

AT HOME

with Alaska's premier furniture store | **Style Guide**

SPRING/SUMMER 2015
\$7.95

**Maintenance-Free
Outdoor Furniture**
Built for Alaskan Summers

**Treeforms:
An Anniversary Story**

The Future of Sleep


Treeforms
FURNITURE GALLERY



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just starting out =
selling hardwood pieces roadside



early days at trade shows



inside our first store - Wasilla



expanding to store #2 - Anchorage

An Anniversary Story

Treeforms Furniture Gallery has come a long way since we first started selling handmade, hardwood furniture in Wasilla 18 years ago. From the moment we began our small business, we've always had big dreams for the future of this company and what it can provide to our community. Our passion for our work and our love for sharing beautiful, custom home décor with our clients drives us each and every day.

From our early days spent selling pieces at trade shows and making deliveries in our pickup truck, we've been consistently committed to providing beautiful, high-quality, solid wood furniture to Alaskans. We were elated to see our first location in Wasilla met with so much success and marveled at the distances our clients would travel just to visit our store.

As our small business grew, we expanded into Anchorage in 2004 and opened a second Treeforms location to serve our growing and diverse client base. Since those early days, we've also doubled the size of our Wasilla store and increased our offerings to include some of the best quality leather and upholstery on the market. These changes gave us the ability to offer our clients a one-stop-shop for all of their home décor wants and needs.

Last year also saw significant growth for our company when we opened Mattress Galleria by Treeforms inside our Anchorage location. Mattress Galleria and its exclusive bedMATCH technology allows us to quickly and efficiently match our clients to specialty sleep solutions with ideal levels of postural support. Opening Mattress Galleria added over 7,000 square feet to our Anchorage location and now represents an exciting area of expansion for our business.

Through all of this growth, we've remained dedicated to the values that got us started, and we're just as committed to providing you with the best quality sleep solutions and furniture available. Our stores still carry the same made-in-America, Amish-crafted, solid hardwood pieces that we used to carry from trade show to trade show.

As we celebrate our 18th anniversary milestone, we want to thank our clients (old *and* new) for your continued support of our business and for allowing us into your lives through our passion for beautiful design. We know that the best is yet to come, and we can't wait to share it with you.

Lois & David Merrill

Owners
Treeforms Furniture Gallery



high quality leather added to our stores



MATTRESSGALLERIA
BY TREEFORMS

opens - Anchorage



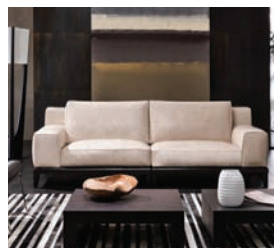
specialized sleep solutions on our
showroom floor - Anchorage



Treeforms gets a new look

Beyond the Living Room Sofa

One of the greatest appeals of leather is its versatility. Whether you dress them up or down, leather pieces add personality to any space. Depending on your style, a leather sofa or chair can be cozy and rustic or cool and contemporary. Our clients are always inspiring us with how they incorporate our 100% top-grain leather pieces into their homes in new and unexpected ways. We have seen leather seating add perfect touches of sophistication to libraries and home offices and then serve as an ideal solution for clients searching for modern media room seating. A pair of leather accent chairs can create a casual and chic sitting area in your master suite, and an oversized leather sofa can be a rustic statement piece in your family's cabin. The options with our top-quality Italian leather are limitless, and we're here to help you explore what works best within your unique home.



"Beauty makes us happy, especially when it surrounds us in the place where we feel most protected, relaxed and free — in our own home."
– **Pasquale Natuzzi**





Ekornes Manhattan



Stressless® Magic

It is our promise to you that you'll never find 'bonded' or fake leather blends inside our stores. All of our leather furniture is made with 100% top-grain leather that uses one whole animal hide, giving you furniture with maximum durability and quality.



From Norway, To You

Stressless is known the world over as a creator of modern furniture with its form surpassed only by its function – its beauty only by its comfort. Stressless offers a wide range of contemporary furniture, from classic recliners and ottomans, love seats and sofas, to fully customizable home theater seating. Recognized by stylish circles worldwide, Stressless is a distinctive Norwegian brand, designed and produced in the Sunnmøre Alps of central Norway. Employing skilled craftsmen and using only the highest quality woods, leathers, textiles and finishes, Stressless makes modern Scandinavian furniture for every taste and for every room. The Stressless philosophy is that, when it comes to furniture, comfort matters most.

Specialized ergonomic features enable your Stressless® furniture to respond to the natural movement of your body, providing superior support and comfort.



Stressless® Buckingham

Stressless® seating is available in dozens of the highest quality, top-grain leather options. Select from a wide variety of color choices to find the perfect fit for at-home relaxation.



Stressless® Kensington



Our 100% latex mattresses are made from naturally derived rubber, not foam. This gives you added support and prevents a 'sinking' feeling. For further customization, see our new line of certified organic latex mattresses.

Pure Latex Bliss Nature

The Future of Sleep

Forget everything you know about buying a mattress. Long gone are the days of 'one size fits all' when it comes to your bed. The latest wave of technology has a specialized sleep solution for every body, and customization is key.

We built our Mattress Galleria inside of our Treeforms store in Anchorage because we saw a need in Alaska for the latest, custom sleep products that tailor the way you sleep entirely to the needs of your unique body. From our certified-organic-latex mattresses to the revolutionary Octaspring® technology of our new Dormeo mattresses, we can find the right sleep solution for every body. In just 5 minutes, our exclusive bedMATCH scan finds the level of postural support you need in a mattress. From there, our trained Sleep Specialists will match you to a high-performance pillow and fit you to a customized sleep solution. Complete your master retreat with our wireless adjustable foundations and Bluetooth surround sound speakers.

We offer exclusive, specialty sleep solutions unlike any other in Alaska, because we believe that having the right tools, for the right body, results in your healthiest night's sleep.



We understand that your bed can be where reading, browsing and TV-watching takes place. As you relax, your adjustable mattress foundation works behind the scenes with wireless remotes, Bluetooth technology, ultra-quiet massage and 'zero gravity' preset positions to create your perfect, relaxing retreat.



MATTRESSGALLERIA
BY TREEFORMS

Meet our Mattress Galleria's latest addition: the TRUE HYBRID™ mattress by Dormeo. TRUE HYBRID™ ingeniously combines all the benefits of memory foam and innersprings – **while eliminating the drawbacks of both.** Come see how this mattress works to support your body in a perfect cradle for proper circulation, soothing relaxation and ergonomic alignment.



AT TREEFORMS YOU WILL LOVE DOING NOTHING.

Launching Natuzzi Re-vive, the world's first performance recliner.

A chair that is almost human, mimicking your every movement.

Flexing as you change position, supporting your body and mind in a fluid dynamic form. Recline, Relax. Love Doing Nothing.

NATUZZIREVIVE.COM



Come and experience Re-vive at Treeforms
4831 Old Seward Highway, Anchorage | Creekside Plaza, Wasilla

TREEFORMS.NET



Treeforms
FURNITURE GALLERY



Gina (Comfort Sleeper)

American-Crafted Innovation

American Leather was founded in 1990 on one revolutionary idea: custom leather furniture could be made and shipped in three weeks or less. From this innovative initial concept, the company has grown into a thriving leader in the furniture industry. Our American Leather furniture spans from the unparalleled Comfort Sleeper™ to a wide variety of customizable sofas and accent chairs designed to fit your home décor and lifestyle. Available in 100% top-grain leather and fine upholstery, each custom piece is built in the American Leather factory just outside of Dallas, Texas. American Leather's ability to harness the latest technology to create custom pieces of furniture makes it the most automated leather furniture manufacturer in North America – if not the world.



The American Leather Comfort Sleeper has no bars, no springs and no sagging. It's not only a gorgeous piece of furniture, it is the only sleeper with a patented mechanism that allows you to open and close your sleeper almost effortlessly.

The Comfort Sleeper™ is available in a range of sizes from King to Cot to ensure it easily fits into the size and style of your home. Comfort Sleepers™ can also be built with Tempur-Pedic® memory foam to give your guests blissful nights' sleep.





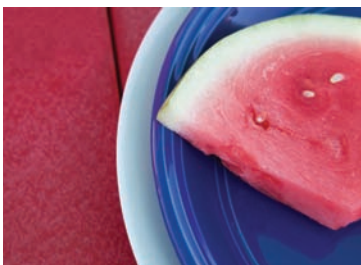
Hannah (Comfort Sleeper)



Outdoor Escapes Built for Alaskan Living

If there's one thing we live for in Alaska, it's summer days that are full of sun. While you're out barbequing, fishing, hiking and more, we know that the last thing you want to think about is the maintenance of your outdoor furniture. Worry not, for our unique line of poly outdoor furniture is built to last. Each customizable piece – from our Adirondack chairs to our dining sets – is eco-friendly, built by skilled Amish craftsmen, and **100% maintenance-free**. With skilled hands making sure each piece is built to last a lifetime, you can rest assured that your furniture won't crack, warp or splinter. Our outdoor furniture selection is even UV-stabilized to prevent fading – so it never needs repainting.

Gather your friends and family and enjoy life in the great outdoors with our wide selection of maintenance-free, customizable lounge and dining furniture. You'll find each piece to be both beautiful and comfortable, giving you an exceptional outdoor experience year-round. Rain or shine.



*Each piece of our outdoor furniture is built from 100% recycled materials, making your outdoor furniture entirely maintenance-free **and** friendly to our planet.*

Our customizable outdoor furniture pieces come in a variety of vibrant, maintenance-free paint colors and can be accessorized with cushions in a variety of highly durable outdoor fabrics.



Our beautiful outdoor dining collection has something for everyone – and every outdoor space. Choose a combination of sizes, shapes, chair styles and colors to create the perfect spot for casual meals and friendly conversation.



Trestle Bridge

Creating New Traditions

The recipe for family memories is simple: take one table, add in one meal, and sprinkle in your closest family and friends. We know that it all starts with the table, though. Our dining sets are entirely customizable and of heirloom quality so that your foundation for family get-togethers is built to last for generations. Every single one of our 100% hardwood dining sets is built by hand in the workshops of skilled Amish craftsmen. These American-made tables and chairs are designed to be beautifully functional, and they can fully tailored to your taste. Create a setting where every night is special – where your guests feel instantly welcomed at your new solid, hardwood dining table. We'll ensure that the dining set you bring home is just as unique and timeless as you and your family.



Go beyond your table to build matching hardwood pieces for your entire dining room. Create stunning, solid hardwood sideboards, cabinets and hutches to give your dining space one beautiful, cohesive style.



Olde World Justine



We make customizing your dining set easy. Simply select your table and chair style, choose from a variety of hardwood species, and then select the perfect finish and wood stain. We'll have your set built entirely around your preferences.



Kodiak

Elegance with an Edge

Take home a conversation piece to last for generations. Our unique and exclusive Live Edge tables bring the rugged natural beauty of an individual tree into your dining room. Each distinctive piece retains the character of the natural wood of your choice, while offering a bold new look to fine-dining furniture. Every Live Edge piece features unparalleled natural elegance and the rustic characteristics of your individual cut of wood. Your handcrafted Live Edge dining set is entirely made-to-order, exactly to your choosing. From the hardwood species to the stain and finish, the end result is a natural masterpiece that can never be duplicated.



Our Live Edge collection is available in a wide variety of hardwood options to give you the exact look you want. Select from walnut, cherry, maple, redwood, elm and more to give your dining room a one-of-a-kind piece of natural beauty.



With our home theater seating, you get patented Stressless® systems that let you recline your seat and adjust your headrest and lumbar support for perfect comfort. Not only does our media room seating look great, it's also functional and smartly designed.

Entertainment Inspiration

When it comes to at-home entertainment, a functional and comfortable media room is essential for any family. Whether you want to indulge in a favorite show, watch the game with family and friends or have a movie night in, you have the power to design a media space with the perfect balance of form and function. Select from a wide variety of solid hardwood entertainment centers to accommodate your favorite big-screen and all of your tech gadgets. You get to choose the unique wood species and stain used to create your custom furniture, so matching your entertainment center to existing furniture or creating a brand new style is easy. When it comes to seating, we believe that you can never be too comfortable. That's why we offer a selection of recliners, sofas and theater seating that feature state-of-the-art technology designed to enhance your relaxation. With a little inspiration, you can create a space for your family to enjoy the ultimate viewing experience.



Work Beautifully

Loving what you do for work is essential, but we think loving *where* you do it is just as important. A functional workspace at home or in the office can improve productivity, organization and the overall experience throughout your day. Draw inspiration from your daily life to design a custom office you're happy to create in every day. Add your personal style to your workspace by choosing the design, wood species, stain and finish of your desk, cabinets, chair and filing cabinets. Or, choose from a selection of beautiful solid hardwood in-stock pieces from our showrooms to give your office a new look. Each piece of your furniture will be 100% solid hardwood, crafted by skilled Amish craftsmen, and give you a space you'll love to spend time in.



When you customize your office furniture, we ensure every detail meets your workspace needs. We can place a hole and grommet for your computer's cords in convenient spots on your desk, install task lighting and add adjustable shelving.



Increase the sophistication and functionality of your office by adding glass doors to your cabinets. Beautifully crafted glass doors are a simple way to impact the overall look of your workspace.

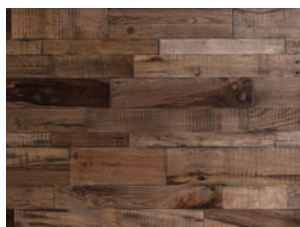
Justine



Bina Gonzo

Modern Design with History

We know your style is always evolving. The latest additions to our showrooms feature a beautiful combination of reclaimed materials to give you effortlessly chic décor options. From bookcases to end tables and entertainment centers, each piece has its own distinct history. Time-tested craftsmanship and one-of-a-kind repurposed materials give you a striking, exceptional selection of pieces. Our furniture uses natural, repurposed materials from all over the world to create unparalleled furniture with its own unique story. Combine different pieces from our collection to give your home rustic elegance and laid-back luxury. You'll find that each piece adds character and refined charm to your lifestyle.



We encourage you to mix and match our reclaimed pieces to give your home a fresh look. Each piece is designed to complement your style, while adding new flair to your décor.

Our selection of reclaimed furniture is ever-growing. These sustainable, environmentally friendly pieces are inspired by the latest design trends all over the world. We'll work with you to bring these natural and unique materials into your home to create a space reflective of your style.





Harlow Lamp

Shadow Table

Crosby Table



Floor to Ceiling Design

When selecting your décor, don't forget that accent pieces are what make a house feel like a home. Treasures from your travels and pieces with pops of color add personality into any living space. A simple and effective way to make your home feel beautifully lived in is to add character through lighting and accent rugs. The way a room is lit and the comfort you feel under your toes have the power to instantly transform your space. If you're looking to add a warm glow to your bedroom, or a comfortable play space in a family room, we're here to help you find the perfect accents for your home – from floor to ceiling.



Natural fiber rugs have exploded in popularity, and we can see why. These beautiful rugs are made from natural materials like coconut husk, reeds, seagrass and more. Each is woven into beautiful patterns to give your home an earthy, elegant look.

Create with Color

As we Alaskans prepare for sunshine and look forward to summertime entertaining, you may find yourself wanting to refresh your home décor to be in line with the seasons. Beautiful, lively colored upholstery can instantly enhance your environment. Renew a room's energy through our selection of fine upholstered furniture; our collection of quality upholstery is available in hundreds of contemporary and traditional styles and thousands of stunning fabric options. Design a highly customized piece, or add simple, comfortable flair to your home's décor. Through exciting colors and patterns and timeless furniture styles, it's never been easier to give your home new life.



Don't be surprised if you start seeing red – the 2015 Pantone® Color of the Year is 'Marsala', and it's everywhere in home décor. This warm, earthy color can be used in any room of your home to create an inviting and sophisticated statement.



Belaire

Each of our fine upholstered pieces is American-made. This means with any purchase of your artfully designed and upholstered furniture, you're supporting American businesses with a commitment to quality.





Matthew

A Calm Retreat

We know that your bedroom is where you spend your 'you time' to relax and unwind from your day. Such an important space should be infused with your personality from top to bottom to create your perfect retreat from the busy world. Bring your ideal bedroom to life through our selection of custom, heirloom-quality, solid hardwood bedroom furniture that's made in America and built to last. Not only can you design a custom bedroom by choosing from a selection of styles, hardwood species and stains, you can also rest easily knowing that each piece is hand-built by skilled Amish craftsmen who take pride in giving you the best quality of furniture available.



Looking for an easy way to increase bedroom storage? A selection of our beds can be crafted with built-in under-bed storage for hiding away seasonal items, extra linens, and more.







Imperial



As the weather gets warmer and you start to seek storage for your favorite blankets and quilts, consider creating a solid hardwood blanket chest. You can customize your chest to match existing furniture or design something entirely new.



STORE LOCATIONS

4831 Old Seward Highway, Anchorage

Creekside Plaza, Wasilla

Phone: 907.332.9350 | 907.357.9350

treeforms.net

STORE HOURS

Anchorage

Monday - Friday: 10am - 7pm

Saturday: 10am - 6pm

Sunday: 12pm - 6pm

Wasilla

Monday - Friday: 10am - 6pm

Saturday: 10am - 6pm

Sunday: 12pm - 5pm

