

KEY POINTS FOR CHROMCRAFT SWIVEL-TILT CASTER DINING CHAIRS

{Choosing Caster Casual Dining Chairs - E book}

REASONS FOR INNOVATION

Throughout the years, the “kitchen” dining set was considered utilitarian furniture for the home. The stationary four-legged chairs and basic dining table, featuring a metal or laminate dining surface with metal legs was the practical answer for kitchen dining. In the early 1980’s the kitchen became a focal point of the traditional American family where families gathered together and also entertained. Chromcraft saw a need and opportunity to be more than just utilitarian furniture for families by innovating and introducing the first **swivel-tilt, caster dining chair**. They were the first to offer comfort with mobility and style, launching into today’s “Casual Dining” for families in their homes where they live, work, and play.



THE KEY SALES POINTS FOR CHROMCRAFT CASUAL DINING:

1. Comfort:

The seating comfort found in a Chromcraft swivel-tilt chair starts with using layers of CertiPUR-US* foam, including 1 inch of memory foam, providing soft-yet firm support for years of daily use. The swivel rocker mechanism with its adjustable tension, allows you to personalize your comfort by adjusting the amount of relaxing back and forth rocking motion, while the swivel permits easy 360-degree pivoting movement. These innovative features make a Chromcraft Chair the most comfortable seat in your home.



**CertiPUR-US is a certification given to flexible polyurethane foams in the US. It confirms they meet certain safety and environmental standards. To gain a CertiPUR-US certification, the product must undergo rigorous testing. Specifically, to be CertiPUR certified, a foam must be made without:*

- *Ozone depleters*
- *PBDEs or certain Tris flame retardants (TCEP, TDBPP, TDCPP, TEPA)*
- *Mercury, lead, and other heavy metals*
- *Formaldehyde*
- *Phthalates regulated by the Consumer Product Safety Commission.*
- *It must also have low VOC (Volatile Organic Compound) emissions for indoor air quality (less than 0.5 parts per million).*

2. Mobility:

Chromcraft uses a **hybrid, twin-wheel soft caster** on its swivel-tilt chairs. These casters roll smoothly across most surfaces (carpet, hardwood, laminate, concrete, tile, and finished stone), featuring low resistance and quiet rolling for ease of mobility for anyone using a Chromcraft chair. Whether you have a young family with kids, middle-aged, or a senior, why experience difficulty moving chairs to get set and comfortable at the table when you can experience style, comfort, and ease of mobility using Chromcraft Chairs.

3. Style:

While styles may come and go, the relaxing comfort and ease of mobility found in Chromcraft's swivel-tilt caster dining chairs remains the focus for providing timeless comfort for our customers.



Since the introduction of its first Swivel-tilt caster chair 43 years ago, Chromcraft continues to develop styling that's timely for today's families.

- A. **Classic** – Casual designs that are beautifully upholstered and styled with wood trim and metal features that fit into almost any Lifestyle.
- B. **Metalcraft** - Transitional style, fashionably upholstered, with metal designs for a more sophisticated style statement.
- C. **Kitchen Décor** – Popular designs with more modern chair styles with finishes that correlate, and compliment today's kitchen appliance finishes and overall décor.

4. Quality

Whether it is the solid wood, wood veneer, or thick gauge metal that is used in making Chromcraft's chair frame designs, the quality of all materials used has always been the very best to ensure long lasting quality. Chromcraft's swivel-tilt mechanisms have been rigorously tested for 50,000+ repetitions. The twin wheel casters and prong base are tested to withstand 300 lbs. Because of our commitment to quality and detail, our chairs and tables are known to last and are even passed down from generation to generation.



5. Durable “Family-Friendly” **high-pressure laminate tabletops.**

The Chromcraft quality story doesn't end with the dining chair. At Chromcraft we use 1mm high pressure laminate for our tabletops and bottoms to ensure a balanced construction and eliminate any warpage. This HPL surface is heat and scratch resistant. The tables also feature self-levelers on the table bases and steel pin inserts on the tabletops to assure level table surfaces. Truly family friendly for great mealtimes, homework, or family game night. The exterior edges of our tables are all solid wood. We end band the interiors of our table halves and leaves to keep moisture out while maintaining a “finished” look. Our tables are fitted with cable driven ball-bearing table slides to ensure easy opening and closing of the tabletop.



COLLECTIONS

Chromcraft:

The Classic Chromcraft brand is made from parts sourced from both domestic and overseas suppliers. These parts are assembled in our factory in Sardis, MS. We complete the assembly process and offer full customization of our chairs with a choice of wood and metal finishes. We offer an assortment of over 100 upholstery fabrics from the finest mills. We use only the best quality materials and parts so that whatever product you choose, you can rest assured that all Chromcraft products are built to last.



Chromcraft chair designs feature deep seating comfort with memory foam cushioned seats. Chair designs are offered in all wood frames, with metal frames, a combination of both wood and metal and a choice of wood or upholstered arms. With Chromcraft, you can create a dining set that is all yours.

Metalcraft:

This collection features distinctive fashionable, transitional styled swivel-tilt caster chairs, combining metal frames with wood accents offered in choice of two metal and wood finishes: Gray Metal with Driftwood Wood finish combination, or Aged Iron Metal with Smoke Wood finish combination. We maintain Chromcraft's deep seating memory foam comfort. Metalcraft's chair and table bases are offered as both traditional and high dining counter height sets. The tabletops are available in Smoke or Driftwood finishes. The transitional designs appeal to a wide range of Lifestyles from Modern Industrial to Blended Contemporary. And always so comfortable.



Kitchen Décor:

Our Kitchen Décor collection offers casual swivel-tilt caster dining that compliments today's stylized kitchens with great finishes that correlate and compliment appliance finishes, cabinetry, and countertops. Our Black Nickel, Stainless Steel, Shiny White, and Matte Black finishes are the perfect complement to your kitchen or great room. The chairs feature metal frames with upholstered arms and the comfort of Chromcraft's memory foam seating. The table bases are also available in the same stylized fashion finishes as the chairs while the tabletops are available in our Smoke or Driftwood finishes.



Monterey:

Styled for true Casual Dining, the Monterey Collection features our incredibly comfortable 4-legged mobile upholstered chair with solid Ash Wood arms, legs, and frame that sits on premium smooth rolling casters. The chair features our innovative “theater style” seating that lets you tilt back and personalize your comfort while having dinner, doing homework, or participating in family game night. The coordinating table design features a curved U-Shaped base, beautiful Ash Veneer top, and boasts an 84” length when fully extended. Two exciting finishes are available: Chestnut finish top and base or Smoke finish top and Matte Black Metal base.





Douglas:

The Douglas brand offers opening price swivel-tilt caster dining chairs. These chairs frames are made to Chromcraft's designs and specifications. They offer value by "marrying" a specific upholstered fabric to a specific chair style and offered in a standard finish. Each chair features standard foam, and Gel foam seating. Douglas offers exceptional value in swivel-tilt caster dining, and they are available for quick shipment. Douglas chairs are imported from Asia or assembled in the US with imported components and are sold as shown.



Breuer Seating:

There has hardly ever been a chair in history that represents a classic look and provides versatility for your seating needs than Chromcraft's version of Breuer Seating. Our frames are made of single-piece 14-gauge steel for durability. Our 4" thick seats include a layer of memory foam for relaxing comfort and no need to excuse yourself from the table any time soon. Available as Side and Armchairs, or Side and Arm Counter Height Stools. These chairs can be used anywhere you have a need for comfortable seating in your home, Kitchen, Family Room, Den, Office and even Kid's Room.



THE CHROMCRAFT BRAND:

People trust the Chromcraft brand. With a rich heritage of 116 years and humble beginning in 1908 and branded as Chromcraft in 1937, Chromcraft has served millions of American Families by helping provide comfortable seating and furniture for their homes and selling over 10,000,000 chairs along the way. Our famous iconic and innovative Swivel-Tilt Caster Chairs and other Chromcraft products have been seen in movies, used on sets of famous TV shows like Star Trek, advertised in all the famous Shelter Magazines and Game Shows, used in Airports, NASA and more...

Today, Chromcraft continues to provide our famous chairs and tables in their classic styles. With such a wide variety of styles to choose from Traditional to Mid-Century to Contemporary, we have a choice that is right for you and your Lifestyle. We also continue to innovate as we did all those years ago with new patents and design features that keep Chromcraft at the forefront of design, innovation and satisfying millions of customers with product like our patented McKenzie & Co true Modular Seating, Newport Outdoor Modular Furniture, Kiddoz Couches and so much more.



WHY CHOOSE CHROMCRAFT/DOUGLAS CASUAL DINING?

Casual Dining Comparison Chart

		Chromcraft	Douglas	Others
	Innovation	Innovated the Caster Swivel Tilt Dining chairs 1960's		NO
	Brand	#1 Caster Swivel Tilt Chair in the Industry		NO
	Designs	Continues to Improve Designs. Introduces New Styles and Fashions		NO
	Sold	Over 10 Million Chairs Sold, In Over 2 Million American Homes		NO
	Advertising	Advertising with Game Show and TV for Decades.		NO
	Made In	Made In USA	Assembly in USA/Imported	
Table & BASE	Top	1mm Thick High Pressure Laminate / PB		NO
	Solid Wood	American Oak/Ash		
	Table Plate	Patented Casting Solid Aluminum		NO
	Table Base	Permanent "CHROMDECOR" Wood Grain on Metal		NO
	Leveler	Nylon 1" Diameter Leveler (3/8" adjustment)		YES
	Table Slide	Metal Ball Bearing, Cable Driven		YES
	Leveling Pins	Male and Female Aluminum Metal Inserts		YES
Chair Bucket	Foam	1" Memory Foam + 3" HD Foam, PurCetif/USA	1" Gel Foam + 3" HD Foam, CA 117	Gel Foam
	Fabric	Premier Fabric	Import Fabric	
	Plywood	3/4" Hardwood Core plywood with American Oak Veneer		YES
	Screws	Stainless Steel Screw with Spring Washer		
Chair Base	Tilt / Swivel	360 Degree Turn, 3-4 Degree Pitch/Tension Adjustment Knob		YES
	Column	Permanent "CHROMDECOR" Grain on Metal		NO
	Base	Premier Cold Steel	Premier Cold Steel	NO
	Caster	Soft Surface	Hard Surface	
Customize:	Over 100 Fabrics and 5 Different Color Finishes	Offer Fabric Married with Chair Style		NO
Chair Warranty:	1 Year for Fabric and 2 Years for Hard Parts	1 Year for Both Hard and Soft Parts		
Table Warranty:	1 Year Against Manufacturer Defect			

- Chromcraft, a Trusted Brand Name Since 1937
- The Most Comfortable Seating for Your Home
- Over 100 Fabric to Choose from to Customize Your Order
- The Finest Materials Used to Assure Quality, Durability, and Furniture that Will Last
 - Wide Variety of Choices to Suit Your Style
- The Entire Chromcraft Team Stands Behind Every Product We Make

