

HOW'D THEY DO THAT?

Promotional products don't just make themselves. COURTESY OF RICHARDSON SEATING CORP. (asi/82364)

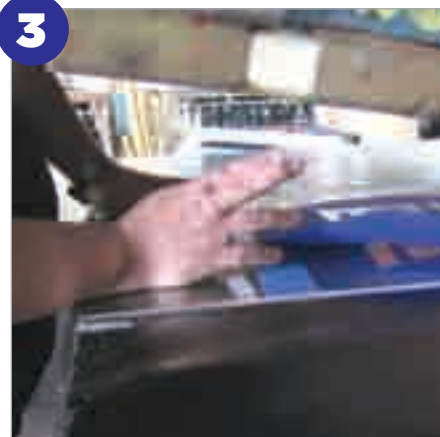
The Making of a Promotional Bar Stool



The film is created to burn a screen.



Silkscreen is built for the printing process.



Commercial-grade vinyl is screen-printed.



Next, the screen-printed vinyl is cut to size to fit the top of the stool seat.



The top and side pieces of cut vinyl are sewn together.



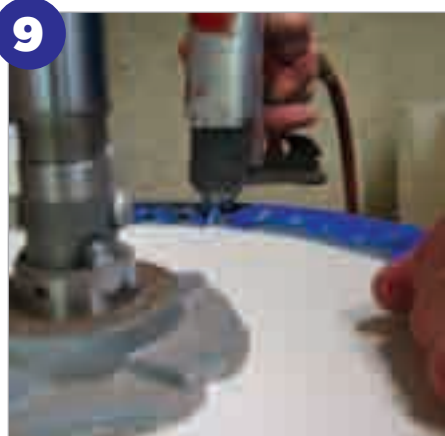
Wood parts are cut on the die cutter to make the seat components.



The cut wood components are then attached together to build a complete wood seat.



Foam is put in place and material is hand-stretched over the wood seat and foam.



Next, the seat components and vinyl are hand-stapled.



The steel frame components are assembled.



Then, the upholstered seat is attached to the frame to make a finished bar stool.



The finished bar stool is ready to be packed and shipped.

And there you have it!

Suppliers: Let distributor salespeople know how your products are put together. Send an e-mail to Kathy Huston, khuston@asicentral.co

For more information, go to www.richardsonseating.com and watch their video.