average person's build. But, the *average* person really doesn't exist.

Most people are taller or shorter, or smaller or larger than average.

Have you ever had to put pillows behind your back to sit somewhat OK? And then your shoulders hurt?

Have you ever sat on a sofa or chair where your feet don't touch the floor, or your knees are above your butt?

Have you ever had difficulty getting out of a sofa because you sank into the seat/back cushions too much?

Unless you are of average build, most pieces at furniture stores will not fit you properly.

Have your feet ever gone to sleep while sitting in a recliner. That's probably because the recliner isn't the right size for your height or leg length, and your feet hang over the end of the recliner, cutting off circulation to your feet.

You're not of average build.

2. They *guessed* what you would want today, some 9 -12 months ago.

There are 4 major markets per year in the furniture industry. Two in High Point, North Carolina and two in Las Vegas, Nevada.

At these markets, manufacturers display their new product lines and styles. At these markets furniture stores place orders to stock their stores and warehouses, usually in limited fabric colors, configurations and sizes.

The manufacturers combine all the orders received at these shows and then put the orders into production...usually at overseas plants.

It may take nine to twelve months after a market for the product to show up at the furniture store's warehouse.

Do you really think a furniture store can guess what you'll want in a sofa, chair or sectional six to nine months from now?

Most people don't know what they'll want for dinner tomorrow night.

Our Solution to this Predicament

3. They want to sell what they have In-Stock, vs. what is best for you.

This is the real big one. Because the typical furniture store has a heavy investment in the furniture in their warehouse, they will do everything they can to sell you what is “In-Stock”, versus what would be best for you.

The color might not be right; the fit might not be right; the size might not be right.

They will do their best to convince you it is right for you (without ever going to your home).



The Birth of Comfort-Fit™

The birth of Comfort-Fit™ was driven by you, our clients.

As we age, we “shrink”; our bones “contract”.

This results in most of us older folks not fitting very well in furniture built for the “average” person.

I’ve been working on this for at least five years.

I had to convince our reliable Arizona-made third-generation manufacturer, my team, and my husband, who is always my toughest critic (he keeps me from making stupid mistakes).



Now I Have THE Solution...

Our **Comfort-Fit™** line of upholstered and leather furniture is *THE* solution I have been searching for these many years.

With our **Comfort-Fit™** line we can adjust nearly every aspect of the piece to ensure your chair, sofa or sectional fits your individual comfort.

What All Can We Adjust?

We can adjust nearly every aspect of a piece of upholstery that effects the comfort for you...

- ♦ Size (Extra-Small to Extra-Large)
- ♦ Seat Depth (as we age we need shorter depths)
- ♦ Seat Cushion Type/Firmness
- ♦ Back Cushion Type/Firmness
- ♦ Arm Type/Height
- ♦ Back Pitch (Angle)
- ♦ Leg Height
- ♦ Embellishments

And the PERFECT Fabric for You!

In our partnership with the third-generation Arizona upholstery manufacturer we can offer several thousand upholstery fabrics vs. the typical 3- 4 at furniture stores.

This enables us to provide a wider array of options to match your style than any other upholstery option anywhere.

120 Day Comfort-Fit™ Guarantee

Because we are so confident of our Comfort-Fit™ fitting process and the resulting Comfort-Fit™ furniture, we offer the first-in-the-industry 120-Day Comfort-Fit™ Guarantee.

If within 120 days from delivery your Comfort-Fit™ furniture does not meet your true comfort, we will adjust the piece so it meets your full comfort.

Newsletter ONLY Offer...

15% OFF your first order of Comfort-Fit Upholstery or Leather furniture.

Mention this newsletter ad to receive this special newsletter recipient only offer.

Pass on to friends, relatives or neighbors too.
If they mention this newsletter, they too get this special discount.

Interesting Facts You Might Not Know



The Origin of Velcro

One day in 1941, after a walk in the Swiss woods with his dog, Georges de Mestral was astounded by the ability of burrs to stick to his dog's coat and his own clothes.

When he got home, he shoved burrs under a microscope and saw that their barbed seed pods hooked easily with the looped fibers of his coat. He realized that he could produce a new type of fastening product.

It was not an easy task, eventually taking him 10 years to perfect the product using cotton, but settling on nylon. At first people laughed at the idea.

By the time Georges de Mestral (1907—1990) received a patent for the product in 1955, the idea for a “zipperless zipper” was well received. He named the product VELCRO, from the French words **velour** (velvet) and **crochet** (hook). Today, Velcro is widely used in apparel, shoes, leashes, nuclear power plants, battle tanks, the space shuttle and more, all thanks to the burr plant.



Playing Mind Games Can Be Healthy

The fact you experience a “senior moment” now and again doesn't mean you're losing it, reports the Association of Mature American Citizens. Forgetfulness is part of the aging process.

“It's normal to forget some things, and to become a bit more forgetful as you age. It's also normal to worry about forgetting. What isn't normal is forgetting too much,” according to Dr. Kirk Daffner, Chief of the Division of Cognitive and Behavioral Neurology at Brigham and Women's Hospital in Boston.

If you forget the name of an actor in a movie, he says, there is no need for alarm. But, if you forget that you ever saw the movie, it may be concerning. If that kind of thing is happening, Daffner suggests you see your primary care physician. He may be able to determine if your memory loss is due to a physical condition or medications.

Meanwhile, remember that your brain is aging along with the rest of your body, and that your brain as well as the rest of your body needs as much exercise as it can get in order to stay fit. So, in addition to taking a daily walk or going to the gym, consider playing mind games that give your brain a workout. Solving crossword puzzles, reading books or taking up a new hobby might suit you.