

DM

SEATING



PRODUCT CATALOG



AutoQuotes

DM SEATING MFG. 1040 MARIETTA INDUSTRIAL DRIVE | MARIETTA, GA 30062 | 678.495.1417 | INFO@DMSEATING.COM



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THE DM SEATING DIFFERENCE



OVER TWO DECADES OF SATISFIED CUSTOMERS

Large chains or small dealers, we always satisfy our customers.
You get what you want, when you want it.

A COMMITMENT TO QUALITY

We build every product to last.
No shortcuts.

LIFETIME WARRANTY

We back our web based booth design with the industry's
only lifetime seat & frame warranty.

COMPUTER ENGINEERED DESIGN

Our booths are designed and cut to exact specifications.
All are based on our virtually indestructible 'UNI-FRAME' construction.

STANDARD OTHERS CALL OPTIONS

Our base designs include full 48" lengths, crumb strips, both
end caps and an extra tall ABS textured plastic kick-plate.

MORE THAN JUST BOOTHS

We have in-house finish, mill work, installation, metal shop capabilities and designers.
DM can handle as little or as much as you need.

100%
made
IN THE
USA



UPHOLSTERED BOOTHS

DM SEATING



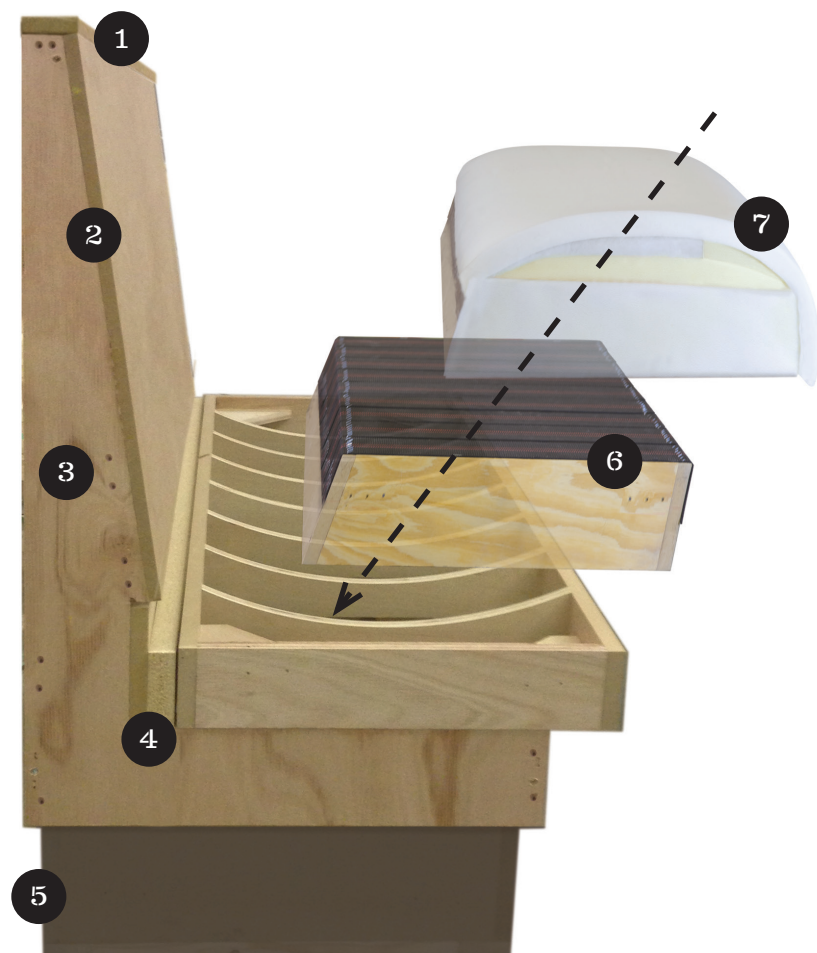
UPHOLSTERED BOOTHS



“Every booth is built to last & every experience is tailored for comfort.”



UPHOLSTERED BOOTHS



THE DETAILS:

- 1 48" Design Starting Point
- 2 Uni-frame "L" Construction
- 3 Screwed & Glued at Every Joint
- 4 Integrated Crumb Strip
- 5 Tall ABS Plastic Kick Plate
- 6 Lifetime Web Seating
- 7 Double-Thick 3" Foam

BUILT BETTER FROM THE INSIDE OUT.

Our basic upholstered booth delivers style and upper-class comfort with versatility that can be customized to fit any restaurant theme. Unlike our competition, our booth frames are cut in a single slice to prevent any unwanted movement. We don't depend on pin nails because every connection is corner blocked, glued and screwed into a permanent connection. And our crumb strip is even a component within the construction of our booths, making cleaning

easier and adding comfort. To ensure that the booth fits tight against the wall, each one includes our 7 3/8" indestructible kick plate. We're happy to say that our web seat is both comfortable and made to last forever with a built-in warranty. Simply put, it will never rust, squeak or sag! Just to ensure a great experience, we double the foam on the seat to double the comfort for your guests. But just so you know, we customize any booth design to fit your specific needs.



READY TO DESIGN?

CUSTOMIZING IS WHAT WE DO. FOLLOW THE STEPS BELOW TO SELECT FEATURES AND CREATE YOUR BOOTH.

1 PICK A BACK STYLE:



2 PICK A BACK HEIGHT:

- ☐ 36" Standard
- ☐ 42" Tall
- ☐ 48" Tall

Button Tufted backs are not available in a pullover style double booth.

3 PICK AN UPHOLSTRY STYLE:



4 PICK AN UPHOLSTRY & GRADE:

- ☐ Vinyl
- ☐ Fabric

Once an upholstery is chosen, see additional swatches within the binder to select a grade. Any extra or custom fabric must be discussed with DM Seating. Price points vary.

5 PICK BOOTH QUANTITIES:



6 NOW LET'S ORDER:

Once you've designed your booth, it's time to order. Work with your sales representative, or for questions about design options, contact DM Seating directly.



WOOD BOOTHS

DM SEATING



WOOD BOOTHS



WOOD BOOTHS



HAND-CRAFTED TO PERFECTION

We take the same great Upholstered Booth process and apply it to our Wood Booth products to reach perfection and design consistency. DM Seating is devoted to quality, where shortcuts aren't an option. Every booth is computer engineered, glued, screwed and corner-blocked.

Our Wood Veneer Booths are available with or without seat pads in a variety of finishes. The wood finish is stained by hand with multi-coat catalyzed lacquer finish. We use birch veneer MDF and wood components to create our booth. Maple and Oak are available upon special request.

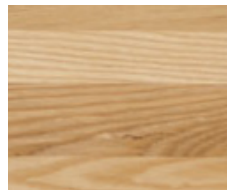


READY TO DESIGN?

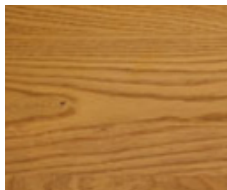
CUSTOMIZING IS WHAT WE DO. FOLLOW THE STEPS BELOW TO SELECT FEATURES AND CREATE YOUR BOOTH.

1

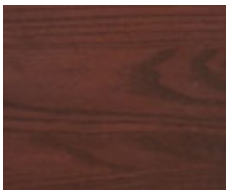
PICK A FINISH:



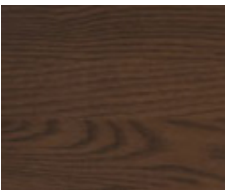
Natural



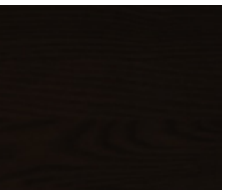
Cherry



Dark Mahogany



Walnut



Black

2

PICK AN SEAT STYLE:



Seat Pads



Wood Only

3

PICK BOOTH QUANTITIES:



Single



Double

4

NOW LET'S ORDER:

Once you've designed your booth, it's time to order. Work with your sales representative, or for questions about design options, contact DM Seating directly.



CHAIRS & BARSTOOLS

DM SEATING



CHAIRS & BARSTOOLS



“Every booth is built to last & every experience is tailored for comfort.”





WHAT YOU WANT. WHEN YOU WANT.

It's about more than just booths. Whether you imagine restaurant goers waiting at the bar or dining in a chair, we've got you covered. DM Seating is proud to claim over two decades of service, along with a heap of satisfied customers. With that said, if you're looking for a bench, you can choose from

an upholstered or wood option. Our Wood Waiting Bench is available with or without seat pads, or even with custom engraving. DM Seating chairs and barstools are built using the highest quality beech wood (40-year aged beech wood to be exact) or heavy-duty steel—both provide extreme durability.



READY TO DESIGN?

+ CUSTOMIZE YOUR CHAIR OR BARSTOOL

1

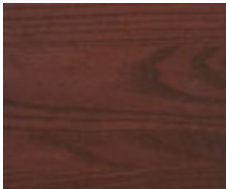
WOOD CHAIRS & BARSTOOLS | PICK A FINISH:



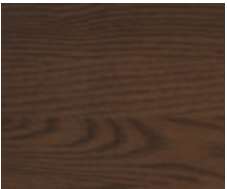
Natural



Cherry



Dark Mahogany



Walnut



Black

2

PICK A STYLE:



Windsor Chair



? Chair



? Chair



? Chair



? Chair



Windsor Barstool



? Barstool



? Barstool



? Barstool



? Barstool

3

METAL CHAIRS & BARSTOOLS
PICK A FINISH:



Black Powder



Gloss Clear

4

PICK A STYLE:



? Chair



? Barstool

5

NOW LET'S ORDER:

Once you've designed your chair or barstool, it's time to order. Work with your sales representative, or for questions about design options, contact DM Seating directly.

TABLE TOPS & BASES

DM SEATING



TABLE TOPS & BASES



TABLE TOPS & BASES



COMMITMENT TO QUALITY

To add to our seating diversity, we also offer table tops and bases. Our table tops vary from laminate options to solid wood, including different shapes and dimensions to fit your spatial needs. Within the laminate category, you can choose from three different styles—each one being hand-

crafted within the DM warehouse. Our solid wood tops feature regionally-dried American Ash, cut and glued to ensure a long lasting product that holds its shape for years. Our table bases are welded with the highest quality, and install in minutes. All bases include levelers and self tapping screws.



READY TO DESIGN?

CUSTOMIZING IS WHAT WE DO. FOLLOW THE STEPS BELOW TO SELECT FEATURES AND CREATE YOUR TALBE.

1 PICK A LAMINATE TOP STYLE:



Vinyl T-Mold



Laminate Self-Edge

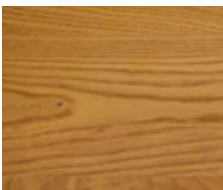


Laminate Wood-Edge

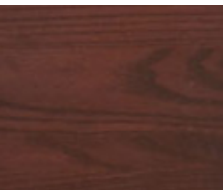
2 PICK A WOOD FINISH:



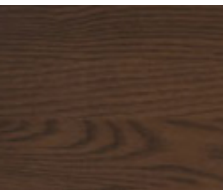
Natural



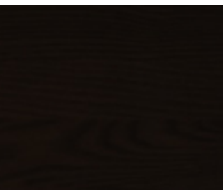
Cherry



Dark Mahogany



Walnut



Black

3 PICK A BASE:



2-Prong



4-Prong



Round Disk

4 PICK A HEIGHT:

☐ Standard

☐ Bar

5 NOW LET'S ORDER:

Once you've designed your booth, it's time to order. Work with your sales representative, or for questions about design options, contact DM Seating directly.



MILLWORK

DM SEATING



MILLWORK



DON'T FORGET

WAIT BENCHES, HOST STANDS, POS STATIONS, WAITER STATIONS, TRASH RECEPTACLES & CONDIMENT STATIONS

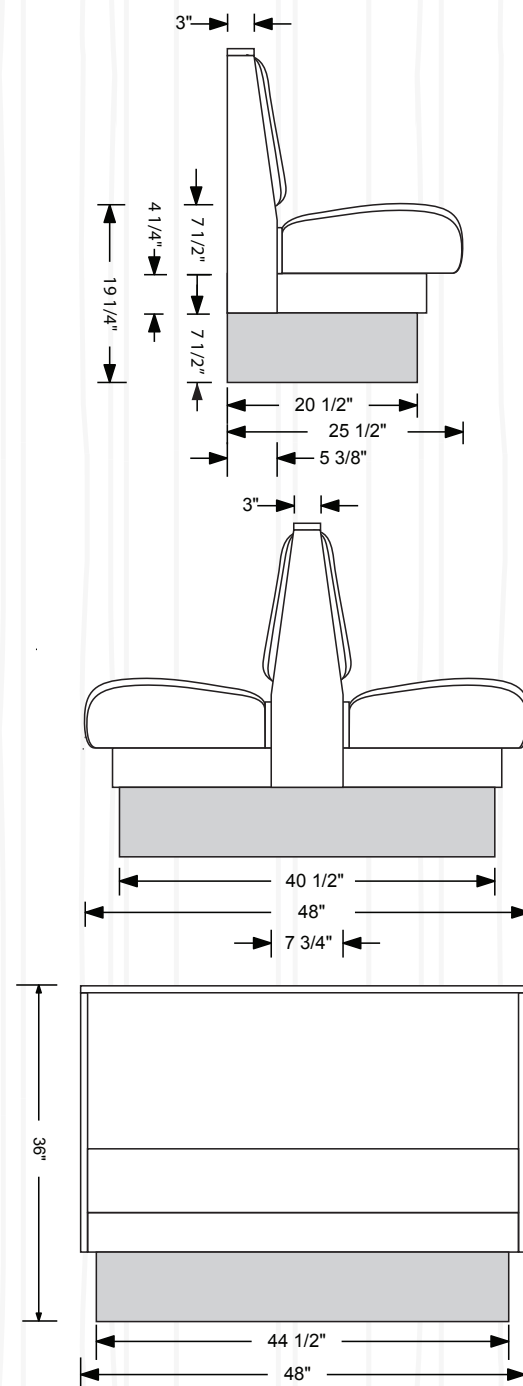
DM SEATING



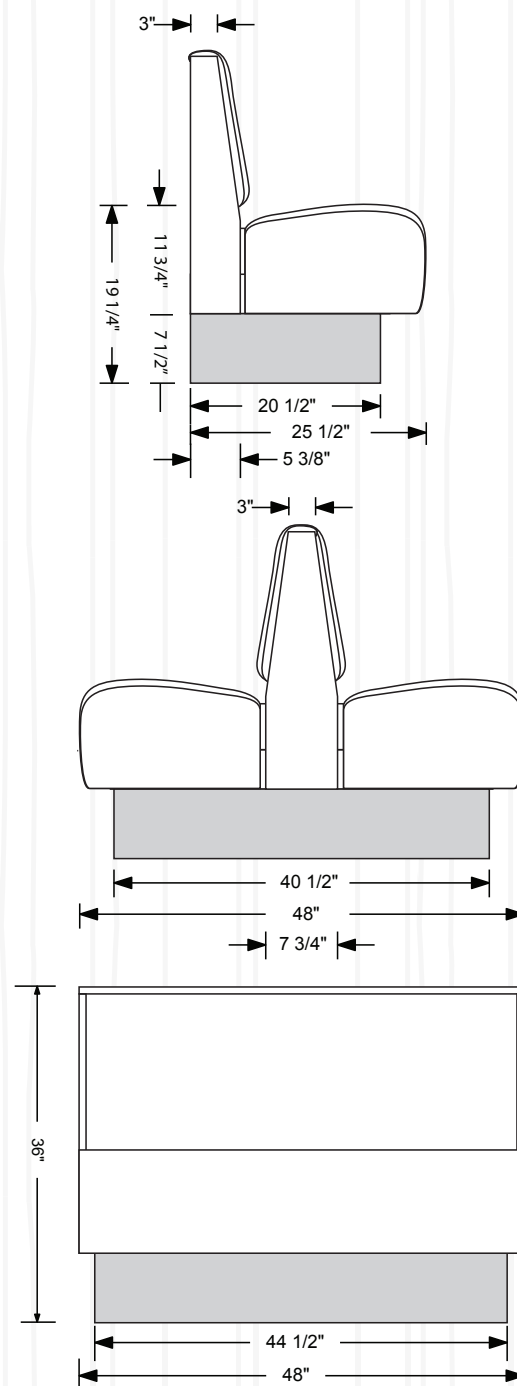
UPHOLSTERY

STANDARD SEAT

Dimensions indicated are based on finished pieces and will vary due to fabric and padding differences.



TALL SEAT



UPHOLESTERY GRADES

UPHOLSTERY VINYL GRADES FABRIC GRADES

Grade 4

- Keystone: Jackson
- Enduratex: Armada
- Spradling: Floridian

Grade 5

- Keyston: Revolution
- Enduralex: Independence 2

Grade 6

- Keystone: Olympus
- Keystone: Pebble
- Keystone: Torrey
- Enduralex: Eclipse
- Enduralex: Predictions
- Enduralex: Prizm
- Enduralex: Visions
- Spradling: Patriot Plus

Grade 7

- Enduralex: Grand Vista
- Enduralex: Ossie
- Enduralex: Santa Fe Suede
- Enduralex: Surrey
- Naugahyde: Spirit Millennium
- Boltaflex: Colorguard 2000

Grade 8

- Enduratex: Gran Reserva
- Naugahyde Zodiac

LINKS

- <http://dougind.com>
- <http://endurates.com>
- <http://keystonbros.com>
- <http://spradlingvinyl.com>
- <http://wilsonart.com>

Grade 6

- Douglass: Smart Choice

Grade 7

- Douglass: Amenities

Grade 8

- Douglass: Connoisseur

Grade 9 (grade 8 plus 19%)

- Douglass: Best of Suite Style
- Douglass: Crazy for Crypton
- Douglass: Green Crypton
- Douglass: Green Passages
- Douglass: Presidio
- Douglass Salon (new)
- Douglass: Transitions

Grade 10 (*grade 8 plus 37%*)

- Douglass: Greenbrier

WILSONART LAMINATE

Standard

- Wilsonart: -38 Fine Velvet Texture
- Wilsonart: -60 Matte Finish

Premium 1

- Wilsonart: -01 High Gloss Finish
- Wilsonart: -07 Textured Gloss Finish
- Wilsonart: -18 Linearity Finish
- Wilsonart: -52 Quarry Finish
- Wilsonart: -78 Fine Grain Finish

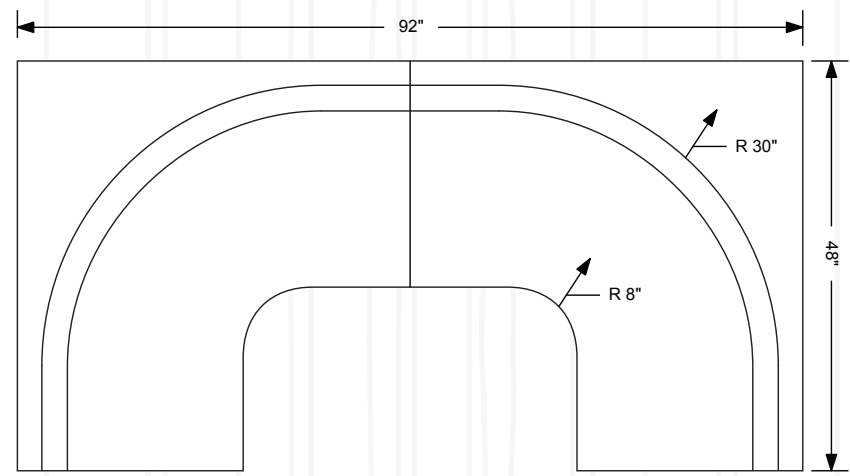
Premium 2

- Wilsonart: -35 Mirage Finish
- Wilsonart: -45 Facet Finish
- Wilsonart: -55 Glaze Finish

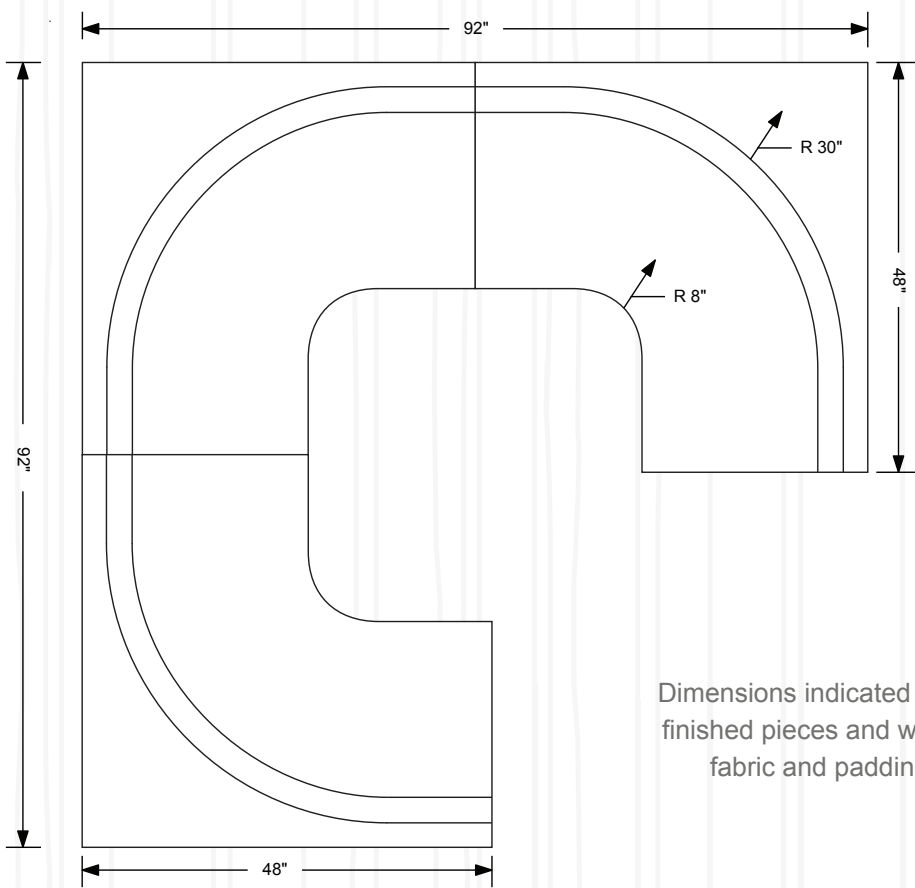


SPACE PLANNING

1/2 CIRCLE - STANDARD UPHOLSTERED BOOTH



3/4 CIRCLE - STANDARD UPHOLSTERED BOOTH



Dimensions indicated are based on finished pieces and will vary due to fabric and padding differences.

SPACE PLANNING

WHY BOOTHS?

- In addition to more privacy and comfort, booths tend to add warmth (and revenue) to the front of the house.
- The deep cushion keeps your guests comfortable. The added comfort of booths, keeps your guests staying longer - spending more.
- Booths are available in single, double, 1/2 circle, 3/4 circle and wall benches. Using a wall bench with small tables allows easy conversion from couple settings, to large parties.
- Booths provide more seats than tables in the same space. The square inches of floor space used for a 4 person booth is just over 3,000, while the square inches for a 4 person table can exceed 5,000. That equates to 30% more revenue per seating in a packed house.

BOOTH SPACE TIPS

- A standard layout allows the table edge to align with a small overlap over the outer edge of the booth seat.
- If using 30" wide tables, then booths require 72" from center to center of top caps. This provides a standard 17 inches of "belly room".
- Adjusting to 74 inches allows a more relaxed 18" of "belly room".
- If using 24" wide tables, the space between booths should be reduced to 66" between the center of top caps.
- Note: Due to limited leg room, cantilever bases are recommended when using 24" tables with booths.

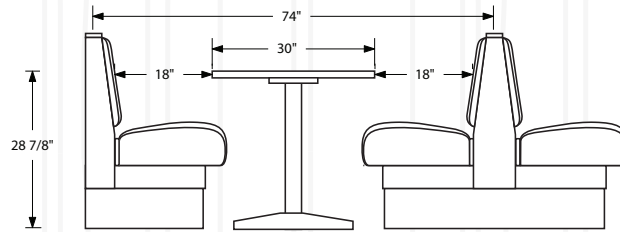
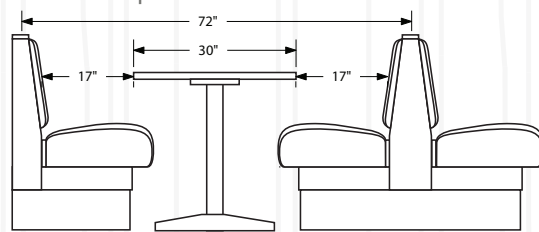
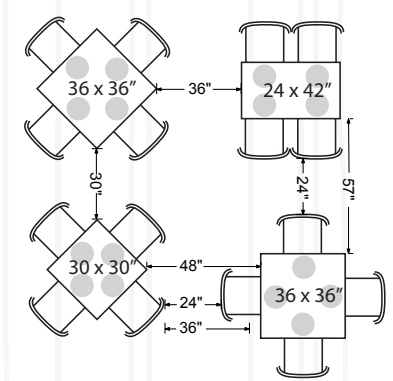
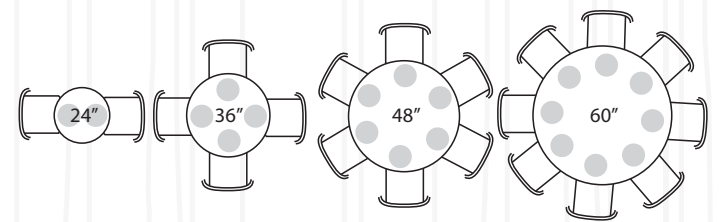


TABLE & CHAIR SPACE TIPS

- The architectural standard for dining suggests that 300 square inches table space be allowed per diner.
- 24" table width is a minimum, suitable for a diner. 30" is the standard width. Dining with platters in the center should consider 36" widths.
- Note, in a booth, that a 24" table's column only allows 10.5" for the patron's feet as the slide over. Cantilever Bases are recommended for booths with 24" table widths.
- Shading representing 10" plates are shown on the diagrams below.

aisle widths

- Wait staff aisles can be 24" to 30", with service/main aisles 36".
- Allow square inches per seat for:
Banquet (close seating): 96-120 sq/in per person.
Casual Dining: 120-144 sq/in per person
White Tablecloth: 144-168 sq/in per person
- Shading representing 10" plates is shown on the diagrams below.



TERMS & CONDITIONS

ORDERING

DM Seating Mfg. sells all products via dealers, designers, contractors and consultants only.

We are happy to assist anyone with layout, design, factory tour, planning and quoting. DM Seating will also provide a referral to a dealer/consultant in the customer area to expedite the customer order.

THE PROCESS

- Send purchase orders to**
Email: PurchaseOrder@DMSeating.com
Fax: 678-495-1422
Mail: 1040 Marietta Ind. Dr., Marietta, GA 30062
- 1. Watch for requests to complete “missing information and questions” from DM Seating.** Orders are not scheduled until all questions have been answered including TBD/TBA notes. This includes all sizes, fabrics, layout, material direction, colors, quantity accounting/pricing and shipping information.
- 2. Review the customer acknowledgement for errors/issues.** DM Seating order acknowledgments are created from customer purchase orders and are considered written agreements to perform all work as specified. We are NOT responsible for acknowledgment errors unless noted within 24 hours of sending the order acknowledgment.
- 3. Ensure all payments terms are met.** Accounting must release all orders for them to proceed into production. The customer can send email to Accounting@DMSeating.com to check the customer account status and setup payment terms if needed.
- 4. Notify DM Seating of any changes ASAP.** Changes while in production can be expensive and usually will change the shipping date. The customer is responsible for all costs incurred by DM Seating for any changes during production.

PRICING INFORMATION

All list prices shown are manufacturer's list prices, in US dollars, FOB DM Seating Mfg. in Marietta, Georgia or Norcross, Georgia, or Harrison, NJ. Pricing includes, assembly (except table bases), normal packaging, cartons and pallets.

ACCOUNTS & CREDITS

CREDIT TERMS: DM Seating MFG offers discounted net terms to approved dealers, designers, contractors and consultants. DM Seating accepts payment via American Express, Mastercard, Visa, Check, Cash, Money Order or Wire Transfer.

NEW ACCOUNTS: New accounts (before final account approval) require 50% advance payment with the order before production scheduling takes place. Full payment, or final approval of terms is required 3 days before the shipment date.

QUOTES / CHANGES

All quotations by Factory or Representatives are for a period not to exceed 60 days unless extended in writing.

CHANGES / SPECIAL REQUIREMENTS: Changes while in route, or customer's failure to specify all delivery requirement(s) will result in additional freight charges to the customer.

Note: Drivers are under no obligation to assist with off loading.

COM: CUSTOMERS OWN MATERIAL

DM Seating is NOT responsible for COM material.

All COM packages must be clearly marked on the exterior with Company name, Purchase order number and/or DM Seating order number.

WARRANTY AND RETURNS

BOOTH LIFETIME WARRANTY: DM Seating Mfg. warrants all DM Seating booth product frames, webbing and construction to be free of manufacturer defects for the life of the product.

DM Seating's warranty responsibility is limited to the cost of replacement or repair (at DM Seating's discretion) of the DM Seating Mfg. products. FOB Marietta, GA.

Upholstery and foam are covered via their original manufacturer's warranties only.

CHAIR, BARSTOOL, TOP and BASE: 1 YEAR LIMITED WARRANTY: DM Seating Mfg. warrants all chair frames, barstool frames, tops and bases purchased via DM Seating Mfg., to be free of manufacturer defects for the life of the product.

DM Seating's warranty responsibility is limited to the cost of replacement or repair (at DM Seating's discretion) of the DM Seating Mfg. products. FOB Marietta, GA.

Upholstery and foam are covered via their original manufacturer's warranties only.

NON-WARRANTY RETURNS: Used or custom products cannot be returned. No product may be returned for credit or exchange without prior written authorization from DM Seating Mfg. Approved returns are subject to a minimum restocking and handling fee of 25%, and freight prepaid.

WOOD STANDARDS & REGULATIONS: U.S. Commercial Standards/Regulations require us to advise the customer that a wood product may experience some degree of warpage and thickness variation. We do not warranty warpage.

WARRANTY CLAIMS: DM Seating Mfg. is not responsible for warranty claims reported after 30 days from first recognition of the issue by the enduser. Once a claim is processed, DM Seating will work directly with the enduser to satisfy all warranty claims. All warranty claims must be provided in writing on a DM Seating Mfg. Warranty Evaluation form.

In all cases, normal wear and tear is not covered by the warranties.

GENERAL INFORMATION

FREIGHT CLASS INFORMATION

Freight class is a rating based on density and/or the NMFTA system of storability, density, stowability, handling and liability. Use of freight classes ensures that carriers get proportionally compensated for lighter products that use up a lot of space. Furniture by nature, is going to have a lower density, and a higher freight class (costing more per pound).

NMFTA Carriers will use the NMFC Code to determine class. Non-NMFTA carriers will use density.

Standard freight classes based on density and NMFC for DM Seating restaurant furniture are as follows:

Item	Density	NMFC	Density/NMFC
Booths	2-4	27880-1	250 / 150
Wood Barstools	2.41	80580-3	250 / 250
Wood Chairs	4.59	80580-4	250 / 150
Metal Barstools	2.85	80580-3	250 / 250
Metal Chairs	4.17	80580-4	200 / 150
Trash Receptacles	4.02	39270-3	200 / 150
Table Tops	15-22	83620-2	85 / 70
Table Bases	22.68	82790-9	85 / 70

* Freight Quotations are valid for 15 days

FREIGHT & HANDLING

DM Seating Mfg. ships within the continental United States only. Orders can ship freight collect, prepay and add, or 3rd party as specified.

At DM Seating, we take great pride in our products. Getting it onsite, in perfect condition is a priority in the process. We work to provide the best balance between strength and cost in packaging. This ensures that our customers get the very best value for their dollar.



CUSTOM DESIGNS

Standard booths can be made to special sizes, angles, trim, cutouts, seats special sewing, etc.; we welcome your special requests.

All circles and banquettes are standard with unfinished outside backs - if some are to be finished - please specify and add cost of outside back panels.

When circles, banquettes, curvettes, or any specials are ordered, always send plan with "Written In" dimensions. DM Seating Mfg. will also custom manufacture to your specifications.

Our Design Staff will assist you in meeting your customer's special needs. Please allow sufficient time to finalize the design and fabrication of special units.

- Construction Sites | Individual (mini) Storage Units
- Military Bases | Military Installations | Prisons

DAMAGE AND FREIGHT CLAIMS

It is customers' responsibility to inspect the entire delivery and report issues to DM Seating within 5 days of receipt.

DM Seating Mfg. accepts no responsibility for freight related issues reported 6 or more days after receipt of shipment.

3RD Party Shipments: DM Seating accepts no responsibility for freight related issues with third party carriers.

VISIBLE DAMAGE: To prevent additional charges... DO NOT REFUSE THE SHIPMENT.

Note all damage on the delivery receipt before signing for goods.

Keep a record of driver's name and anyone the customer may talk with at the carrier.

CONCEALED DAMAGE: Original packaging must be kept for the carrier, or the claim will be voided.

FREIGHT CLAIM PROCESSING: Any claim against DM Seating or the carrier for damaged goods must include appropriate damage notation on delivery receipt, photos and signed verification within 5 days of delivery receipt.

Using DM Seating's Warranty Evaluation form will expedite the process (available via the online sale resource center at DMSeating.com).

ADDITIONAL FREIGHT CHARGES

In addition to transit costs, additional charges are incurred for freight services, and delivery options. If these were not specifically indicated on the purchase order/quote, they will be invoiced subsequently.

- Special Crating or Blanketing Requirements
- Limited Access Charges, Delivery Appointments
- Liftgate, Unload Assistance, Inside Delivery
- Extended Unload Times

Additional delivery options include: Re-delivery, Storage, Re-consignment, Call-ahead notification, Inside Delivery, Lift-gate, Weekend Delivery, Driver Off-loading labor, and Limited Access.

In addition to commercial establishments not open to the walk-in public during normal business hours, limited access areas include:

- Residential | Apartments | Non-commercial
- Hospitals | Schools | Churches | Fairs | Carnivals



DM SEATING, MFG
<http://DMSeating.com>
1040 Marietta Industrial Dr.
Marietta, GA 30062
678-495-1417
678-495-1422 fax

