



HTD

**H O M E**  
**TRENDS & DESIGN**

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**F U R N I T U R E   F O R   G O O D**

Sales Training Manual &  
Cosmetic Standards

“Design meets sustainability.  
That’s our foundation”

-Hank Cravey, Co-Founder



Home Trends & Design lives and operates with a focus on the value of sustainability and high quality design to provide our clients furniture that is built to last generations. By using environmentally cognizant practices, like incorporating low-VOC German imported stains, lacquers and water-based products, we hope to serve a larger mission of preserving our Earth for future generations.

# Why choose Home Trends & Design?

## A Culture of Quality

### MATERIALS

Better selection and utilization of materials is a crucial aspect of quality. The time put into this care increases customer retention, reduces returns and improves inventory turns due to lower defects.

### METHODS

Products are crafted using time honored techniques such as mortise and tenon joinery, floating panels and tops, hand turned components and legs, dovetailed drawers, Dutchman patches and butterfly joints.

### QUALITY

Customers are inspired by HT&D's trademark quality and revolutionary designs knowing they purchased a sustainable product that lasts a lifetime.

### SERVICE

Along with great presence in the field, HT&D also supports their customers and reps alike through our Quality Assurance & Customer Care Specialist and our Territory Managers.

### COMMITMENT

HTD is committed to crafting quality products for our customers. This concept coincides with our commitment to preserving the environment which we promote by the use of Eco-friendly materials such as plantation grown Mango, Acacia, and other various re-claimed woods.

## HTDDIRECT.COM

- Price & availability
- Build an order via shopping cart
- Custom tear sheets and project planning



# HTD Tree Library

“Each tree is unique”

## Mango Wood

- The most popular fruit tree in the world
- Mango Trees are fast growing hardwoods with dense grains making it perfect for solid wood furniture
- Sustainable and regularly replanted due to their agricultural value as a major food crop
- Comparable to cherry or ash wood



## Acacia Wood

- Most common tree in the world with over 2,000 species
- Harvested according to government and forestry standards
- Extremely dense and high quality to last generations
- Reaches maturity in 5 years
- Comparable to mesquite wood



## Reclaimed Teak

- Prized for its beauty, durability and moisture resistance
- Used for over 5000 years in the Indian subcontinent for constructing buildings, furniture and boats
- Reclaimed and re-purposed for generations



## Reclaimed Neem & Saal

- Durable, moisture resistance and insect repelling qualities
- Reclaimed from palaces and forts as interior support beams
- Building material used primarily in India



# Cosmetic Standards Wood Features

Slight variations in color, grain, cracks and knots are traits that showcase the unique characteristics of the wood and add to the one-of-a-kind qualities of each piece. These small differences are highly desirable and draw out the true beauty of the wood. It is important to keep in mind that all of these features are unique and not considered defects.

## Knots



Knots are natural imperfections in the wood where tree branches were enclosed within the trunk. Since HTD furniture is made from the entire tree, knots of varying sizes and shapes will be present. Small cracks may appear within the knot. These small cracks do not affect the structural integrity of the furniture and are not considered defects.

## Filler



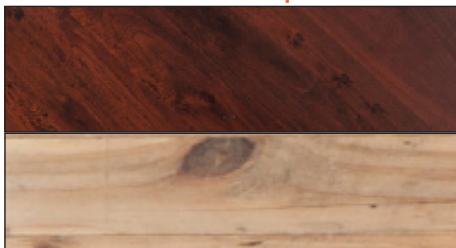
Since HTD uses the entire tree to construct its furniture, some knots and/or wind cracks may require the use of filler. HTD only uses the highest quality epoxy-based filler which is durable and will last the lifetime of the furniture. Care is taken to blend the coloration as close as possible, but filler may be noticeable, which is not considered a defect. By using filler it prevents us from having to waste any part of the wood in the crafting process making it eco-friendly.

## Grain Variations



The tropical hardwood species used by HTD in its solid hardwood furniture has extreme grain and color variations. These variations are truly a key element in the beauty of the product, and make each piece of furniture a unique work of art. As such, these variations are unavoidable and not considered defects.

## Mineral Deposits



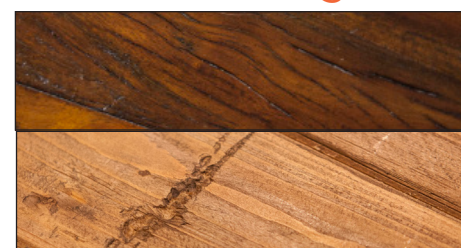
The presence of natural minerals such as iron, phosphate, calcium, etc. in the soil where the tree lived often causes variations in the wood grain. These may appear as rings, circles, lines, or shades either darker or lighter than the regular grain of the wood. These factors are unavoidable and not considered defects.

## Natural Cracks



Seasonal cracks and splits may open from time to time, but are considered normal in solid, tropical hardwood furniture. In most cases, the opening of natural cracks is a result of changes in environment such as humidity, sunlight, etc. These cracks are a natural part of the wood, caused by tree movement from the wind and natural forces. As long as the crack is not excessive it will not affect the structural integrity of the furniture and is therefore not considered a defect.

## Checking



Checks are hairline cracks in the wood caused by natural tree movement from the wind and natural elements. This checking is inherent in the tropical hardwoods used by HTD and do not constitute a defect. Variations in climate, environment, and other factors such as air conditioning, heaters, sunlight, etc. may cause these cracks to open and close over time, which is unavoidable and not considered a defect. Some touch ups with a stain marker may be necessary.

# Construction Details



## Mortise & Tenon Joinery

One of the oldest forms of furniture construction, mortise and tenon joinery, dates back to hundreds of years. Originally used to construct panels, tabletops, beds, etc., this technique was used in eras before the advent of glues and other methods of construction. Mortise and tenons create extremely strong structural integrity, because the wood is interlocking. This serves as the primary method of construction used by HTD in most of its furniture.



## Floating Panels & Tops

Within the frame, held together with mortise and tenons, wood panels are inserted along a tongue and groove, which allow for the natural movement of solid wood. This is an essential element of constructing heirloom furniture, because solid wood panels must have room to breathe. The panel “floats” within the frame structure (no glue or nails are used) which prevents cracking.



## Hand-turned Components & Legs

A key element of the beauty and structural integrity of HTD, solid wood furniture is its handmade nature. Instead of using machines to turn wood components on a lathe, each individual component is hand-carved on the turning machine. Similarly, each component is sanded by hand before removing from the lathe, as seen in the picture here. This creates an amazing beauty in the turned components.

# Chair Construction



Solid mango components of a dining chair



The back is assembled first with mortise and tenon joinery.



Joints properly aligned and tapped into place.



Side rails, stretchers and front legs are assembled.



Seat insert shown for illustration.



Final assembly.

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## Round Table Top Construction



Round frame parts gathered for assembly.



Mortise and tenon curved joints are laid out.



The table framework is fitted together.



Mortise and tenon joinery ensures a tight fit.



Cross beams for the top are added.



All crossbeams and pedestal hole are fitted together.



The top is added.



The entire top is fitted.

# Superior Craftsmanship



## Floating Tops

Constructing furniture using solid hardwoods requires a high degree of technical accuracy and craftsmanship. Solid wood components must be allowed to expand and contract in order to prevent cracking and ensure structural integrity. One of the key methods of construction, to allow the natural movement, is using metal clips to attach tabletops and other panels. These clips have slots which allow for the natural movement of the wood.



## Dovetailed Drawer

An heirloom technique used over the centuries, dovetailing involves cutting interlocking grooves into the drawer front and side panel which ensures long lasting durability even with daily use. Drawers also feature either wood glides (pictured), or metal glides, and drawer stops for ease of use and safety. Drawers are constructed entirely of solid wood.



## Dutchman Patches & Butterfly Joints

Often in reclaimed wood, there is the necessity to patch portions of the raw material that were used previously in old buildings, furniture, etc. Care is taken to match grains and coloration as close as possible. However, these patches are often noticeable but reflect the extreme craftsmanship necessary to work with reclaimed materials. Butterfly joints are used in solid wood to strengthen panels and other components where cracks may be present. In addition to adding to the heirloom quality of the product, both add beauty and uniqueness to each piece.

# Recycled Cast Iron Characteristics

Recycled Cast Iron is durable and beautiful with an industrial antique style. Cast Iron is very rigid and is hand poured into our casting pans thus creating a natural beauty. Cast Iron is recast in our foundry from scrap iron, steel, limestone and carbon using age old sand casting methods.



Light Rust



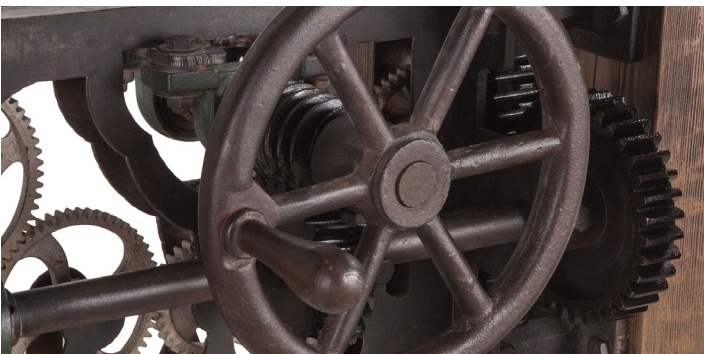
Dents



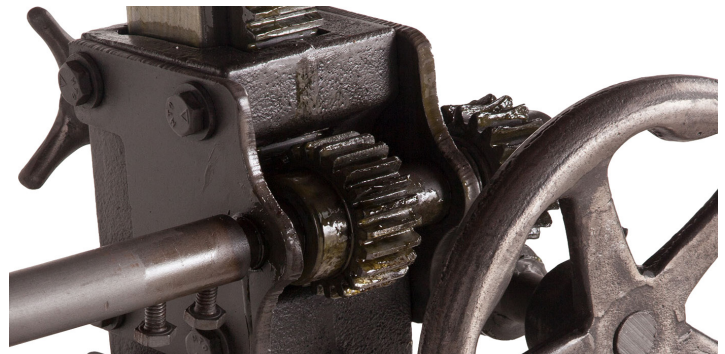
Oxidation



Pits From Casting



Mechanical



Grease

# HTD Wood Finishing Processes

## USED ON MANGO, ACACIA & NEEM

All of our glues, finishes, stains and sealers are Eco-Friendly, LOW-VOC and/or water-based. This ensures a quality standard of strength, durability, consistency of color and moisture resistance while safe for workers in the factory and perfect for families in their homes.

## SEVEN STEP CATALYZED FINISH

This finish process protects the wood from the hazards of everyday use

- 1 Patina Layer - After the entire piece has been hand-planed to create a nice bench-made feel to the table, the craftsman layers on a black patina. This is subsequently sanded off, but look around the piece, inside of grooves, in the notches and distressing, and you will see these dark accents.
- 2 Sanding of the Patina - This is a crucial aspect of the finishing process and must be done completely by hand. This ensures that just the right level of distressing and patina is present to create the old-world feel of the collection.
- 3-4 Sealer coats applied.
- 5-6 Lacquer Coats - Bonds with the sealer to create a highly moisture resistant and durable finish.
- 7 Final Polishing and Touch Up.



The catalyzed process used by HTD will protect your furniture for generations. However, while the catalyzation creates a bond between sealer & lacquer layers, care still needs to be given to prevent scratching, putting excessively hot items on top, or using acetone/ nail polish remover which can harm the fine finish of these products.

In case of damage to the finish, an authorized Mohawk repair specialist can easily remedy almost all finishes used through a simple repair process.

All reclaimed wood products are typically not finished with a sealant. Special attention and care needs to be taken to ensure any spills are wiped up immediately. In the case that a stain occurs, correcting the finish may involve sanding the wood with a fine sandpaper to remove the stain.

# Care & Maintenance

Using stain markers to cover minor blemishes.



## Solid Wood Air Cracks

Sometimes, white lines form along glued seams. Over time, natural wood will expand and require maintenance to fill small air cracks as they develop. These occurrences are natural and to expected over time.



## Smooth Stain into Air Crack

Our lacquer is very resistant to damage and moisture, so regular use should not be a problem. Blemishes and natural movement checking may require touch up with a stain marker. Apply the stain marker along the imperfections, making sure it gets into the grooves and recesses. Then wipe the surface clean and allow it to dry. Repeat the process if necessary.



## Daily Maintenance

With HTD's 7 step catalyzed finishing process **no chemicals or citrus based cleaners** are needed, Just use a cloth dampened with warm water and mild soap.

# FEATURES & BENEFITS



| PRODUCT                           | ADVANTAGES                                                                                                                                                         | BENEFITS                                                                                                                                                                                                                                                                                                                                          |
|-----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SOLID HARDWOOD                    | <p>A rarity today in furniture, solid hardwood is a sturdy material ideally suitable for furniture.</p> <p>Resists scratches and dents.</p> <p>Healthy choice.</p> | <p>Product retains beauty! Well selected and seasoned materials, combined with timeless construction techniques, HT&amp;D product is designed to last for a century or more.</p> <p>Solid wood is more desirable and durable than veneer. And with much less chemicals and glues used in manufacturing, it is much more healthy for the home.</p> |
| MOISTURE RESISTANT FINISH         | <p>No water rings!</p>                                                                                                                                             | <p>Tables will not have to be finished and can be “lived with” and enjoyed every day without an overly cautious approach.</p>                                                                                                                                                                                                                     |
| DOVETAILED DRAWERS                | <p>Dovetails are the time-honored method that ensures drawers will last for years.</p>                                                                             | <p>Prevents product from falling apart, gives decades of service despite heavily daily use.</p>                                                                                                                                                                                                                                                   |
| BUTTERFLY JOINTS                  | <p>Joins wood plank tops.</p>                                                                                                                                      | <p>Beautiful accents that add to durability of the furniture.</p>                                                                                                                                                                                                                                                                                 |
| FLOATING TOPS & PANELS            | <p>Lets wood breathe &amp; adapt to variations in climate, temperature and humidity.</p>                                                                           | <p>Solid wood furniture that will not split and will last the test of time. Eliminates the need to use nails and screws which will not last.</p>                                                                                                                                                                                                  |
| MORTISE & TENON JOINERY           | <p>Joins wood plank tops.</p>                                                                                                                                      | <p>Beautiful accents that add to durability of the furniture.</p>                                                                                                                                                                                                                                                                                 |
| SOLID WOOD TOPS                   | <p>Attractive and proportioned for today's styling. Strong &amp; durable.</p>                                                                                      | <p>Heavy and solid furniture is attractive and provides an investment grade product.</p>                                                                                                                                                                                                                                                          |
| KILN-DRIED WOOD                   | <p>Cracking, warping and splitting is minimized.</p>                                                                                                               | <p>Investment in real wood product is protected.</p>                                                                                                                                                                                                                                                                                              |
| LOW VOC CATALYZED FINISH          | <p>Natural beauty of tropical hardwood is protected for decades.</p>                                                                                               | <p>Eco-friendly - Safe for the environment and families with no off-gassing. Protects customers investment in solid wood furniture.</p>                                                                                                                                                                                                           |
| HAND-PLANED & DISTRESSED SURFACES | <p>Pre-distressed surfaces prevent deterioration through wear.</p>                                                                                                 | <p>Distressed finish is worry-free &amp; protects the investment by reducing concern of daily wear - FAMILY FRIENDLY!</p>                                                                                                                                                                                                                         |
| ANTIQUED HARDWARE                 | <p>Durable solution that adds to aesthetic qualities of the product.</p>                                                                                           | <p>Minimal chance of hardware failure.</p>                                                                                                                                                                                                                                                                                                        |
| 7 STEP FINISHING PROCESS          | <p>Layers of sealer, stain, patina and lacquer combine to provide amazing durability.</p>                                                                          | <p>Easy to maintain by simply using a damp cloth to clean.</p>                                                                                                                                                                                                                                                                                    |
| ECO FRIENDLY                      | <p>Founding member of the Sustainable Furnishings Council (SFC).</p>                                                                                               | <p>Expanding into wide range of ecological materials including reclaimed. HT&amp;D is the perfect partner to take advantage of the solid wood trend.</p>                                                                                                                                                                                          |

# THE MANGO FOUNDATION

## Planting One Tree For Every Dining Table We Make

The Mango Foundation, created by HT&D, is a global awareness initiative founded in an effort to give back to the environment by planting a tree for every dining table we make. The mission of the Mango Foundation is to help prevent further deforestation in the name of furniture manufacturing, and bring awareness to the importance of preserving our environment.

The Mango Foundation has planted over 420,000 trees since established. As a founding member of the Sustainable Furnishings Council, HTD refuses to put inferior product on the market that pollutes homes and harms the environment.

HTD's mission is to build high quality, heir-loom grade furniture that will pass through families for generations all while making the world a healthier place for future generations to enjoy.

Visit us at [www.mangofoundation.com](http://www.mangofoundation.com) to join our journey for a better world.



## SUSTAINABLE FURNISHINGS COUNCIL

### Green Members, Green Leaders

Not only did HT&D create the Mango Foundation, we are also a founding member of The Sustainable Furnishings Council. The SFC is an educational and marketing organization, promoting healthy environments, inside and outside. A balanced coalition of home furnishings industry players, SFC was founded at High Point, NC in October 2006 to promote sustainable practices among furniture manufacturers, retailers, and consumers alike.

**[www.sustainablefurnishings.org](http://www.sustainablefurnishings.org)**





# NOTES

A large rectangular area filled with a light gray grid pattern, intended for writing notes. The grid consists of small, uniform squares.



# HOME TRENDS & DESIGN

FURNITURE FOR GOOD

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