

## A Bit of Brass Beds of Virginia History

After refurbishing and restoring old brass beds for several years, in 1975, we began making new brass beds. Our guiding goal was to incorporate the time-tested workmanship construction of the old beds with today's materials and equipment, in order to provide a durable bed at a fair price, one that we could guarantee to last.

Iron beds were introduced in 1984 and over the past decade and a half have become the dominant product that we offer. Our philosophy, as with the brass beds, remained dedicated to the principle of quality and value and our designs continued to be faithful replicas of some of the finest the past had to offer.

After the years of offering white and off white finishes, in the late 80's, early 90's, we introduced darker finishes on the iron beds, with artistically painted accents and patinas, leading the industry in a new direction.

In the mid 90's, we introduced a transitional look, combing a touch of tradition with a clean contemporary flair.

Recently, we made our seventh move in twenty-seven years, into a new facility, so that we may continue to expand our product offerings, control cost, and still make a quality-handcrafted product.

In constructing our beds and accessories, we use primarily cold roll steel, heavy gauge tubing, in both brass and steel, and solid bar stock. Cold roll steel has higher tensile strength and therefore will not dent or bend as easy as hot roll steel. Coupled with our interlocking rail system that is actually part of the bed, the result is a sturdy, durable product that should give you many years of good service.

All of our beds and accessories are powder coated in an environmentally friendly process, resulting in a chip and scratch resistant coating.

Design and finish, along with sound construction makes Brass Beds of Virginia unique. Carefully we pick from many potential designs, only a few that we feel will satisfy the taste of our customers. For that reason, the majority of our designs are simple, enduring and with the right finish, have the versatility to work with any array of decors. Style, not trend or fashion, rules our design philosophy, therefore many of our best selling beds have been in the line for 10-15 years. We will continue to introduce new offerings that fit with this criterion.

Our beds and accessories are made to order and have considerable amount of hand workmanship. Each sold order is tracked through our shop with both the store and customers name on the job ticket, so each is actually made for you.

All of our beds and accessories are crafted in Richmond, VA

Pat Hudgins  
President

## **BRASS BEDS OF VIRGINIA HAND PAINTED BED FINISHES**

Brass Beds of Virginia is one of the few manufacturing companies remaining that builds all of their products to order. By having your bed custom built you are able to choose the style, size, footboard, frame height and color finish. Many of the finishes are actually hand painted. These include the Verde finish, several marbleized finishes, and any of the distressed finishes.

Each finish is hand applied by our experienced staff and at any time we may have 3 to 6 different artisans painting beds and tables. Brass Beds of Virginia does strive for uniformity between finished but each artisan has their own style. Each bed finish may differ slightly in color density and application technique. Therefore your bed may appear different from our paint sample or floor model bed. Paint colors used for these finishes do not change, but the amount, density and application technique may be different from artist to artist. No two beds are ever exactly alike.

If slight variances in finish appearance would create a personal concern, we suggest you may wish to consider a standard color finish. These powder paint finishes are one uniform color and will be the same every time.

Brass Beds of Virginia feels the beauty of a handcrafted finish is its unique individuality. Each bed is truly one of a kind! We hope that you'll appreciate the difference too.

## **BRASS BEDS OF VIRGINIA WARRANTY**

**At Brass Beds of Virginia our attention to detail and craftsmanship results in heirloom quality Brass and Iron beds. We take great pride in our work and proudly guarantee all of our beds for life against defects in workmanship and materials.**

**Your most recent purchase from Brass Beds of Virginia is guaranteed for your lifetime as the original owner against all defects in materials and workmanship.**

**Finishes and coatings applied to metal beds are guaranteed for a period of one year under normal use. Some finishes, if exposed to direct sunlight over time, may fade and the warranty on the finish will be invalidated under these circumstances.**

**This warranty will not apply to damages resulting from abuse or mistreatment of the bed. (Damage resulting from abuse or mistreatment can be repaired in most cases at a nominal cost.)**

**Customization, alteration, repair, or refinishing of Brass or Iron Beds by anyone other than Brass Beds of Virginia voids this warranty.**

**This warranty does not cover glass used for tables, mattresses or box springs, link springs, or pop-up trundle units.**

**Brass Beds of Virginia will repair or replace, exclusive of transportation, beds shown to have defects in materials or workmanship, subject to the conditions above. Claims for repairs and replacement can be made through a local dealer of Brass Beds of Virginia, or directly to Brass Beds of Virginia.**

## ADVERTISING

BBV will provide to you, at no cost, the below material to aid in your advertising of the beds.

Print material on a disc.

- 1) Catalog photos
- 2) Ad shots
- 3) Finish photos

Postcards; Blank on back so you can write or print your own copy for:

- 1) Direct mail
- 2) After sale follow up
- 3) Thank You Notes

Radio

Several radio spots on cassette that could be tailored for you. These have worked well in some markets.

If you want to increase your bed sales, you have to make sure your customers are aware that you have the beds and are aware of the quality.

Please call so we can help you improve your bed sales by supplying you with the proper material that you need for improving bed sales.

**BRASS BEDS of VIRGINIA:** Quality, handcrafted metal beds built to last, to be an heirloom. Let us make your bedroom different; since our beds are bench-made, to order, you will have a bed unlike the others, because ours are not found everywhere. You may choose between **BRASS, IRON, and STEEL**, traditional or transitional, and you pick the style, configuration, and finish to fit your décor. For thirty years, **BRASS BEDS of VIRGINIA** has been making fine beds in Richmond, Virginia. 1-800-409-0340  
[www.brassbedofva.com](http://www.brassbedofva.com)

## Brass Beds of Virginia Policy on Freight Damage

All beds and accessories shipped by BBV are individually inspected and packaged carefully to insure that our customer receives their bed in good condition.

\*Upon receipt, the package should be **thoroughly** inspected. Any visible damage to packaging or merchandise should be noted on the freight bill before signing for the delivery. The customer has the right of refusal for the package if there is presentable damage. The merchandise would then be returned to BBV to be examined and repaired if necessary, and/or file the claim with the freight carrier. Even if it is a slight hole or part of a side is missing, it must be noted on the freight bill if you accept. If the package is damaged and the contents are not, or you think you can fix minor damage, that must be noted on the bill of lading as well. Once the bill of lading is signed, the customer is liable for any damage that is found and not noted on the bill of lading.

Damage claims are the responsibility of the recipient of the freight, **NOT Brass Beds of Virginia**. While our products are properly packaged, it is possible, especially on drop shipments to have "concealed damage," so BBV recommends that before signing for the freight, your customer should remove all merchandise from the carton and inspect each piece thoroughly with great detail. Freight companies will not pay a claim for concealed damage, if the customer signs the bill of lading without inspecting the product or noting on the bill of lading there could be concealed damage due to condition of the box. Brass Beds of Virginia will not be liable in any way. It is the recipient responsibility to inspect freight before signing the bill of lading.

We will be glad to answer any questions you have in regards to filing a claim, but as the recipient, it is your responsibility to file the freight damage claim with the carrier, as long as you signed for the goods.

We also want to point out that it is **not** the freight carriers' responsibility to unload the freight off the truck, nor is it their responsibility to take it into your store, warehouse, or customer's home. If your customer wants their bed to be drop shipped, it may be beneficial to find a delivery service in their area to have their bed delivered to and have the service bring the bed to the customer's home and set it up. The cost between a residential delivery and delivery service and set up probably are not a whole lot different.

**Drop shipments:** If your customer decides to have their bed drop shipped, make sure that there will be not be a problem for the carrier to be able to deliver it to their house.

**Note:** Most carriers have 45 foot trailers. We recommend that the attached form be given to all customers who are going to have a bed drop shipped to their home, before the product is shipped. They need to be aware of our policies.

# Assembly

Our beds are put together using a tongue-in-groove method of construction. This frame means that the side rails of the bed “lock” into the headboard and footboard using “male” and “female” parts. Female connector is what’s on the headboard and footboard. “Male” connector is what’s on each end of the side rails.

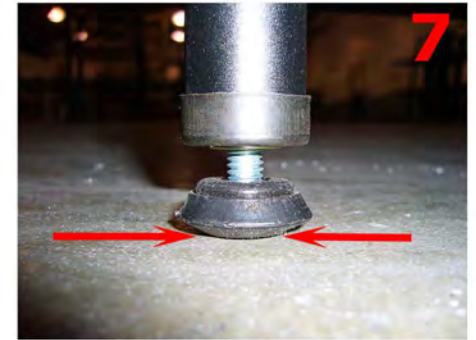
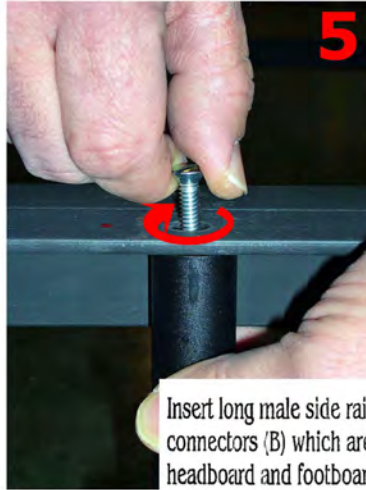
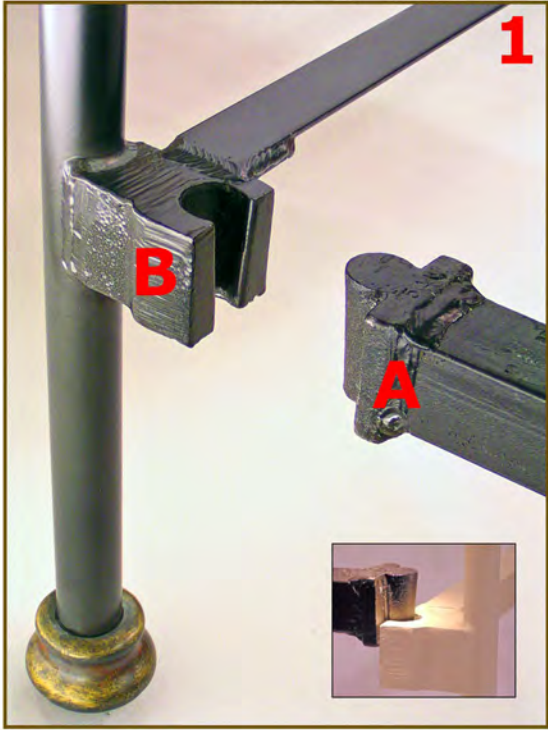
\*\*Easy assembly. Insert long male side rail into female connector, which are the connectors on headboard and footboard. Match color code on each rail to color code on headboard. After both rails are in place, lock by striking male connector with a hammer. Since the castings are handmade, rails may not necessarily fit flush—just hit the rails until tight. The tabs on the rails should face up and to the outside of the bed.

All sizes of beds have horizontal slats that rest on the side rails and help support the box springs. Twin beds have 2 slats. Full and Queen beds have 3 slats, on one of the three slats; there are 2 support legs, six inches in from each end. Place the slats across the top of the side rails about 1/3 and 2/3rds between head and foot.

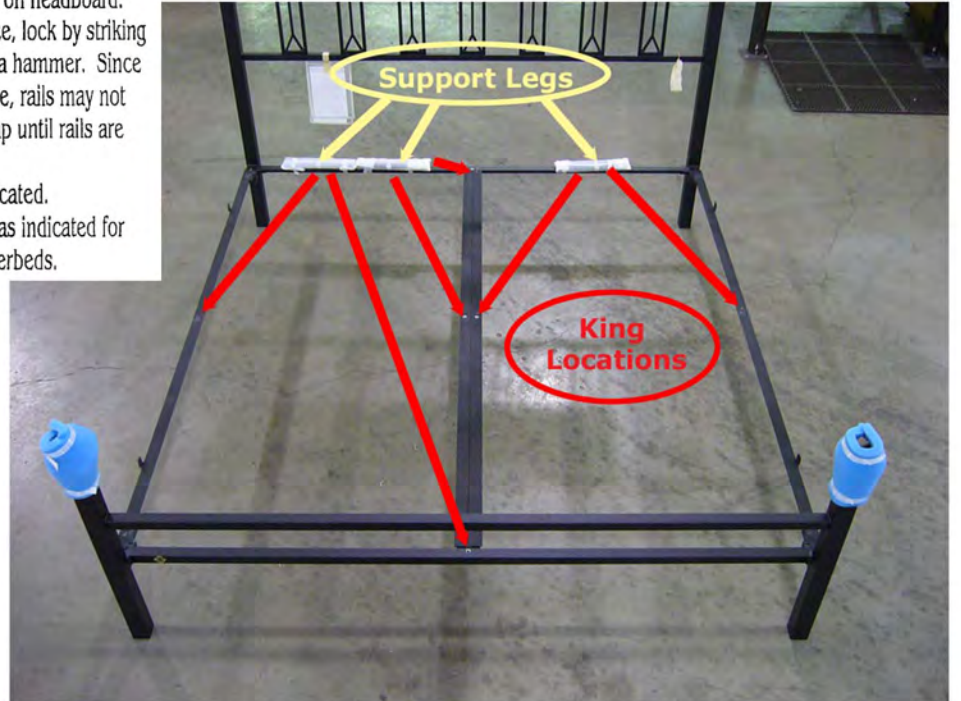
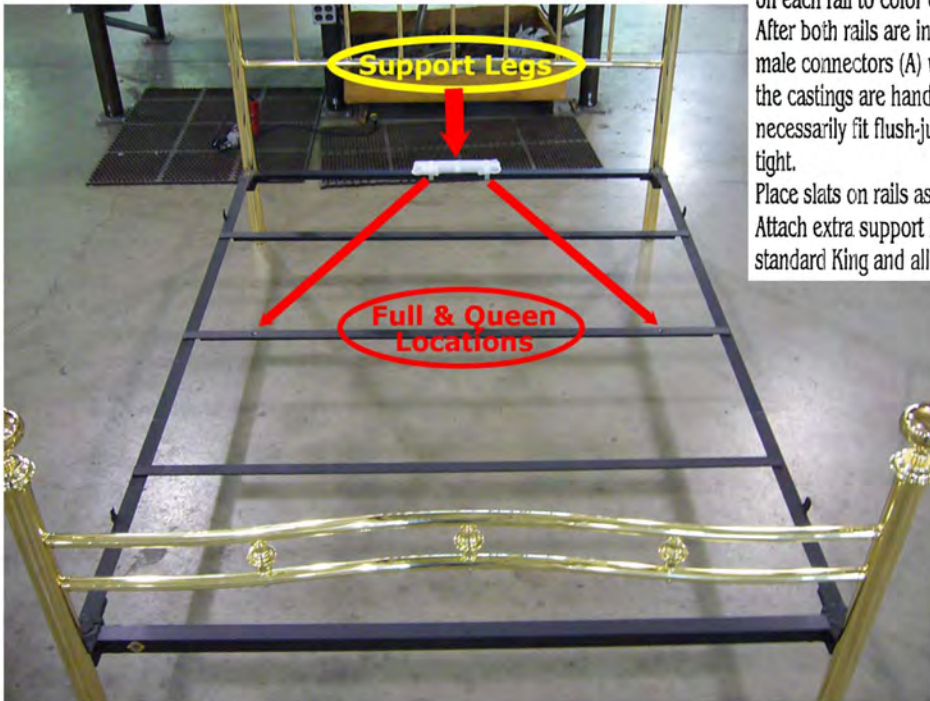
King size beds have the two rails that run head to foot in the middle with extra support feet. Place the center rails on the tabs on head and foot, then install center support feet through the holes in the center rails, on bottom of the support feet, there is an adjustable cap; make sure it is tight to the floor. Simple screwdriver will do the trick.



# Brass Beds of Virginia-Assembly Instructions



Insert long male side rails (A) into female connectors (B) which are attached to bed headboard and footboard. Match color code on each rail to color code on headboard. After both rails are in place, lock by striking male connectors (A) with a hammer. Since the castings are handmade, rails may not necessarily fit flush-just tap until rails are tight. Place slats on rails as indicated. Attach extra support legs as indicated for standard King and all Waterbeds.



## **HOW TO SELL A BED BRASS BEDS OF VIRGINIA**

Sales presentation; three stages

- a. Informative
- b. You approach
- c. Close

a. **Informative**- educate the customer-what is our bed made of?

1. Rail system- integrated into bed, easy to assemble & disassemble, sturdy
2. All steel in head & foot is cold roll-stronger than hot roll & more expensive-makes the bed more durable
3. Powder coat finish- best scratch & chip resistant finish available
4. All finishes (special) are completely hand done for more of an artistic look
5. Warranty
6. Hand made to order

b. **You Approach** –

1. Listen to the customer-ask what their bedroom is like-what and where are they going
2. Metal beds are very versatile- contemporary, traditional, will go with any and all woods, etc
3. You approach – make them visualize the bed in their bedroom- when you put this bed up in your bedroom it will...etc

c. **Close** –

1. Ask for the sale – some people are reluctant to initiate the purchase of an expensive item
2. Use tactics-such as – we have an order in at BBV and we can add this bed if you order it now
3. Or since these beds are hand made and delivery is 6-8 weeks, it's best to order it now so that you will get the bed quicker
4. Most people will want to shop around and will state that they are not ready. –  
Tactic : encourage them to look, but to compare everything, not just price and they will see that BBV is the best value for the money and you know that they will be back once they see all the others.

**Tailor the above strategy to your personality and you will sell beds.**





# Brass Beds of Virginia *Decorative Cast Finials*

(Available on Iron Beds instead of Cannonballs)

*Pineapple Finial*  
4" Tall



*#9 Finial*  
3-1/2" Tall



*Urn Finial*  
4" Tall



*Gauntlet*  
7" Tall





# Brass Beds of Virginia ORDER FORM

Order Date: \_\_\_\_\_

Store Name: \_\_\_\_\_

Customer Name / PO#: \_\_\_\_\_

Store Phone#: \_\_\_\_\_

Please Fill in Information:

Qty	Style	Size	Footboard Configuration	Brass Features	Finish	Frame Height	Special	Finial Type
	<input type="checkbox"/> Day Bed	<input type="checkbox"/> Twin-3/3 <input type="checkbox"/> Double-4/6 <input type="checkbox"/> Queen-5/0 <input type="checkbox"/> King-6/6 <input type="checkbox"/> Cal King-6/0	<input type="checkbox"/> Complete <input type="checkbox"/> Minifoot <input type="checkbox"/> Standard Openft <input type="checkbox"/> Shorter Openft <input type="checkbox"/> Stubbie Openft <input type="checkbox"/> Hdbd Only Drilled	<input type="checkbox"/> Polished <input type="checkbox"/> Raw <input type="checkbox"/> None  <input type="checkbox"/> Painted Color: _____	Tubes: _____  Castings: _____	<input type="checkbox"/> 12" Frame <input type="checkbox"/> 8" Frame  <input type="checkbox"/> Custom Height: _____	<input type="checkbox"/> Bowedfoot <input type="checkbox"/> Canopy <input type="checkbox"/> 4 Poster <input type="checkbox"/> Archfoot	<input type="checkbox"/> Pineapples <input type="checkbox"/> Urns <input type="checkbox"/> # 9's <input type="checkbox"/> Gauntlet

Headboard Only drilled at 5" and 7½" standard. Other? \_\_\_\_\_ Daybed with BBV Frame at: \_\_\_\_\_

Special instructions on this order: \_\_\_\_\_

**If ordering a CANOPY or 4 POSTER BED—please fill in section below:**

Canopy CONNECTING BARS—what finish? \_\_\_\_\_

Type of FINIALS on top of posts? \_\_\_\_\_ What finish on finials? \_\_\_\_\_

(Remember, if you are ordering a 146 bed we can put 146 finials on top of posts—146 bed ONLY)

What finish is to be on the SLEEVE ORNAMENTS on the side posts? \_\_\_\_\_

What finish is to be on the PLAIN ENDCAPS on the ends of the connecting bars? \_\_\_\_\_

Special instructions on a canopy or 4 Poster? \_\_\_\_\_

**TABLE / BENCH / ACCESSORIES**

Qty	Style	Size	Type of Brass	Finish	NOTES
			(If applicable) <input type="checkbox"/> Polished <input type="checkbox"/> Raw <input type="checkbox"/> None	TUBES:  CASTINGS:	

**PERSONALIZED NAMEPLATE (Maximum 4 Lines)**

No symbols—Please double check  
Accuracy of text & spelling.

**SHIPPING INFORMATION**

Ship To: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Numbers:(H) \_\_\_\_\_ (C/W) \_\_\_\_\_ Ship by: \_\_\_\_\_

Freight Collect to Customer:  Store is paying freight charges: \_\_\_\_\_ Quote #: \_\_\_\_\_

PLEASE FILL IN PDF FORM—OR WITH INK LEGIBLY



3210 WEST MARSHALL STREET • RICHMOND, VIRGINIA 23230  
804-353-3503 VOICE • 804-355-9413 FAX • BrassBed@infionline.net

**Re: Brass Beds of Virginia New Account Policy**

At Brass Beds of Virginia, we require 50% of the total cost up front from all new customers prior to the order being placed into production and the remaining balance paid in full before the order ships out from BBV.

Payment needs to be mailed to Brass Beds of Virginia 3210 W. Marshall Street Richmond VA 23230.

Once the order is paid in full, it will be shipped from BBV freight collect. Which means you will be responsible for the freight charges once the bed arrives.

After your first order, you will be placed on net 30 day terms.

Thank you for your prompt attention to this matter.

**Brass Beds of Virginia  
Accounting**



3210 WEST MARSHALL STREET • RICHMOND, VIRGINIA 23230  
804-353-3503 VOICE • 804-355-9413 FAX • BRASSBED@RICHMOND.INFI.NET

### Credit Application Information

Company Name: \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Accounts Payables Contact \_\_\_\_\_ Phone Number \_\_\_\_\_

Number of Years in Business \_\_\_\_\_

#### Ownership

Name of Owner: \_\_\_\_\_ Phone Number \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

#### Reference:

Company Name \_\_\_\_\_ Account# \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

#### Reference:

Company Name \_\_\_\_\_ Account# \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

#### Reference:

Company Name \_\_\_\_\_ Account# \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

#### Reference:

Bank Name \_\_\_\_\_ Account# \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

#### Contact Person

: All statements made herein are true and accurate to the best of our knowledge. We authorize the above company to make any and all inquiries necessary for action on this credit application. We hereby indemnify the above company and its agents from any liability regarding from their credit survey.

Authorized Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date \_\_\_\_\_

Brass Beds of Virginia  
3210 West Marshall Street  
Richmond, VA 23230  
Phone (804) 353-3503  
Fax (804) 355-9413

Personal Information Sheet

Please complete this sheet and return it to Brass Beds of Virginia at your earliest convenience.

Date \_\_\_\_\_

Store Name \_\_\_\_\_

Store Street Address \_\_\_\_\_

Store Phone Number (include area code) \_\_\_\_\_

Store Fax Number (include area code) \_\_\_\_\_

Store Owner Name \_\_\_\_\_

Store Owner Home Phone Number (include area code) \_\_\_\_\_

Salespeople name(s) that will be working at store \_\_\_\_\_

Ship to address if different than your street address \_\_\_\_\_

Trucking Company to be used to carry your freight from Brass Beds of Virginia \_\_\_\_\_

Store email/web site if applicable \_\_\_\_\_