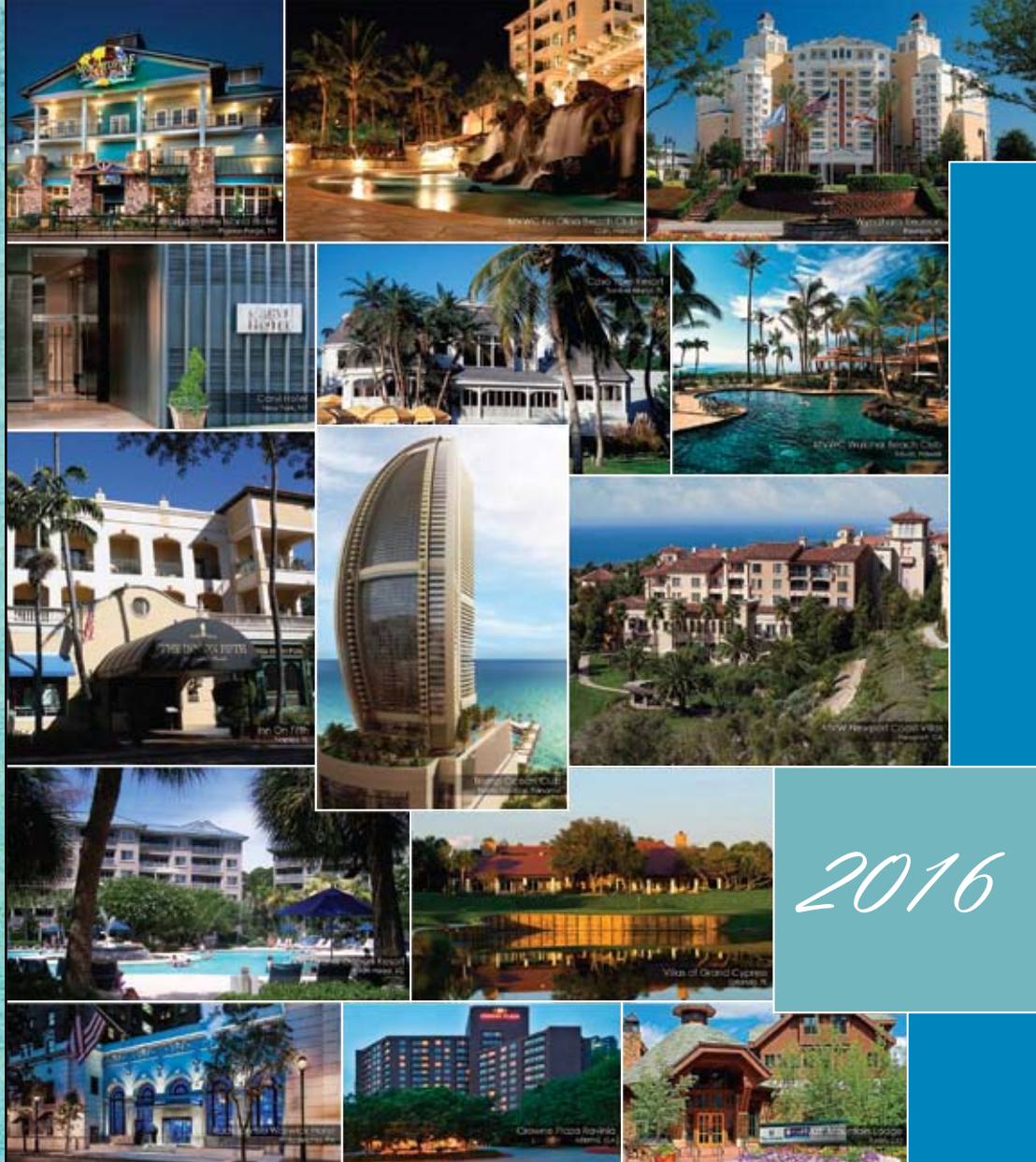




Manufacturers of Fine Hospitality Furniture



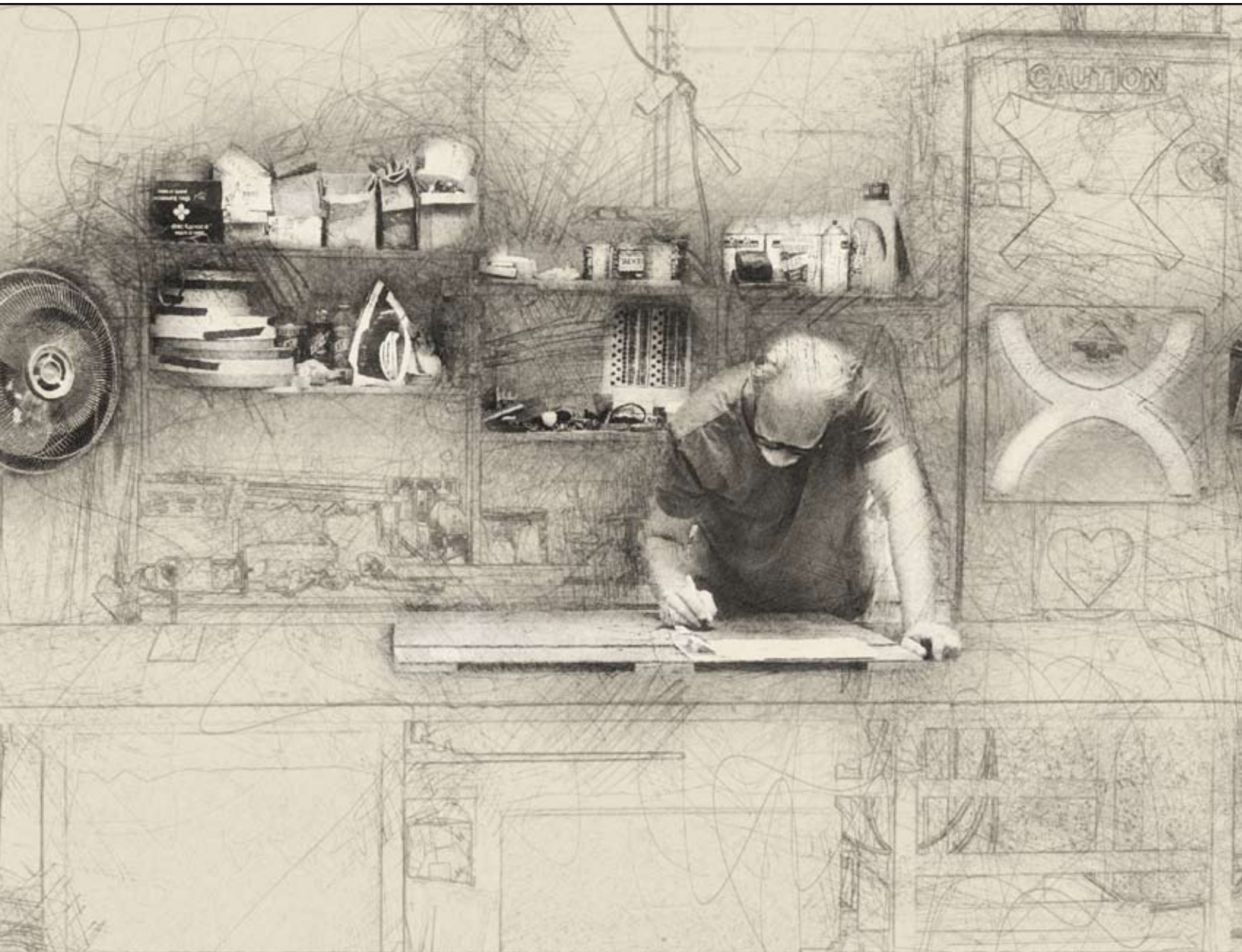
2016



## Product Catalog

2132 Downyflake Lane  
Allentown, PA 18103  
[clientservices@aaihospitality.com](mailto:clientservices@aaihospitality.com)





- American Atelier, Inc.  
2132 Downyflake Lane  
Allentown, PA 18103
- Phone: 610.439.4040  
Fax: 610.439.4141
- web: [www.aaihospitality.com](http://www.aaihospitality.com)  
email: [clientservices@aaihospitality.com](mailto:clientservices@aaihospitality.com)

# 2016 Product Catalog



We are proud to present our furniture collection of casegoods and seating from some of the finest hospitality projects throughout the country. Our company boasts a 98 year heritage of manufacturing fine furniture for the hospitality and institutional markets. This collection represents the creativity of many leading designers and architects worldwide.

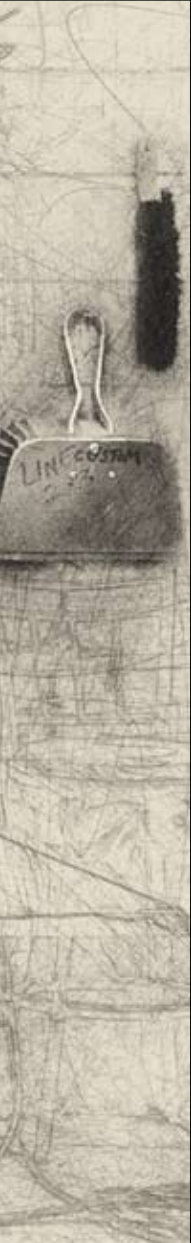
Our craftsman take pride in developing the skills required to interpret unique and challenging design specifications. From your drawings and specifications to the finished product, AAI's goal is to manufacture quality products within a timely delivery schedule.

A definite advantage of selecting AAI is your ability to visit our factory in Allentown, Pennsylvania and work with our staff to assure your unique requirements are met. Our plant is a fully integrated manufacturing facility, completely self-sufficient. We mill our lumber, lay up our veneers, and machine our own tooling, reducing "lead times" to meet our customers' critical delivery schedules.

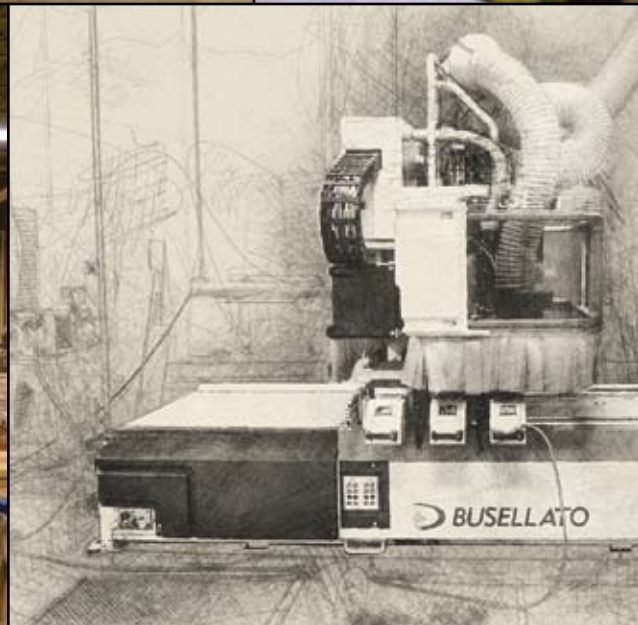
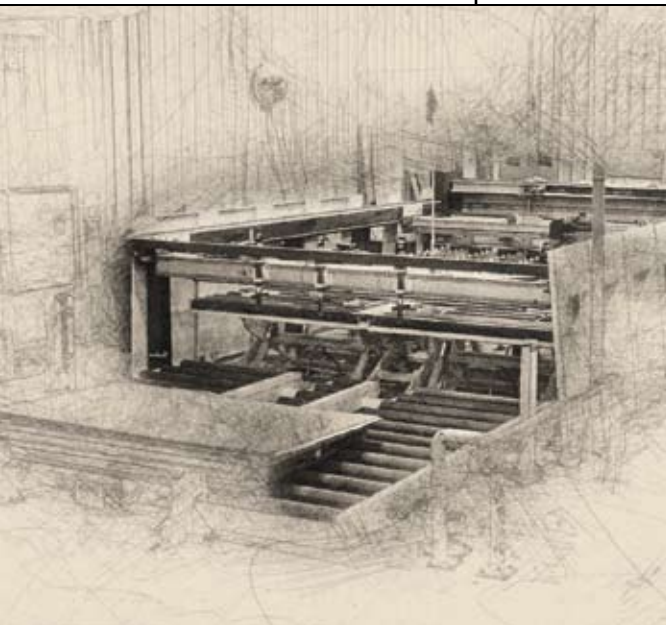
We welcome you to visit our factory to review your prototypes and production pieces prior to shipment.

Please contact your local factory sales representative for a prompt response to quotations, special requirements, and inquiries regarding construction, finishes, prototypes, and scheduling.

The AAI team looks forward to working with you.







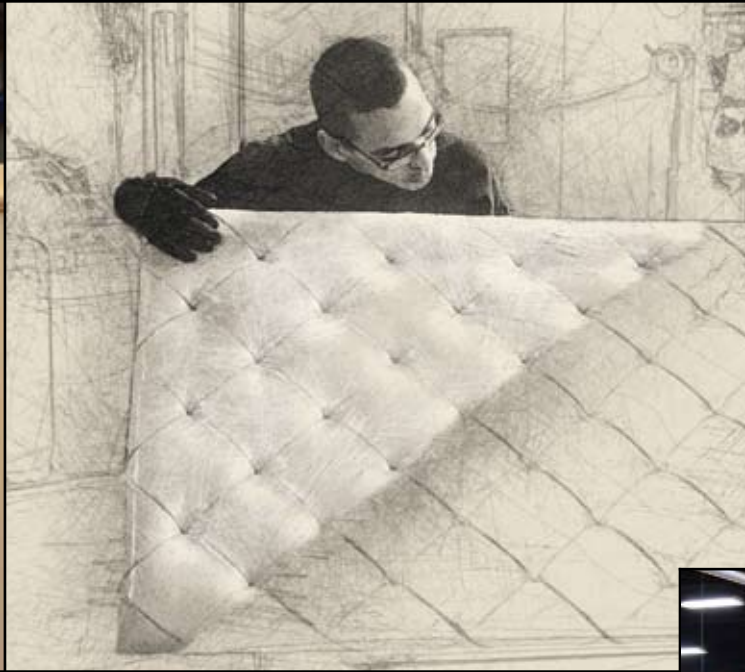


# *Our Factory, Allentown, PA*





# *Our Factory, Allentown, PA*

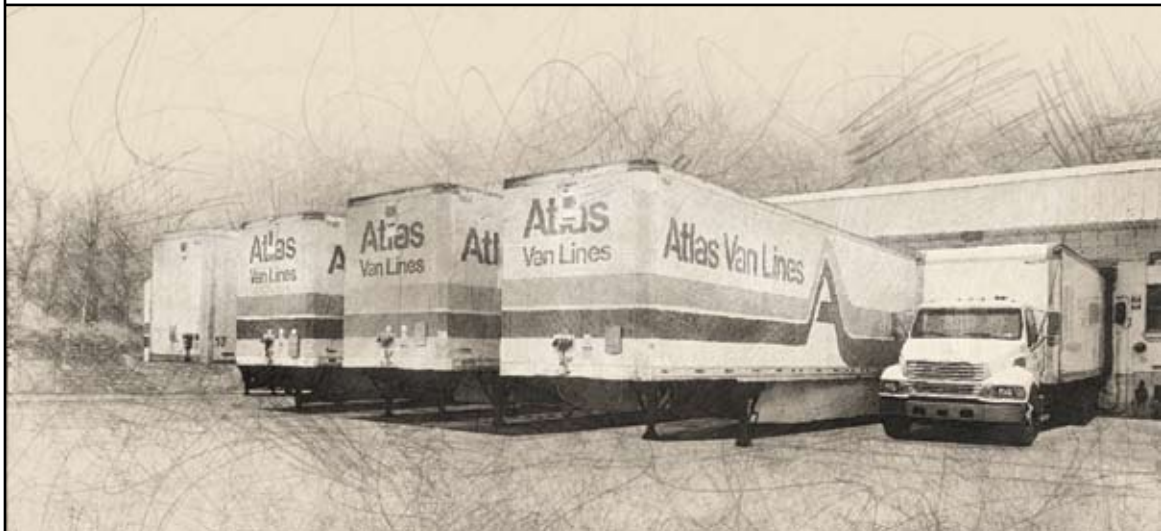








Our company is known for its quality, on-time delivery and competitive pricing. AAI is dedicated to maintaining accurate production schedules for timely deliveries, enabling installations to meet critical deadlines. With our only manufacturing facilities in the United States, we are able to provide logistics at a fraction of the cost of overseas manufacturers. Our plant is 85 miles from New York City and 55 miles from Philadelphia. The following form illustrates the cost of logistics of overseas manufacturers vs. the cost of logistics through AAI, a domestic manufacturer. These cost estimations are based on the projected number of trucks (freight) required to ship your furniture to the designated location.





# Logistical Cost Comparison

This Logistics Cost Comparison compares the estimated cost of domestic logistics through AAI versus the cost of logistics of overseas competitors for the project. Cost estimations are based on the projected number of trucks (freight) required to ship to the designated location. The estimate below should be included in your total furniture bid package cost analysis.

Date	1/16/2016
Project Name	Sample
Number of Rooms to be Furnished	270
Destination ZIP	60601 (Chicago)
Number of Trailers (53')	15
Number of Shipping Containers (40')	20

20 shipping containers is equivalent to 15 trailers.

## Logistics through AAI: Estimated Domestic Costs

OPERATION	OUR EST. COST
Freight shipped directly from AAI Factory (FOB Allentown, PA, 18103) to site via 15 trailers (53')	\$39,000.00
AAI will ship (blanket wrapped) directly to your hotel or location per floor and per room type as per your installation schedule. If the project should delay, AAI will warehouse at our factory at no cost for up to sixty days.	Total <b>\$39,000.00</b>

## Logistics through Competitor: Estimated Overseas Costs

OPERATION	THEIR EST. COST
Freight is shipped via 20 shipping containers (40') from port of entry (Long Beach, CA) to a temporary storage warehouse near your hotel.	\$96,000.00
Hired laborers unpack shipping containers (est. 4 men x 4 hours x \$20.00/hr. per container - 20 containers).	\$6,400.00
Furniture is stored in a temporary warehouse (est. 25,000 sq. ft. at a minimum of 90 days; \$4.50 sq. ft.).	\$28,125.00
Overseas packaging is disposed of into dumpsters (1 dumpster per 2 shipping containers).	\$10,800.00
Laborers are required to assemble knock-down products.	\$3,680.00
Laborers are required to stage and load 15 trailers (53').	\$4,800.00
Freight is shipped from a temporary warehouse to the designated site (15 trailers at \$1,000 per load).	\$15,000.00
Total	<b>\$164,805.00</b>

Note: These costs are estimated logistical costs based on an estimated number of trailers needed in order to transport the furniture products ordered. The actual cost of shipping may vary from your specific location.

# Our Green Initiative

American Atelier Inc. is committed to manufacturing furniture utilizing the most environmentally friendly technology in an efficient and responsible manner, while maintaining our standards of excellence. Four generations of ownership at American Atelier Inc. have demonstrated the company's commitment to excellence by continuously improving our manufacturing techniques. AAI uses the latest state of the art technology available to the industry since our founding in 1918.

AAI sources raw materials through the Sustainable Forestry Initiative (SFI), and Forestry Stewardship Council (FSC). Our manufacturing process uses formaldehyde free, low VOC's, water-based adhesives, finishing solvents and stains. We can offer recycled and reclaimed materials as requested by our clients. AAI can still maintain product durability and workmanship, promoting cleaner air quality with lower chemical emissions, from our 1,300 lineal foot EPA approved automated conveyerized finishing system.

All furniture pieces are wrapped in blankets or reusable paper and foam made from recycled materials.

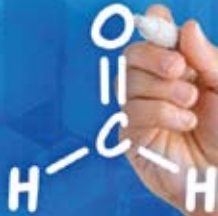
Each piece of furniture is hand-wrapped using recycled paper and blankets returned to AAI after each delivery. Our delivery process supports fuel conservation by scheduling back hauls for new product deliveries.

AAI is registered with the NEWH Green Initiative working to promote a more efficient operation and reduce any negative environmental impact.





FORMALDEHYD



Say Good-bye to formaldehyde. AAI uses 100% soy based adhesive board in all products. No extra cost.



Production waste, such as saw dust and wood shavings are vacuumed and collected in bag houses. These wastes are reprocessed for alternative energy uses.







# *Four Seasons Hotel, New York, NY*



**FOUR SEASONS**  
*Hotels and Resorts*

# *Four Seasons Hotel, New York, NY*





**AAi**  
AMERICAN ATELIER, INC.®



  
**FOUR SEASONS**  
*Hotels and Resorts*







# *Renaissance Hotel, Allentown, PA*



# *Renaissance Hotel, Allentown, PA*













# *Charmant Hotel, La Crosse, WI*

Simeone Deary | Design Group



# *Saratoga Casino Hotel, Saratoga Springs, NY*

JCJ Architecture

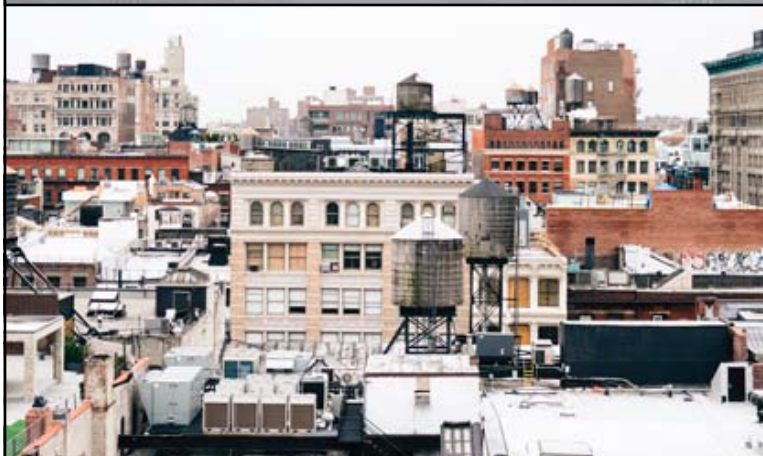






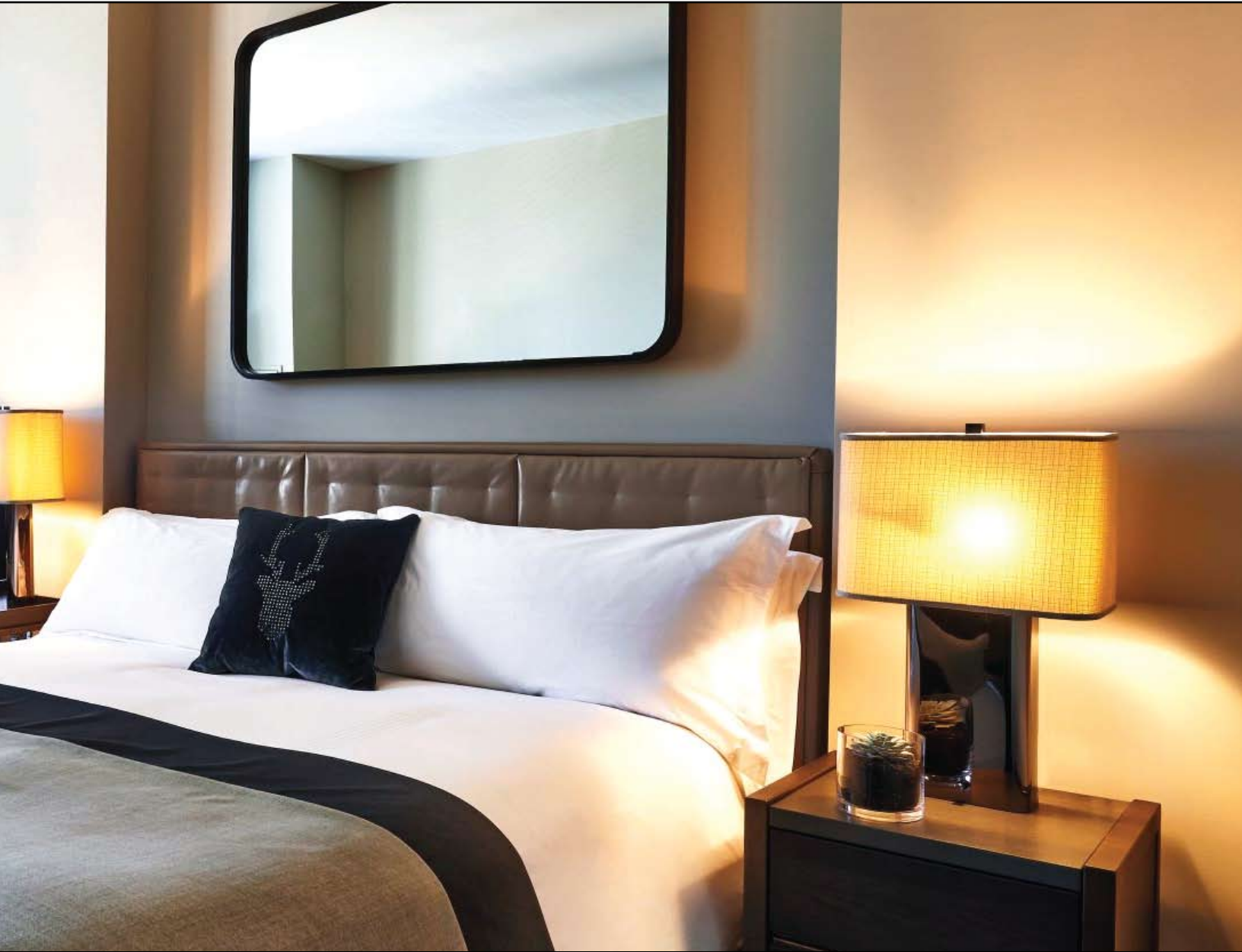
**SARATOGA**  
CASINO • HOTEL







*Sixty Hotel, Soho, NY*  
Tara Bernerd & Partners



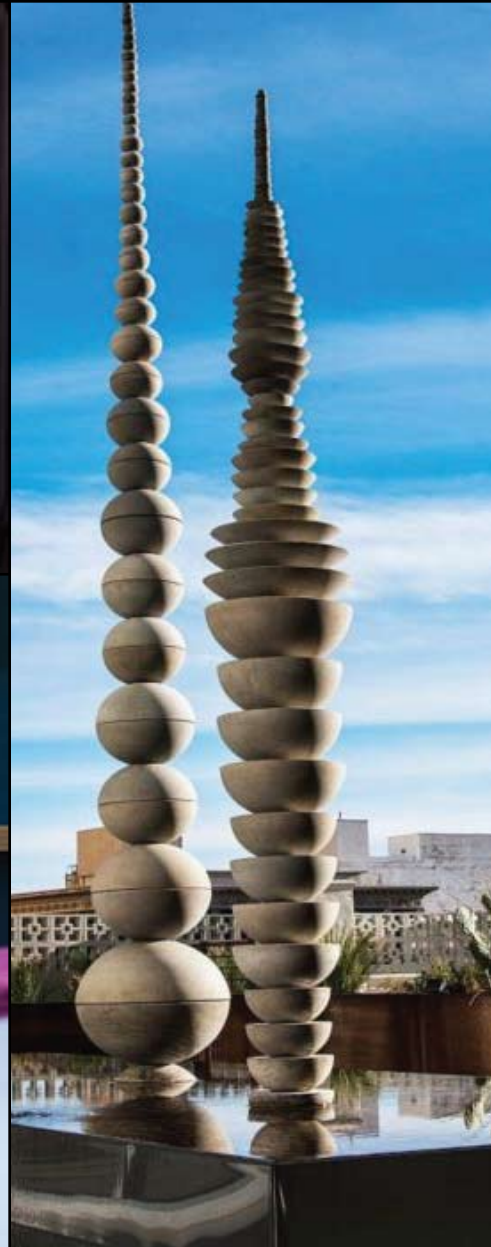
# *Hotel Indigo, El Paso, TX*

Curioso Designs



2132 Downyflake Lake • Allentown, PA 18103 • phone: 610 439 4040



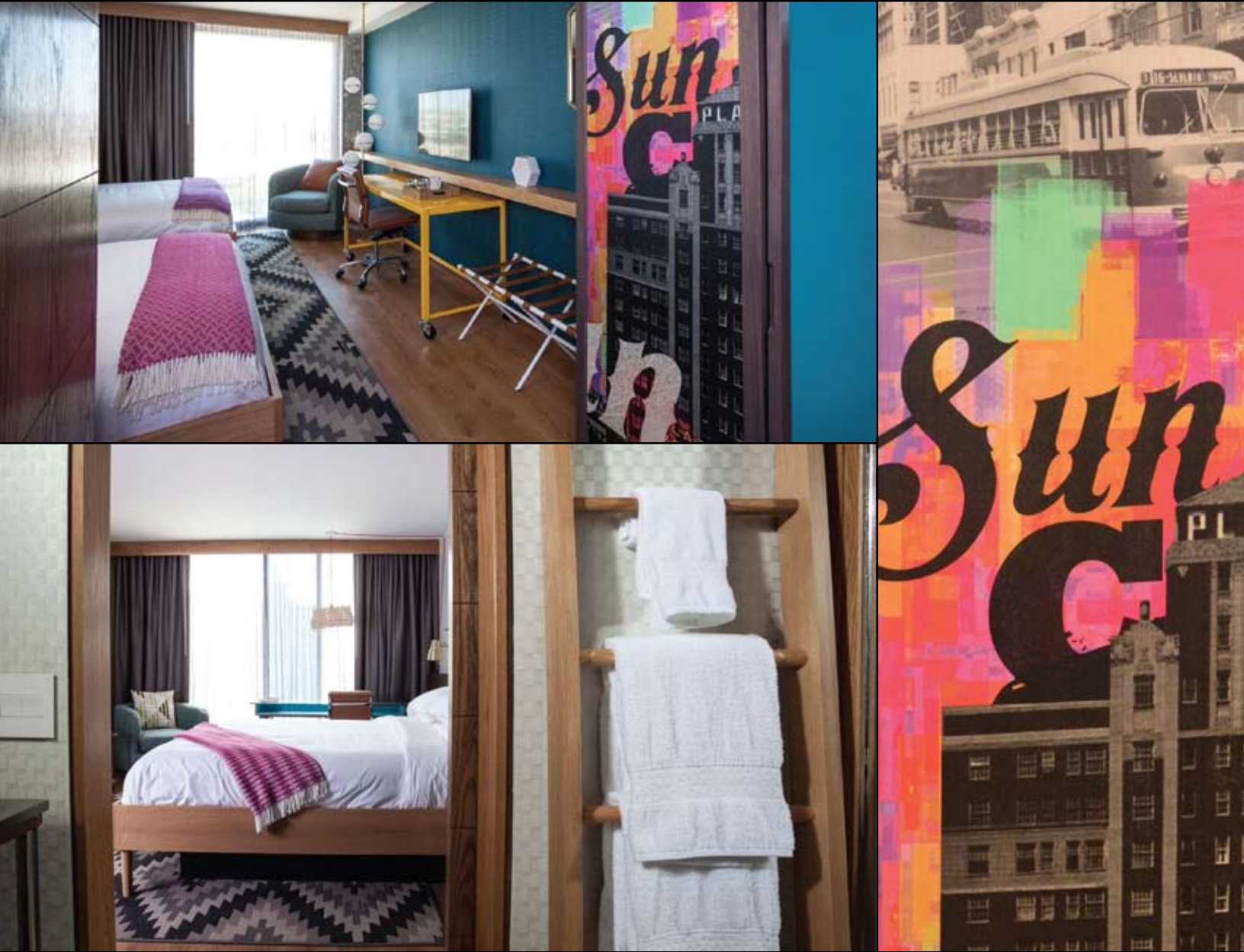






# *Hotel Indigo, El Paso, TX*

Curioso Designs



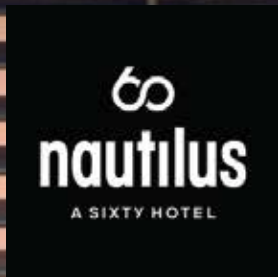
# *Post Card Inn, St. Pete Beach, FL*

KNA Design





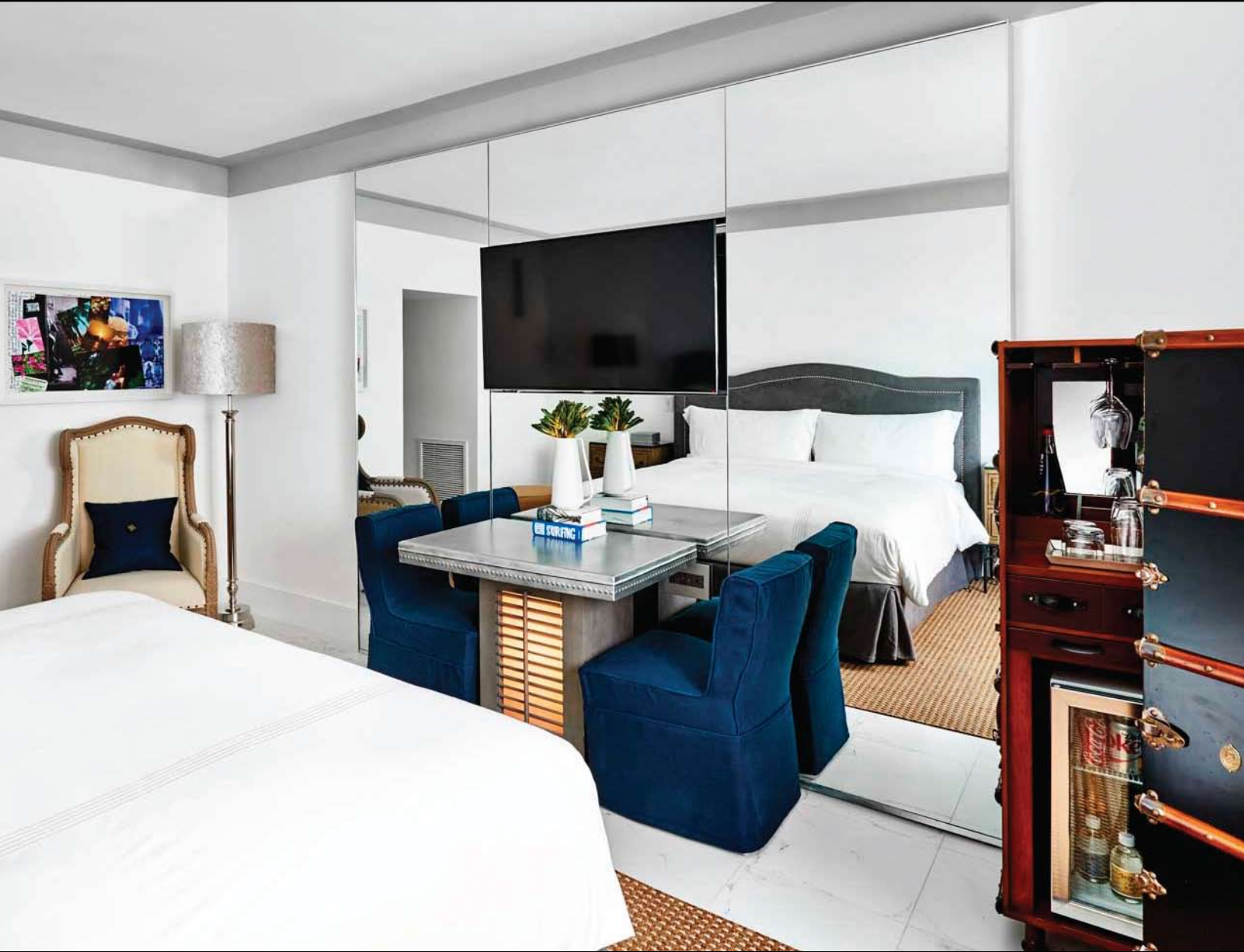






# *Sixty Hotel Nautilus, Miami, FL*

Tara Bernerd & Partners



# *B Ocean, Fort Lauderdale, FL*

Focus Construction

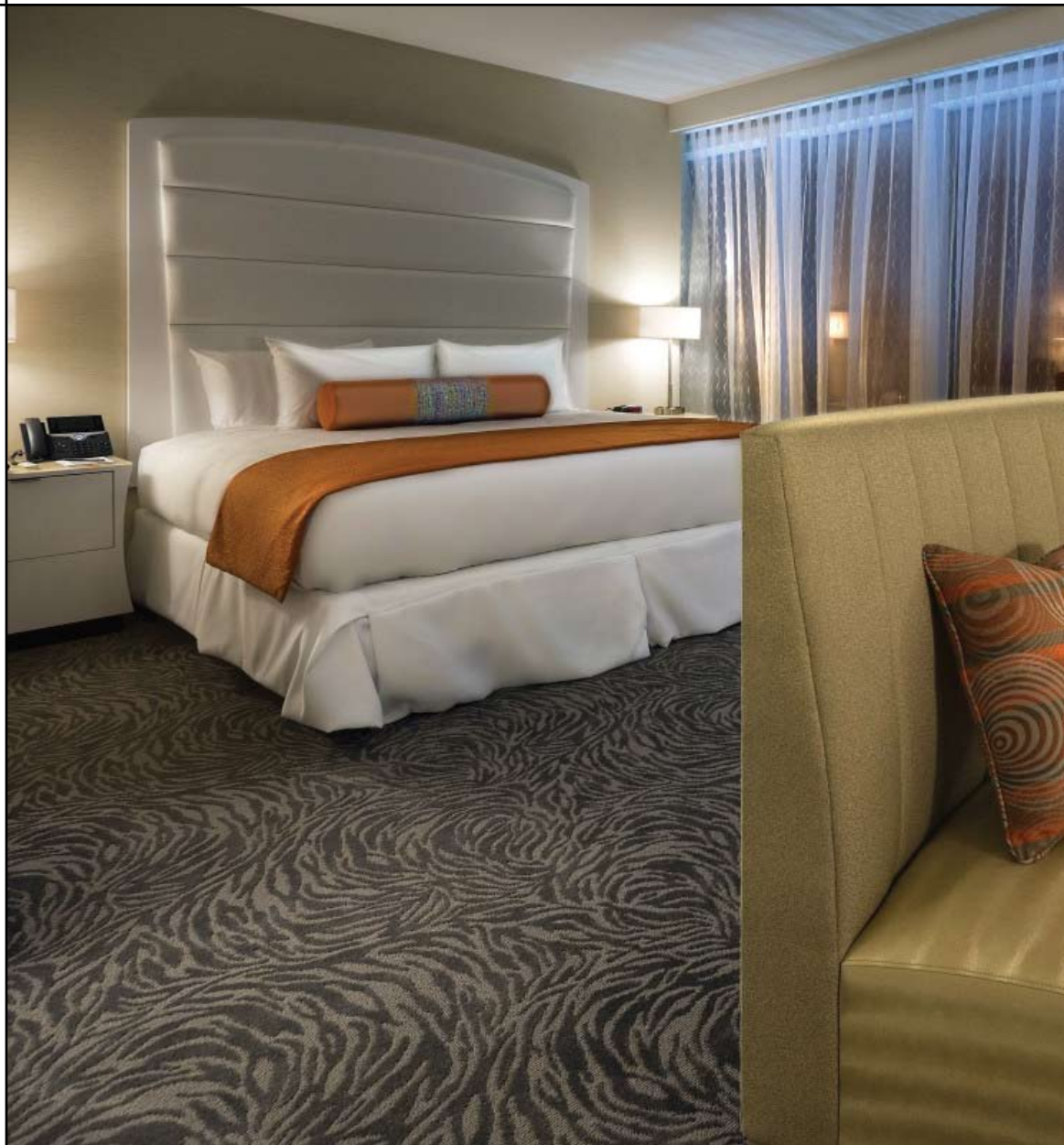






**B**  
OCEAN  
FORT LAUDERDALE







# *Scarlet Pearl, D'Iberville, MS*

SOSH Architects



# *Scarlet Pearl, D'Iberville, MS*

SOSH Architects











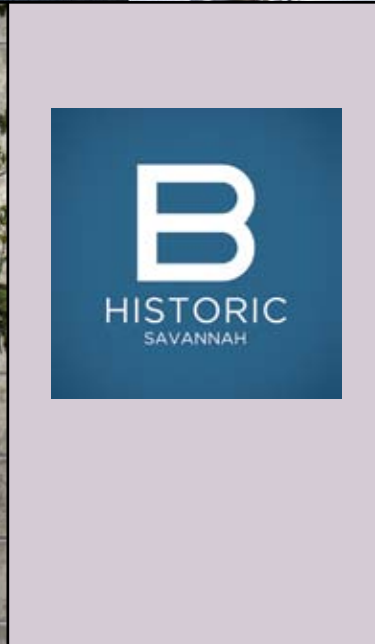
# *Chicago Hilton, Chicago, IL*

Moncur Design Associates



# *B Historic Savannah, Savannah, GA*

Focus Construction









LOEWS  
**SAPPHIRE  
FALLS**  
RESORT







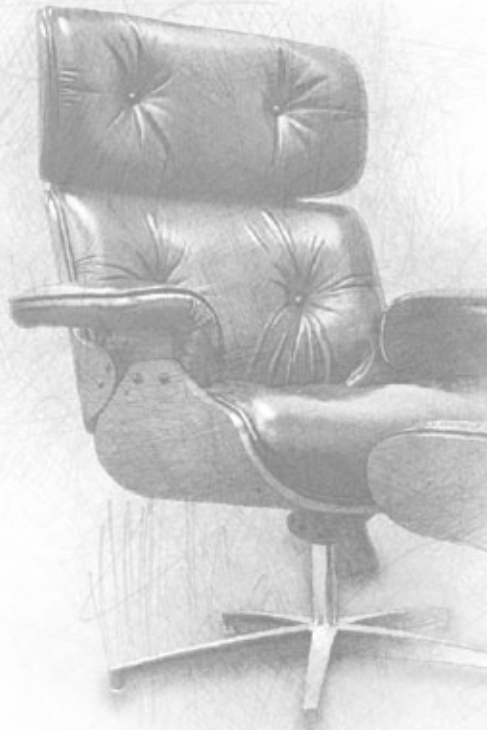
*Universal's Loews  
Sapphire Falls Resort, Orlando, FL*  
Simeone Deary Design Group



# *Classic Modern Lounge Chair*







Inspired by Charles and Ray Eames, Paul Goldman developed the Modern Lounge Chair, an established classic that epitomizes the best in modern design.

Paul Goldman, a pioneer designer and manufacturer of molded plywood, created this chair in the 1950's. He incorporated many classic design elements and added a swivel and tilt mechanism for enhanced comfort. MODERN CLASSICS uses Goldman's original forms that produced valuable "Plycraft" antiques to ensure accurate interpretation of this design.

Relax into the swivel and tilt lounge chair, and swivel the ottoman to suit your own position. The top grain leather, cast aluminum hardware, and special ergonomic cushion provide the ultimate comfort and quality in seating. Select from Rosewood stain on Walnut veneer with a selection of fine leathers.



# *Standard Wood Samples*

These are just a few of the wide varieties available.



Figured Anigre



Beech



Mahogany



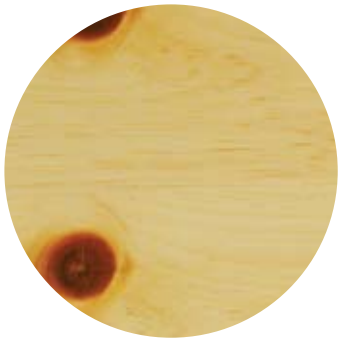
Ash



Quartered Oak



Walnut



Knotty Pine



Ribbon Striped Sapele Mahogany



Plain Sliced Cherry



White Oak



Rift Red Oak



Maple



# *Exotic Wood Samples*

These are just a few of the wide varieties available.



Bamboo



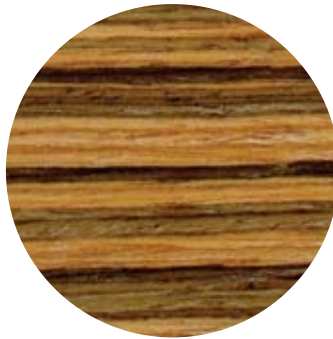
Lyptus



Macassar Ebony



Wenge



Zebra



F/C Figured Sycamore



Carbonized Bamboo



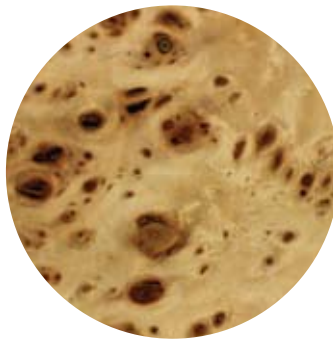
Lacewood



Ultra Birdseye



Pommele Sapele



Mapa Burl



Walnut Burl

Finishes may slightly vary subject to the natural characteristics and grain structure of solid wood or veneers. Sample finishes will be supplied promptly upon request.

Model room delivery is normally 3-5 weeks from receipt of order approval. Production orders require 8-11 weeks after order approvals. Please confirm all deliveries with our customer service department via email.

Email: [clientservices@aaihospitality.com](mailto:clientservices@aaihospitality.com)

Prices are based on blanket wrap deliveries. Cost of cartoning can be added if required.

**Requests for Quotes:**

Email: [quotes@aaihospitality.com](mailto:quotes@aaihospitality.com)

Fax: 610.439.4141

**Orders:**

Email: [orders@aaihospitality.com](mailto:orders@aaihospitality.com)

Fax: 610.439.4141

COM/COL and Sample Finishes should be Mailed to:

American Atelier Inc. (AAI)  
2132 Downyflake Lane  
Allentown, PA 18103

For all project inquiries contact  
**David Goodman**  
610-439-4040

For a complete listing of emails and phone extensions for AAI and its sales representatives, please visit [aaihospitality.com](http://aaihospitality.com) and select the Contact Tab.





# *Our Factory and Warehouse*

Allentown, PA







AMERICAN ATELIER, INC.®



2132 Downyflake Lane  
Allentown, PA 18103  
clientservices@aaihospitality.com

2016