



# University Loft Company Upholstery Collection



# World HQ

Greenfield, Indiana, USA



## University Loft: An American Company Committed to Innovating World Class Furniture!

Welcome, and thank you for checking out our catalog of quality furniture and related products from University Loft Company. At ULC, we've been at the forefront of innovative furniture design and manufacturing for more than a quarter century, serving college and university, government and

military, hospitality, and residential customers. In this catalog you'll find our newest products designed to fit your lifestyle needs today – and designed to last for years to come.

As you flip through these pages, remember that University Loft Company is built on these

cornerstones of commitment:

**WE'RE COMMITTED TO PRODUCING TOP-QUALITY FURNITURE THAT PROVIDES THE BEST OVERALL VALUE.**

By using superior strength materials emphasizing solid wood construction, along with state-of-the-art construction methods, University Loft delivers furniture that stands the test of time.

**WE'RE COMMITTED TO MANUFACTURING FURNITURE IN AMERICA**

Simply put, we're proud to be an American company manufacturing products in the American heartland. We're also proud to have offices, production facilities and customer markets worldwide where we can expand the reach of American ingenuity, style and quality.

## ULC HEADQUARTERS



508,000 SQ/FT Manufacturing Facility & Corporate Headquarters - Greenfield, IN

[www.uloft.com](http://www.uloft.com)





## ULC UPHOLSTERY FACTORY



635,000 SQ/FT Upholstery Plant/Distribution Facility - Morristown, TN

### WE'RE COMMITTED TO BEING RESPONSIBLE STEWARDS OF OUR ENVIRONMENT

At University Loft Company, we use a hardwood Environmentally Farmed Timber that's stronger than Northern Red Oak! Even better, our EFT hardwood grows faster, yields more and can be used for latex production during its growth cycle.

### MOST IMPORTANTLY, WE'RE COMMITTED TO YOU

We're committed to being responsive to your unique needs, your individual concerns

and your furniture-buying challenges. Whether you are a residential consumer choosing a bedroom set for your growing child, a procurer of furniture for military housing, or a college residence life furniture buyer, we're committed to making your furniture buying experience more satisfying.

When all is said and done, we hope you'll recognize that our business isn't really about furniture; it's about the people who entrust University Loft Company to outfit the personal spaces where they live, work

and play. To remain worthy of that trust, we are always learning, always innovating and always improving... our environment, our products and our service. It's what you expect of us and it's what we demand of ourselves.

Thank you for choosing University Loft furniture.



**James Jannetides**

*Founder of University Loft Company*

Have questions? Have a special furniture design or manufacturing request? Want to place an order? Contact us today at 800.423.LOFT (5638). We look forward to serving you.



*The original Loft built by James Jannetides*



Annual Arbor Day Tree Planting  
Trees Planted: 800

Employees, local dignitaries, teachers and students gather every year at ULC to celebrate Arbor Day



# On the Road to Style

In the classic poem, 'The Road Not Taken', Robert Frost writes:

*Two roads diverged in a wood, and I –  
I took the one less traveled by,  
And that has made all the difference.*

In life there are, indeed, forks in the road. Since 1994, University Loft Company has chosen the road less traveled – the eco-friendly "green" path – because we believe it makes all the difference to our planet and our customers.

Our Green Initiatives drive us to use Environmentally Farmed Timber – 100% certified hardwood from sustainable and renewable forests, along with bio-based foam cushions and recycled fabrics. Best of all, we do it with that unmistakable University Loft Style!



To learn more about our Green Plan, explore this catalog or visit [uloft.com](http://uloft.com).



[www.uloft.com](http://www.uloft.com)





Let's take a closer look at how our environmental commitment impacts our fabric and soft material choices:

### SUSTAINABLE OR ORGANIC? WITH ULC FURNITURE AND FABRICS YOU GET BOTH

At University Loft Company we pay particular attention to the fibers we use and how they are produced and woven into fabric. Typically, the term "sustainable" deals more with the production and manufacturing ends of the supply chain; while "organic" relates to the planting, growing and harvesting of the fibers. We differentiate between the two by carrying the Planet Earth™ brand for all of our sustainable products and the Eco-Luxe™ brand for our organic products.

While natural fibers such as cotton, linen, hemp and bamboo (among others) are biodegradable, they are not considered sustainable if they contain unacceptable levels of harmful chemicals in their current form that could harm the environment in their next stage of life. In other words, to be biodegradable or recycled is not enough because most of the environmental impact comes from

the dyeing and finishing of the fabric.

For fiber to be considered "organic", it must be raised and harvested in accordance with the strict standards of one or more of many certification companies or organizations. These entities maintain standards that ensure there will be little or no impact to the soil in which the plants are grown, the surrounding environment in which they are raised, and to the workers who harvest and bring the fibers to the next level of the supply chain.

There are often guidelines that producers must follow to make certain that certified organic fibers remain separate throughout the production process, from spinning and weaving of yarn, to the dyeing and finishing of the fabric. Just as a product should only be called "organic" if it has been certified, it is also important that the percentage of organic fiber be disclosed. University Loft Company's premium Eco-Luxe™ brand will carry fabrics that contain 100% certified fibers.

### GOT STANDARDS? WE DO!

The environmental impact caused by the dyeing and finishing of textiles varies throughout the world. To address this issue, the Global Organic Textile Standard (GOTS) has emerged as the world's leading processing standard for textiles made from organic fibers. GOTS defines high-level environmental criteria along the entire organic textiles supply chain and requires compliance with social criteria as well. Only textile products that contain at least 70% organic fibers can become GOTS certified. Without such a standard, it might be true that a fabric is woven with organic or biodegradable fiber, but its impact on the environment cannot

be complete without evaluating its processing after weaving.

At ULC, all of our natural fiber fabrics are dyed to the GOT Standards. We use non-Chlorine bleach and biodegradable scouring agents to prepare our fabrics for dyeing and finishing. We do not use mercerization or other highly caustic processes during the processing of our fabrics. The dyes we use are all low-impact without heavy metal content. What's more, they are processed with little or no salt and a minimum of auxiliary chemicals that require the lowest possible filtration of the water. And from an energy efficiency standpoint, our dyers utilize on-site heat reclamation and water filtration using modern, efficient equipment.

At University Loft Company, we continually seek innovative eco-friendly technology throughout the supply chain. For example, the Protura™ yarns we feature in certain fabrics allow more dye to permanently penetrate the fiber. Thus, less dye is required and lesser amounts of energy and chemicals are necessary to keep the dye in the fabric and treat the water.

Sustainable furniture production. Organic fabrics. With University Loft Company you get both. And it makes all the difference to our planet.

Planet Earth™ and Eco-Luxe™ are registered trademarks of Treo Textiles International LLC. Protura™ is a registered trademark of Clovertext LLC.





# The Jennings Collection

LOFT is dedicated to providing our customers with exactly what they envisioned for their living spaces. If we don't have what you're looking for in our extensive product lines, we can customize a project to suit your specific needs. Since we are a manufacturer of furniture and not just a warehouse, we are able to provide you with furniture that is tailored to meet your needs, even if we don't have it in stock. Contact us today about your vision – we'll work together to make it happen.

Visor-Alderson Construction wanted a brown/black look in their laminate and wood that would provide a very dark and rich appearance. They chose the cafelle color and paired it with a brushed nickel metal to give a good pop of color. They chose the vinyl Jennings sofa and chair combo to match the laminates.



Quality Craftsmanship



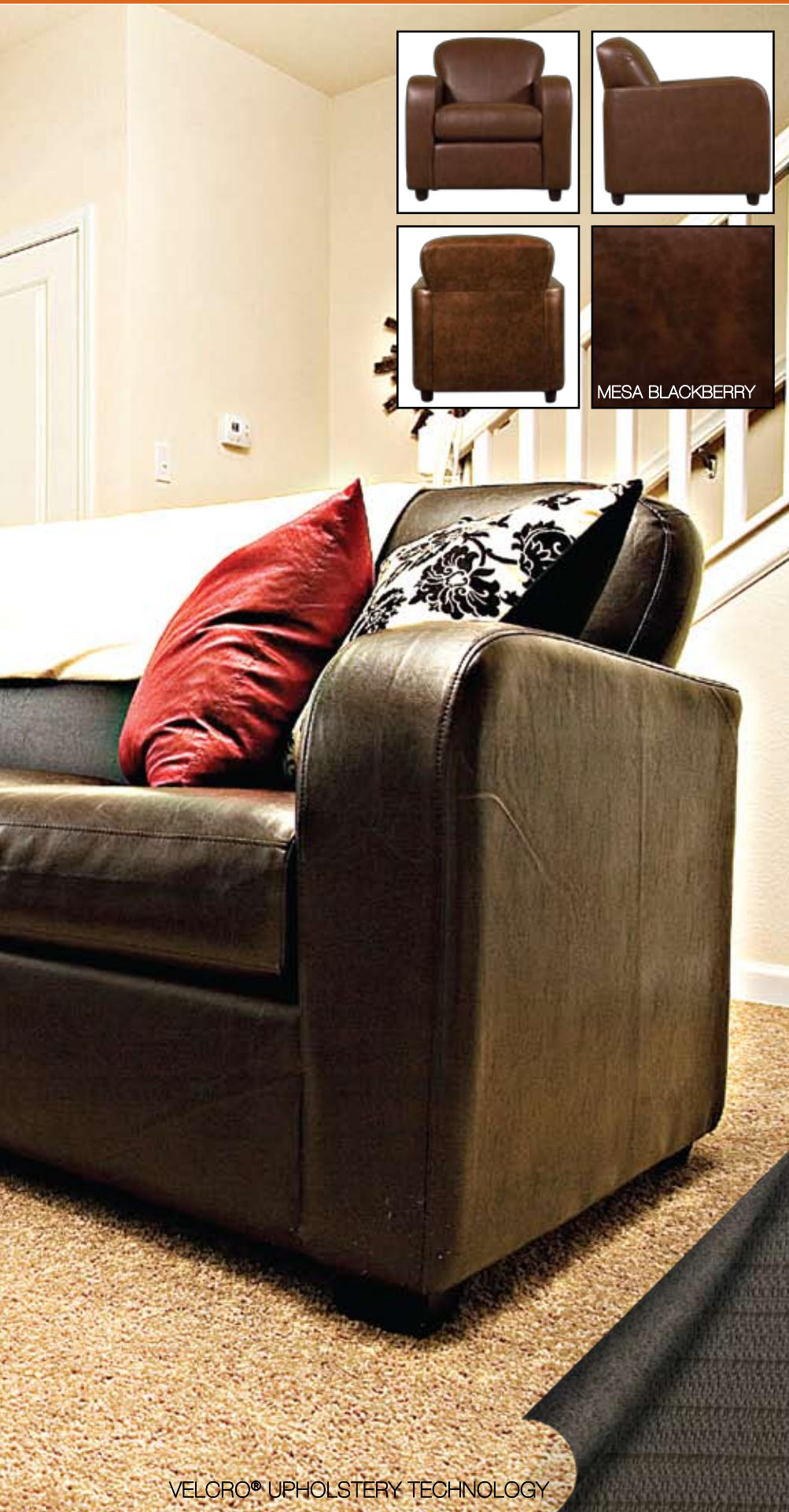
Replaceable Velcro™ Coverings

Photographed on location at the Village at  
Muller Park Apartments - Bloomington, IN



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VELCRO® UPHOLSTERY TECHNOLOGY

### JENNINGS 660LV

Apartment living doesn't have to mean dull furnishings. At the Village at Muller Park Apartments in Bloomington, IN, students are treated to high-end style, thanks to Loft's Jennings and Brushed Nickel furnishings. LOFT's photographer was given the opportunity to visit the apartments and see for himself how tenants liked their LOFT furniture. He was graced with many compliments and thanks from students who were impressed with the look and quality of their furniture. Exceeding customer expectations. That's the LOFT way.

The Jennings Collection certainly stands out from the crowd with its modern design, incredible comfort, and durable construction. The chair, sofa, and loveseat all feature detailed top-stitch sewing. The covers are attached using Velcro® Technology making them easy to clean, repair, and replace when needed.

#### A. 660LV15.XMTG018 CHAIR

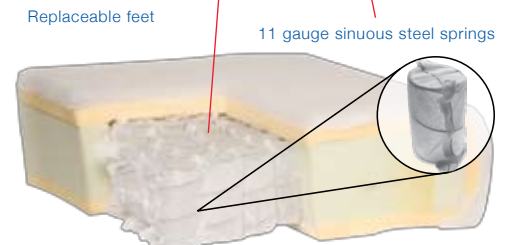
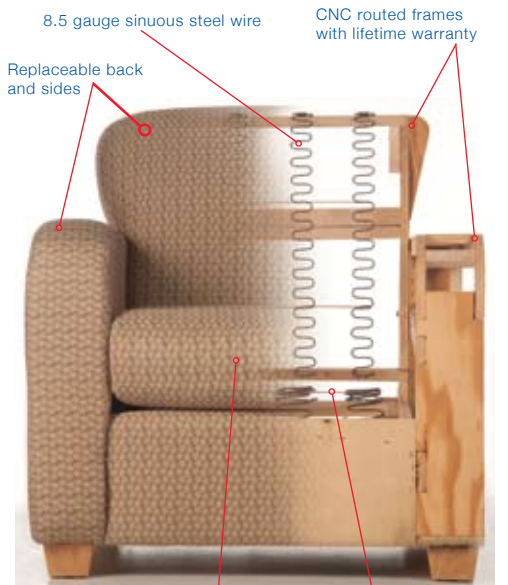
Jennings Chair with Mesa Blackberry fabric.  
36"W x 37 1/2"D x 36"H

#### B. 660LV05.XMTG018 SOFA

Jennings Sofa with Mesa Blackberry fabric.  
84"W x 37 1/2"D x 36"H

#### C. 660LV10.XMTG018 LOVESEAT (not pictured)

Jennings Chair with Mesa Blackberry fabric.  
59 1/2"W x 37 1/2"D x 36"H



### FOAM & POCKETED SPRING CUSHIONS

The seating is a combination of high-density polyurethane foam and pocketed steel coil inner-springs. Each steel coil is encased in its own non-woven fabric pocket, which allows each spring to work independently.



# The Ridgefield Series



Quality Craftsmanship



Replaceable Velcro™ Coverings



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### RIDGEFIELD 496LV

The Ridgefield Series is the newest upholstery collection from University Loft. This stylish addition to our lineup combines years of hand crafted construction methods with a modern look and feel. Contact a representative today to find out more about the Ridgefield Series.

#### A. 496LV05 SOFA

85"W x 38"D x 37"H

#### B. 496LV10 LOVESEAT (not pictured)

63"W x 38"D x 37"H

#### C. 496LV15 CHAIR

39"W x 38"D x 37"H





# The Interlude II Sectional



Quality Craftsmanship

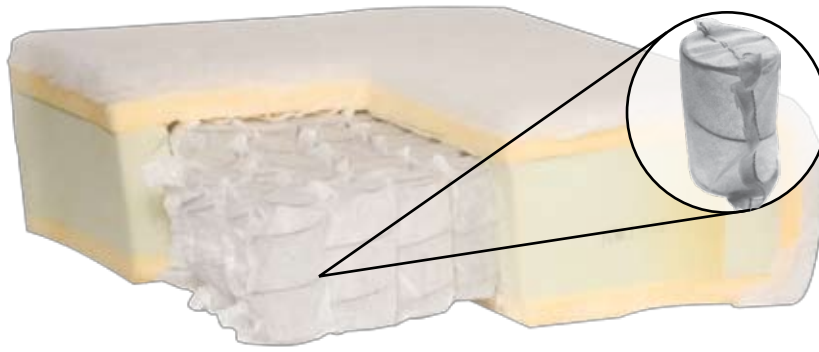


Replaceable Velcro™ Coverings



[www.uloft.com](http://www.uloft.com)





#### FOAM & POCKETED SPRING CUSHIONS

The seating is a combination of high-density polyurethane foam and pocketed steel coil inner-springs. Each steel coil is encased in its own non-woven fabric pocket, which allows each spring to work independently.

#### 851TV INTERLUDE II SECTIONAL

The Interlude Collection is as inviting as it is stylish. With its leather-like vinyl, multi-piece design, and urban style, the Interlude Collection surely makes a statement. These upholstered pieces may be configured to fit any seating need in a common area. From armless and right or left one arm pieces as well as a corner piece - your combinations of pieces allows many arrangements to be set up. The styling is a sure way to improve the look of your common areas. Utilizing Velcro® technology, the covers are easy to clean, repair, or replace.

##### A. 851TV39 One Arm Chaise

60 1/4"W x 33 1/4"D x 28"H



##### B. 851TV70 Armless Chair

20 1/2"W x 33 1/4"D x 28"H



##### C. 851TV75 Armless Corner

33 1/4"W x 33 1/4"D x 28"H



##### D. 38570-54 END TABLE

End Table with solid wood, square legs high-pressure laminate top. 19 3/4"W x 22"D x 24"H



##### E. 38580-54 COFFEE TABLE

Coffee Table with high-pressure laminate top and shelf with solid wood square legs. 44"W x 23 3/4"D x 18"H

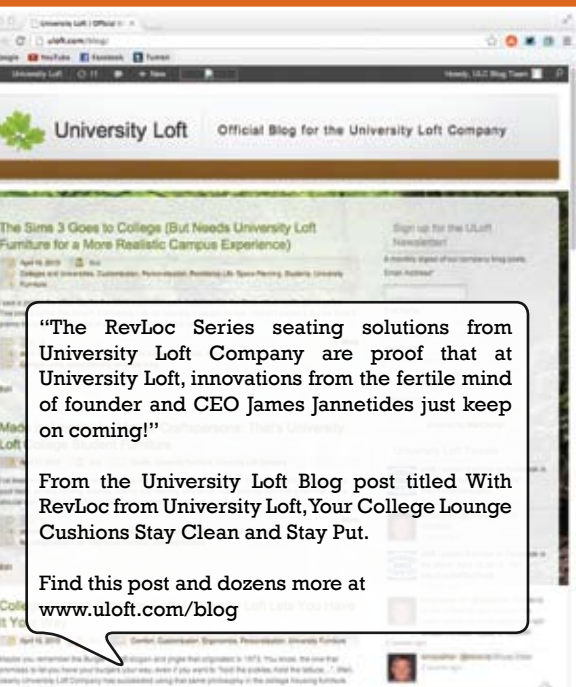


#### UNIVERSITY LOFT UPHOLSTERY CRAFTSMANSHIP

- Seats and backs contain solid hardwood spring rails
- All removable pillows are zippered using a hidden pocket for easy adjustment access or replacement
- All Dacron backs are encased and "compartmentalized" in bags to prevent fiber migration and shifting of the padding
- Sides and backs are reinforced and padded to provide a 360° elegant look
- Machine positioned spring clips provide comfort and stability
- Heavy 8.5-gauge steel springs in seat provide strength and flexibility
- 11-gauge steel springs in back ensures lasting comfort
- Fiber-wrapped 2.0" high density CAL117 compliant (fire retardant) cushion foam
- Fiber-blown pillows provide comfort and consistent shape
- Precision tailoring includes more stitches per inch to meet contract standards, lock-stitched seams to prevent raveling, and unique sewing techniques that eliminates the lumps and bumps that result when using staples to tailor furniture.
- Velcro® Technology allows for easy adjustments and affordable fabric replacements

VELCRO® UPHOLSTERY TECHNOLOGY





# The Solid Arm RevLoc Series



Quality Craftsmanship



Replaceable Velcro™ Coverings



Locking Cushions Prevent Loss



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### REPLACEABLE CUSHION COVERS

The RevLoc cushions slide into tracks, which are built into the frame and are easily replaceable. Because cushions sometimes "walk away" from lounge areas, these lock into place with a cable (see picture below) and key that the maintenance staff will control. The cushion covers are attached with Velcro® for easy replacement.



VELCRO® UPHOLSTERY TECHNOLOGY

### REVLOC SOLID ARM 220LV

The Revloc Solid Arm collection is designed to withstand heavy use. This collection features solid wood arms with an upholstered tight seat cushion. The cushions are easily replaceable due to Velcro® Technology and fasten directly into the frame to prevent slipping.

#### A. 220LV05 SOFA

75 3/4"W x 33"D x 32"H

#### B. 220LV10 LOVESEAT (not pictured)

51 1/2"W x 33"D x 32"H

#### C. 220LV15 CHAIR

27 1/4"W x 33"D x 32"H



WASH OR REPLACE COVERINGS QUICKLY



CABLE KEEPS CUSHIONS LOCKED TOGETHER



# The Open Arm RevLoc Series

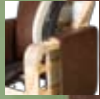


VELCRO® UPHOLSTERY TECHNOLOGY

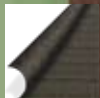
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Quality Craftsmanship



Replaceable Velcro™ Coverings



Locking Cushions Prevent Loss

#### REVLOC OPEN ENDED 240LV

The Revloc Open Arm collection is designed to withstand heavy use. This collection features open wood arms with an upholstered tight seat cushion. The cushions are easily replaceable due to Velcro® Technology and fasten directly into the frame to prevent slipping.

##### A. 240LV05 SOFA

75 3/4"W x 33"D x 32"H

##### B. 240LV10 LOVESEAT (not pictured)

51 1/2"W x 33"D x 32"H

##### C. 240LV15 CHAIR

27 1/4"W x 33"D x 32"H



CUSHIONS LOCK TOGETHER TO PREVENT LOSS OR MISS-USE



#### REPLACEABLE CUSHION COVERS

The RevLoc cushions slide into tracks, which are built into the frame and are easily replaceable. Because cushions sometimes "walk away" from lounge areas, these lock into place with a cable (see picture above) and key that the maintenance staff will control. The cushion covers are attached with Velcro® for easy replacement.



## SUTTON 727

A. 727TV70 ARMLESS CHAIR  
24"W x 32"D x 34"H

B. 727TV60 OTTOMAN  
20"Diameter 18"H

11-gauge steel springs in back ensures lasting comfort

Precision tailoring includes more stitches per inch to meet contract standards, lock-stitched seams to prevent raveling, and unique sewing techniques that eliminates the lumps and bumps that result when using staples to tailor furniture.

All Dacron backs are encased and "compartmentalized" in bags to prevent fiber migration and shifting of the padding

Velcro secured fabric

Heavy 8.5-gauge steel springs in seat provide strength and flexibility

Seats and backs contain solid hardwood spring rails

## SUTTON 727

The Sutton features graceful solid wood arms and tailored seat and back. The series can be ordered with or without arms. The perfect look for lounges and lobbies. Choose from hundreds of different patterns in wide array of colors. The covers are easy to clean, repair, or replace due to Velcro® Technology.

A. 727TV14 CHAIR  
30"W x 32"D x 34"H

B. 727TV70  
ARMLESS CHAIR  
24"W x 32"D x 34"H



## CARLSON 800LV

The Carlson Collection provides a feeling of stylish comfort. Designed with both style and durability in mind, the Carlson Collection utilizes Velcro® Technology for easy cleaning, replacement, and repair.



## A. 800LV05 SOFA

Carlson Sofa with TV Land Slate fabric.  
82"W x 35"D x 35 1/2"H

## B. 800LV10 LOVESEAT (not pictured)

Carlson Loveseat with TV Land Slate fabric.  
60"W x 35"D x 35 1/2"H

## C. 800LV15 CHAIR

Carlson Chair with TV Land Slate fabric.  
36"W x 35"D x 35 1/2"H



TV LAND SLATE



## CONTEMPORARY 140LV

Already seen in universities across the country, the Contemporary Collection is great choice for anyone wanting that time tested classic. The collection features loose cushion back pillows and covers attached using Velcro® Technology. Choose from hundreds of different patterns in wide array of colors.



## A. 140LV05 SOFA

76"W x 35"D x 32"H

## B. 140LV10 LOVESEAT (not pictured)

54"W x 35"D x 32"H

## C. 140LV15 CHAIR

30"W x 35"D x 32"H







### APPALACHIAN 861LV

The Appalachian Collection is rich on traditional upholstery details while also utilizing modern Velcro<sup>®</sup> Technology. The elegant welted rolled arms and cushions give the Appalachian Collection a regal look.

A. 861LV05 SOFA  
83"W x 34 1/2"D x 36"H

B. 861LV10 LOVESEAT  
61"W x 34 1/2"D x 36"H

C. 861LV15 CHAIR  
37"W x 34 1/2"D x 36"H



### CATAWBA 293LV

The Catawba's straight contemporary lines and comfortable cushions contribute a clean look to any lounge. Uses modern Velcro<sup>®</sup> Technology.

A. 293LV05 SOFA  
79"W x 34 1/2"D x 34 1/2"H

B. 293LV10 LOVESEAT (not pictured)  
55"W x 34 1/2"D x 34 1/2"H

C. 293LV15 CHAIR  
29 1/2"W x 34 1/2"D x 34 1/2"H





## STERLING 760LV w/ TABLET ARM

This version of the Sterling is built for comfort and to serve. The swivel tablet tray provides a convenient place for reading materials and more. Tray can be specified in either arm and in your chosen finish.

## 760LV155 CHAIR

35 1/2"W x 35"D x 32 1/2"H



## STERLING 760LV

Like its brethren 750LV series, this Sterling features a tight fitted seat built for comfort, stylish flared arms, and finished pyramid feet but does not offer the wing detail that extends over the arms. Built to last with a slightly different flair.

## A. 760LV05 SOFA

81 1/2"W x 35"D x 32 1/2"H

## B. 760LV10 LOVESEAT (not pictured)

59 1/2"W x 35"D x 32 1/2"H

## C. 760LV15 CHAIR

35 1/2"W x 35"D x 32 1/2"H







## CHELSEA 477

The rich contemporary design of the Chelsea upholstery collection features a stylishly block design with trendy finished chrome legs that create a refreshing look that is sure to enhance any living room decor. With the supportive seating and back cushioning, this furniture collection adds a deep comfort perfect for any lounge environment.

### A. 477TV05 SOFA

82"W x 37"D x 29"H



### B. 477TV10 LOVESEAT (not pictured)

58"W x 37"D x 29"H

### C. 477TV15 CHAIR

36"W x 37"D x 29"H



## STERLING w/ WINGS 750LV

Combining great style and functionality will make this group one that will stand the test of time. Features of the Sterling include a tight fitted seat with generously plump seat cushion, slightly flared arms and natural finished pyramid feet.

### A. 750LV05 SOFA

81 1/2"W x 35"D x 32 1/2"H



### B. 750LV10 LOVESEAT (not pictured)

59 1/2"W x 35"D x 32 1/2"H

### C. 750LV15 CHAIR

35 1/2"W x 35"D x 32 1/2"H





## ASHLEY 311LV

New to our lineup, the Ashley Collection is complimented by finished wood top arm trim and matching pyramid feet. Durable and comfortable, the Ashley Collection is great for the University Environment. The covers can be easily removed for cleaning, repair, or replacement thanks to the use of Velcro® Technology.

## 311LV05 SOFA

79"W x 34 1/2"D x 34 1/2"H



## 311LV10 LOVESEAT

55"W x 34 1/2"D x 34 1/2"H

## 311LV15 CHAIR

29 1/2"W x 34 1/2"D x 34 1/2"H

ASHLEY  
ARMLESS CHAIR  
AND OTTOMAN

## SEBRING 770LV w/ OTTOMAN

One of our most popular styles, the Sebring Collection's sleek lines and subtle sophistication go hand-in-hand with its strength and durability. Optional Ottomans are available. Choose from hundreds of different patterns in a wide array of colors. The covers are easy to clean, repair, or replace due to Velcro® Technology.

## A. 770LV156 CHAIR

34"W x 35"D x 33"H







## SEBRING 770LV

One of our most popular styles, the Sebring Collection's sleek lines and subtle sophistication go hand-in-hand with its strength and durability. Choose from hundreds of different patterns in a wide array of colors. The covers are easy to clean, repair, or replace due to Velcro® Technology.

### A. 770LV05 SOFA

80"W x 35"D x 33"H

### B. 770LV10 LOVESEAT (not pictured)

58"W x 35"D x 33"H

### C. 770LV15 CHAIR

34"W x 35"D x 33"H



## SEBRING 770LV w/ TABLET ARM

This chair is the workhorse of the Sebring series featuring not only a tablet arm but also an ottoman and an optional cup holder. The ottoman tucks conveniently under the chair when not in use and the swivel tablet arm provides a convenient surface for books or laptops.

### 770LV155 CHAIR

34"W x 35"D x 33"H





## KESSLER 740LV

The Kessler Series combines the highest quality materials with tailoring like that of a fine suit. It is available in a wide variety of fabrics and faux leather. Please contact your sales representative today for more information.

A. 740LV05 SOFA  
82"W x 35 1/2"D x 34"H

B. 740LV10 LOVESEAT (not pictured)  
58 1/2"W x 35 1/2"D x 34"H

C. 740LV15 CHAIR  
36"W x 35 1/2"D x 34"H



## ROCKINGHAM 520LV

Combining great style and functionality make this group one that will not only last, but look good doing so. Comfortable seat with gently flared arms create a signature piece perfect for any room. Also available in natural wood finish (521LV).

A. 520LV05 SOFA  
80"W x 37"D x 35 1/2"H

B. 520LV10 LOVESEAT (not pictured)  
58"W x 37"D x 35 1/2"H

C. 520LV15 CHAIR  
36"W x 37"D x 35 1/2"H







## INGLEWOOD 767TV

The Inglewood's contemporary styling with solid wood arm caps and plush seat cushions is sure to add style and comfort to any environment. The collection features covers attached using Velcro® Technology. Choose from hundreds of different patterns in wide array of colors.

### A. 767TV05 SOFA

82"W x 34 1/2"D x 34 1/2"H

### B. 767TV10 LOVESEAT (not pictured)

58 1/2"W x 34 1/2"D x 34 1/2"H

### C. 767TV15T CHAIR

34"W x 34 1/2"D x 34 1/2"H



## INGLEWOOD 767TV w/ TABLET ARM

The Inglewood's contemporary styling with solid wood arm caps and plush seat cushions is sure to add style and comfort to any environment. The collection features covers attached using Velcro® Technology. Choose from hundreds of different patterns in wide array of colors.

### 767TV159 CHAIR

34"W x 34 1/2"D x 34 1/2"H







### WESTMORELAND 704TV

The clean contemporary design of the Westmoreland features a rich exotic flair that creates an exciting style sure to enhance any lobby or lounge. Bring your home to life with the style and function of the contemporary Westmoreland.



#### A. 704TV82 SOFA

78 1/2"W x 37 1/2"D x 37"H

#### B. 704TV71 LOVESEAT

53 1/2"W x 37 1/2"D x 37"H

#### C. 704TV70 CHAIR

28 1/2"W x 37 1/2"D x 37"H

#### D. 704TV75 CORNER CHAIR

37 1/2"W x 37 1/2"D x 37"H

#### E. 704TV40 CHAISE

28"W x 60"D x 37"H



### SUNBERRY 763

The Sunberry collection allows you to create numerous seating variations. Each piece is a separate upholstered piece that can be configured together to create different combinations. Add the corner piece to create a curved, contemporary look in your space.



#### A. 763TV68 RF CHAIR

30 1/2"W x 34 1/2"D x 31 1/2"H

#### B. 763TV69 LF CHAIR

30 1/2"W x 34 1/2"D x 31 1/2"H

#### C. 763TV70 ARMLESS CHAIR

23"W x 34 1/2"D x 31 1/2"H

#### D. 763TV74 CORNER CHAIR

67"W x 34 1/2"D x 31 1/2"H







### SEYMOUR 285LV

The Seymour Collection was created for modern, loft living. The widened, lowered arms of the Seymour Collection definitely provide the foundation for a fresh, contemporary room.

#### A. 285LV05.MOD1 SOFA

86 1/2"W x 37 1/2"D x 36"H

#### B. 285LV10.MOD1 LOVESEAT (not pictured)

72 1/2"W x 37 1/2"D x 36"H

#### C. 285LV15 CHAIR

37"W x 37 1/2"D x 36"H



ALSO AVAILABLE WITH WIDER ARMS



### BRENTWOOD 739LV

The Brentwood Collection is as inviting as it is stylish. With its leather-like vinyl, white stitching sewing detail, plush cushions, and urban style, the Brentwood Collection surely makes a statement. Utilizing Velcro® Technology, the covers are easy to clean, repair, or replace.

#### A. 739LV05 SOFA

84"W x 38"D x 35 1/2"H

#### B. 739LV10 LOVESEAT

60"W x 38"D x 35 1/2"H

#### C. 739LV15 CHAIR

36"W x 38"D x 35 1/2"H





**ARMSTRONG 464LV**

With a unique design and rich contemporary style, the Armstrong is an exceptional accent that enhances the beauty and convenience of any living area. Orders for this chair require a minimum order, please see your sales representative.

**A. 464LV305 SOFA**  
88"W x 38"D x 37"H



**B. 464LV115 CHAIR**  
29 1/2"W x 33 1/2"D x 38 1/2"H



**C. 464TV60 OTTOMAN**  
35"W x 25"D x 20"H

**WORTHINGTON 456LV**

The Worthington chair takes beautifully detailed upholstery and an elegant design to create a traditional style that is sure to enhance any decor. Orders for this chair require a minimum order, please see your sales representative.



**456LV15 CHAIR**  
40"W x 36 1/2"D x 33 1/2"H







### ALAMEDO 526LV

Journey back to yesteryear with this traditional living room set. Sofa is a full or queen sized sleeper. The Loveseat is also optionally available as a sleeper. The collection features covers attached using Velcro® Technology. Choose from hundreds of different patterns in wide array of colors. Orders for this chair require a minimum order, please see your sales representative.

A. 526LV05 SOFA  
81 1/2"W x 36"D x 35"H

B. 526LV10 LOVESEAT  
63"W x 36"D x 35"H

C. 526LV15 CHAIR  
36"W x 36"D x 35"H



### TOLEDO 785TV

If you're looking for traditional style, look no further than the Toledo series. Loose seat cushions offer ease of cleaning. Tight plush back and rolled arms offer comfort and a great look. Toledo offers hardwood frame and durability to last a lifetime.

A. 785LV05 SOFA  
81 1/2"W x 36"D x 35"H

B. 785LV10 LOVESEAT  
63"W x 36"D x 35"H

C. 785LV15 CHAIR  
36"W x 36"D x 35"H





## SELMA 450TV15

The covers can be easily removed for cleaning, repair, or replacement thanks to the use of Velcro® Technology. Orders for this chair require a minimum order, please see your sales representative.

## 450TV15 CHAIR

32"W x 36"D x 35"H



## WINSTON II 163TV

Vinyl upholstery in offers the luxurious look and feel of top quality leather with the benefit of protection. This contemporary design features the comfortable feel of plush pillow arms, divided bustle back cushioning perfect for any relaxing living room environment. Orders for this chair require a minimum order, please see your sales representative.

## A. 163TV45 CHAIR

35 1/2"W x 36 1/2"D x 40"H



Available on GSA Contract





#### LITTLETON 443LV

Traditional styling surrounds the Littleton chair and ottoman. With beautifully patterned upholstery and rolled arm design, this collection captures the essence of traditional elegance while holding on to a modern flair. Orders for this chair require a minimum order, please see your sales representative.

A. 443LV15 CHAIR  
36"W x 37"D x 35 1/2"H

B. OTTOMAN  
23"W x 18"D x 17"H



#### LAFAYETTE 471TS

With a sweeping contemporary design surrounded by soft comfortable upholstery, the Lafayette upholstered chair creates an exciting style that is sure to awaken any lounge decor. Orders for this chair require a minimum order, please see your sales representative.

471TS15 CHAIR  
37"W x 36 1/2"D x 38"H





### RICHMOND 674LV

Alive with vibrant color and rich with contemporary style, the Richmond upholstery collection can wake up any living environment with its dynamic beauty. This furniture features a plush pillow back design and stuffed cushions to add a cradling comfort for ultimate relaxation.

#### A. 674LV05 SOFA

78 1/2"W x 37 1/2"D x 37"H

#### B. 674LV10 LOVESEAT

53 1/2"W x 37 1/2"D x 37"H

#### C. 674LV15 CHAIR

28 1/2"W x 37 1/2"D x 37"H

#### D. 674LV39 CHAISE

28"W x 60"D x 37"H

#### E. 674LV60

#### OTTOMAN

30"W x 24"D x 20"H



### SCOTTSDALE 404TV14

Designed with a subtle contemporary style and subdued earth tones, The Scottsdale chair creates a warm inviting atmosphere. Orders for this chair require a minimum order, please see your sales representative.

#### 404TV14 CHAIR

38"W x 39"D x 39 1/2"H



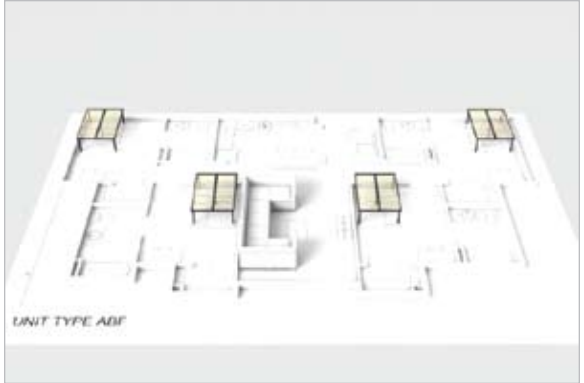


# 3D Space Planning



**VISUALIZE**

**PLAN**



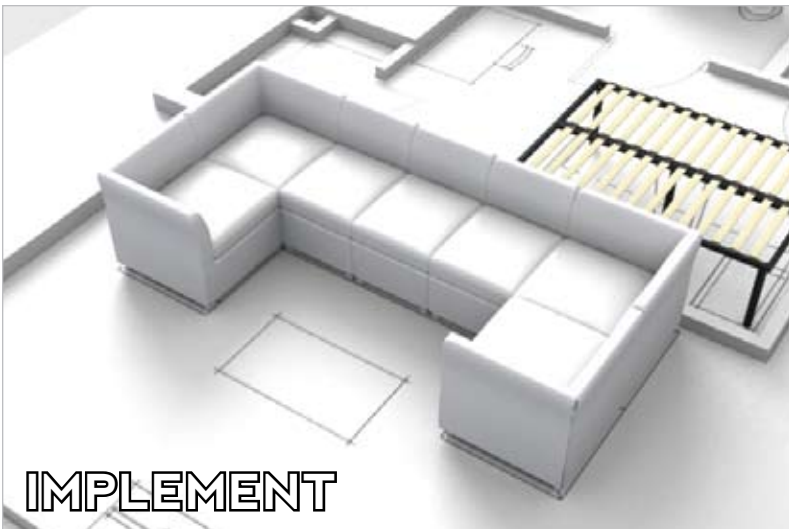
## TAKING YOUR VISION TO THE NEXT LEVEL

University Loft Company specializes in using 3D technology to help you plan your next renovation or new construction project.

With this service, you will be able to visualize your space with our furniture before undergoing major construction.

You will work with one of our knowledgeable representatives to determine what furniture will work best for your needs.

Next, we pass your project dimensions and job specifications onto our media department. It's at this point that your blueprints turn into a complete 3D visual that shows you exactly how our product will fit into your space.



**IMPLEMENT**

*Contact your sales representative today to find out more about our 3D Space Planning services.*



## UPHOLSTERY FABRIC

Once you have chosen the style of your upholstery, the next step is choosing the perfect fabric. University Loft Company has hundreds of contract grade fabrics and vinyls for you to choose from, ensuring that you never have to choose quality over style. A variety of choices are available on our web site at [www.uloft.com](http://www.uloft.com).

If you have a specific pattern or color scheme in mind, we can arrange for fabric swatches to be sent straight to your site.

### FABRIC TERMS:

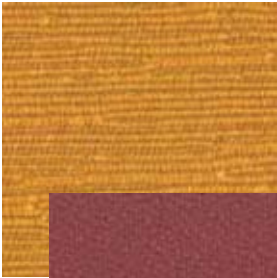
**GRADE:** Grade is determined by the quality and cost of the fabric. 'Contract Grade' refers to very durable fabrics suitable for furniture placed in public locations.

**QUALITY:** The fabric quality is determined by testing the fabric. The 'double rub' test is performed by a machine simulating the seating motion of normal ware.

**SCOTCH GUARD:** is used for repelling spills and stains on any fabric surface.

**VELCRO® UPHOLSTERY:** is a method for attaching fabric coverings to frames without using staples or tacks. Unlike staples or tacks Velcro® attached fabric will not tare at stress points and allows the customer to replace damaged, stained or worn coverings.

PLEASE CONTACT YOUR SALES REPRESENTATIVE OR PROJECT MANAGER FOR FURTHER DETAILS - 800-423-LOFT (5638).





# Available Fabrics

CHOOSE ANY OF OUR AVAILABLE FABRICS FOR SOFAS,  
LOVESEATS AND CHAIRS. ACT FAST BEFORE WE RUN OUT!



TH090 ARCHES  
BURGUNDY



TH011 BONAIRE  
BLUE RIDGE



TH108 BONAIRE  
CHIANTI



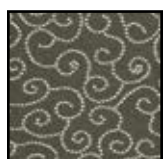
J307 CANTERBURY  
GREEN



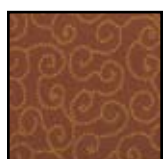
J252 CANTERBURY  
OLIVE



J296 CANTERBURY  
PURPLE



J292 CHAINSTITCH  
STERLING



J312 CHAINSTITCH  
TITAN



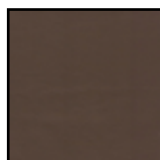
TH018 CHARLESTON  
NAVY



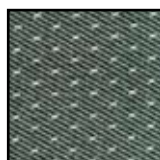
MAC03 CONOVER  
GOLD



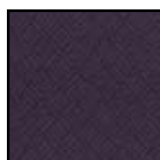
TH016 DECO TOPAZ



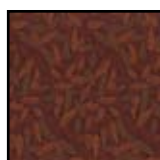
CP131 DILLON JAVA



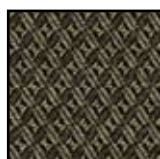
A1281 DUET ASH



TH118 FIJI PLUM



TH022 FLORA CHILI



A1169 FOUNDATION  
PENDULUM



J289 FOUR SQUARE  
NUGGET



PI04 GALAXY KELLY  
GREEN VINYL



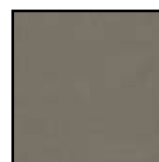
PI17 GALAXY  
LIPSTICK VINYL



PI07 GALAXY PURPLE



PI01 GALAXY ROYAL  
BLUE VINYL



TH044 HARMONY  
GREY



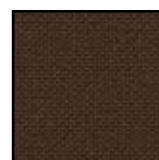
TH008 HARMONY  
RED



A960 HEWITT  
CARBON BLACK



J283 HIGHLANDS  
CHESTNUT



J142 INTERWEAVE  
BROWN



J22 INTERWEAVE  
EMERALD



J165 INTERWEAVE  
FROSTED BLUE



J225 INTERWEAVE  
GOLD DUST



J60 INTERWEAVE  
KHAKI



J527 INTERWEAVE  
MERLOT



J16 INTERWEAVE  
WALNUTJ426 JASMINE  
CHOCOLATEJ412 JASMINE  
MOJAVE GOLDJ132 JEWEL  
AUBERGINEJ241 JEWEL  
CORDOVANJ280 JEWEL  
EMERALD

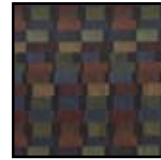
J448 JEWEL FOREST



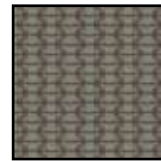
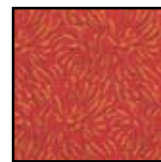
MTG008 LEXI BLACK

TH030 MAINFRAME  
BAY BLUETH004 MAINFRAME  
BRUSHED GOLDTH058 MAINFRAME  
TRUFFLETH121 MARATHON  
SAPPHIREA974 MATRIX FLAG  
BLUEMTG013 MESA  
CHOCOLATEJ361 MIRAGE MINT  
CIDERGL013 OBSESSION  
FAWNJ163 OLD WORLD  
CHABLISTH002 OLYMPIC  
BLACKA1139C PARLOUR  
JASPER

J72 PHOENIX SAILOR

J524 POPCORN  
RUSTIC BROWNA462 SHERPA IVY  
LEAGUEA676 SHIRE BLACK  
CHERRYA1459 SHIRE GREEN  
BAY

DT15 STACKS FIESTA

TH102 SYMPHONY  
MARSA1082 TRAPEZE MINT  
CHOCOLATEA1141 TV LAND  
HUNTER GREENA1087 TV LAND  
SLATEA1088 TV LAND  
SURFSIDE

J78 VEGA SALSA

A1316 WHIRLIGIG  
TAHOE BLUE





## QUALITY ASSURANCE FEATURES

### MODULAR FRAME CONSTRUCTION

- Arms may be removed for delivery or any necessary adjustment
- Double side rails provide extra strength
- Hardwood spring rails tenon joined at each side and screwed to center support
- CNC machined shaped parts for consistency

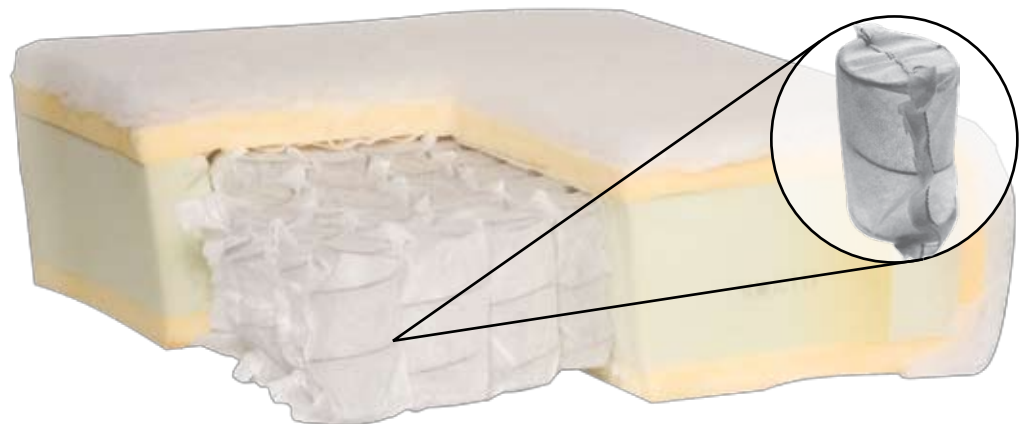
### VELCRO® TECHNOLOGY

- All upholstered pieces have separate sewn covers which may be replaced without extensive labor or upholstery costs
- Replaceable sewn cover may be installed by the customer with ease
- Tailoring adjustments and re-upholstery are simplified



### CONSISTENT QUALITY

- Tailoring is improved by sewing outside arms to top arms, and outside backs to inside backs eliminating the need for metal tack strips
- Unitized sewing improves the look of arm and back upholstery, as well as skirted styles
- Pre-fabricated foam components for arms and back create smooth, consistent look and feel
- 8.5 gauge springs are used in the seat and 11 gauge springs are used in the back of our upholstered furniture



## FOAM & POCKETED SPRING CUSHIONS

The seating is a combination of high-density polyurethane foam and pocketed steel coil inner-springs. Each steel coil is encased in its own non-woven fabric pocket, which allows each spring to work independently.

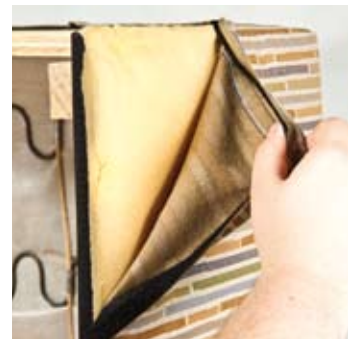
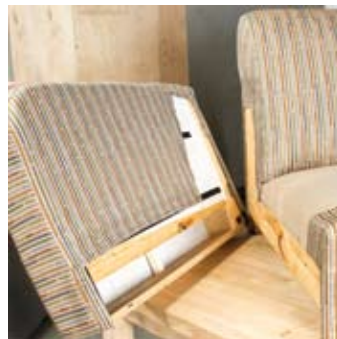


## UNIVERSITY LOFT UPHOLSTERY CRAFTSMANSHIP

- Seats and backs contain solid hardwood spring rails
- All removable pillows are zippered using a hidden pocket for easy adjustment access or replacement
- All Dacron backs are encased and "compartmentalized" in bags to prevent fiber migration and shifting of the padding
- Sides and backs are reinforced and padded to provide a 360° elegant look
- Machine positioned spring clips provide comfort and stability
- Heavy 8.5-gauge steel springs in seat provide strength and flexibility
- 11-gauge steel springs in back ensures lasting comfort
- Fiber-wrapped 2.0" high density CAL117 compliant (fire retardant) cushion foam
- Fiber-blown pillows provide comfort and consistent shape
- Precision tailoring includes more stitches per inch to meet contract standards, lock-stitched seams to prevent raveling, and unique sewing techniques that eliminates the lumps and bumps that result when using staples to tailor furniture.
- Velcro® Technology allows for easy adjustments and affordable fabric replacements



Need to replace fabric? With University Loft's Velcro® appointed coverings, changing upholstery fabric has never been easier.



### Step 1

Unscrew feet

### Step 2

Remove bolts securing arms

### Step 3

Remove arms from chair/  
sofa body

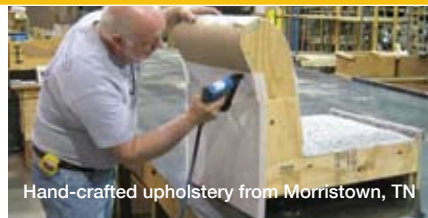
### Step 4

Remove fabric from body  
of chair/sofa  
Replace with new fabric



CHECK OUT OUR VELCRO® UPHOLSTERY VIDEO  
<http://youtube.com/watch?v=U19zmc1TFDc>





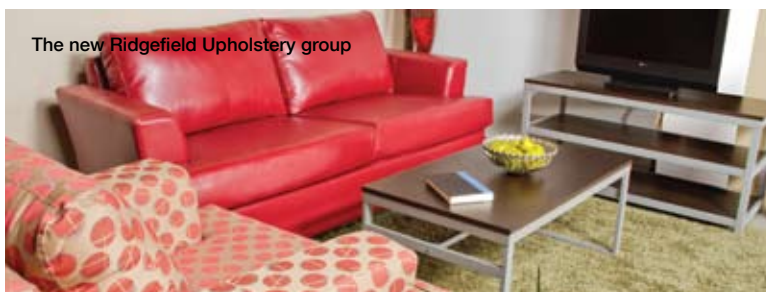
Hand-crafted upholstery from Morristown, TN



Seating Styles For Any Use



Multi-Room Apartment Layout



The new Ridgefield Upholstery group



# WHY?

VISIT UNIVERSITY LOFT COMPANY TO SEE WHAT'S NEW FOR 2015, AND LEARN WHY WE'VE BEEN THE BEST FOR OVER 29 YEARS

## VISIT OUR HEADQUARTERS IN THE HEARTLAND

No matter where you call home, you can always come "back home again in Indiana." That's where you'll find the University Loft Company headquarters and primary production facility – squarely in the American heartland, in Greenfield, Indiana.

Our Greenfield facility boasts more than 500,000 square feet of manufacturing and warehousing space; and our corporate offices and product showroom are right there under the same roof. Of particular interest to visitors is our 58,000 square foot showroom. It's the perfect place to view ULC's modular student furniture product lines all in one place. With more than 30 student room mockups (plus a student apartment setup), we make it easy for you to envision how University Loft furniture will enhance student living on or off-campus at your college or university.

Plan your visit to University Loft's headquarters in the heartland, or arrange to have our Mobile Showroom at your next campus event. Contact a representative today at 800.423.LOFT (5638).



[www.uloft.com](http://www.uloft.com)





## Let our Mobile Showroom Come to You!

Can't quite get that trip to Greenfield, Indiana worked into your busy schedule? No worries. Chances are that we can bring some surprising student furniture samples to you via the University Loft mobile showroom!

While our traveling furniture showcase can't bring you all the product line samples we showcase in our Greenfield showroom, we have equipped our mobile coach with some of our most popular and requested student furnishings.

Inside the coach, you'll find dorm room and student lounge vignettes featuring ULoft's modular, solid-wood student furniture. And to get feedback

from students as well as residence life furniture buyers, we can often bring the mobile showroom to campus events like homecomings, student celebrations and ribbon-cutting ceremonies. We'll even bring the grill so students can fill their bellies while getting better acquainted with the many great products from the makers of cool furniture – University Loft Company!

So contact your University Loft student furniture representative to arrange to have our Mobile Showroom at your next campus event. Call us today at 800.423.LOFT (5638) to learn more!



### MOBILE SHOWROOM SPECS

- Height: 13' 6"
- Length: 50' 6"
- Width: 10' closed  
13' 6" open

### FEATURES

- Gas Grill
- Microwave
- Range
- Refrigerator/Freezer
- Awnings for rain/sun cover
- Bathroom/Shower
- TV/DVD







At LOFT we are always striving to find new ways to be 'Green'. For years we've made a conscious effort to be green by using environmentally farmed timber in our manufacturing practices.

We print using paper certified by the Forest Stewardship Council (FSC), which is 15% recycled and Green Seal certified.



For more information on any of the products shown here, as well as any of our other product lines please contact a sales representative today. Please note - products marked 'In Stock' are available as of this printing. Be sure to check with your sales representative for availability.

2588 Jannetides Blvd., Greenfield, IN 46140 | [www.uloft.com](http://www.uloft.com) | 800.423.LOFT (5638)



University Loft Company | Upholstery Collection | 02/2015