



A Buyer's Guide to Pool Tables

American Heritage Billiards: Who We Are

- What started out in 1987 with an opportunity to build a few billiard tables for a local retailer has exploded into becoming the largest worldwide manufacturer of quality billiard tables and game room furniture
- Our mission was simple: engineer the best quality game room furniture in the marketplace by utilizing the finest raw materials available and encompassing old-fashioned wood joinery techniques throughout construction.
- We strive to create more than game room furniture; its our desire to always inspire family and friends to gather more often and build a treasure chest of lifetime memories in the process.



Why Game Room Collections? Why Us?

- Utilizing Pool Tables as the centerpiece of each Game Room, our customers have an opportunity to outfit the room of their dreams with functional, coordinating furniture such as home bars, pub tables, bar stools, and chairs for relaxing, eating, drinking, and storing.
- No other game room manufacturer gives you the ability to do this.
- The discovery process in your sales presentation is paramount to a successful customer experience and sale. You must determine how they entertain to best fulfill their needs.



Who is Our Typical Customer?

- Our typical customer is the neighborhood “**Social Director**”. The home owner who is always entertaining in “their” home and needs to create the perfect setting for their family and friends to enjoy!
- The wife is almost always the decision maker in the game room furniture-buying process.
- Your typical customer make upwards of \$100,000 a year as a family and has a home of 3,000 sq. ft. or larger



But What About the Pool Sharks?

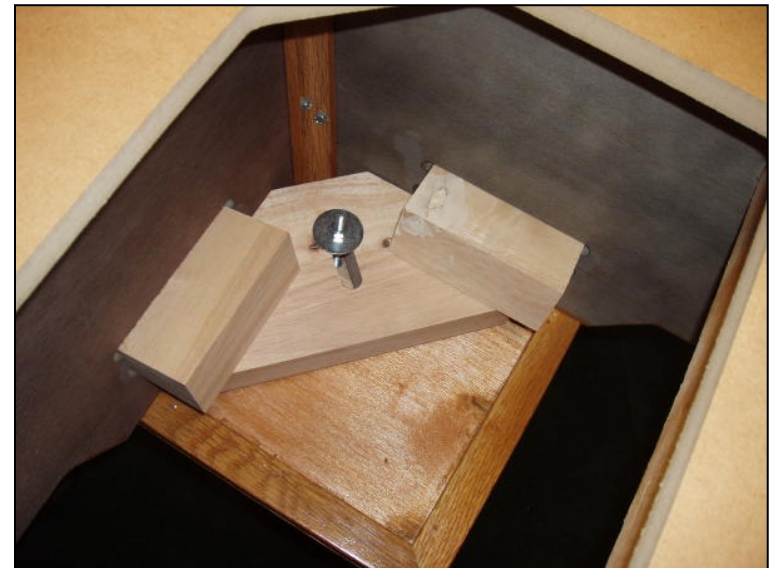
- There are a few hundred thousand professional pool players in America (studies show a range between 200,000 and 300,000) but that is not your average customer. In fact, that means that approximately .001 percent of the U.S. population plays pool professionally (one person out of every 1000). Imagine gearing a sales pitch for a basketball hoop as if every customer were an aspiring NBA star...
- We certainly respect those professional players but they are the exception, not the norm. The typical customer falls into the category of being a neighborhood entertainer; a Social Director of the community who is trying to create fun gatherings for family and friends.
- However, we still want to be able to service those professionals. By informing them that all of our tables meet BCA specifications while touting our construction principles, you can position yourself for success!

The American Heritage Difference

- We are the sole game room supplier of retailers such as Pottery Barn, Neiman Marcus, Frontgate, Z Gallerie, etc. When retailers and end-consumers are looking for the finest game room products available, they come to us
- A pool table is an oversized piece of furniture on which a precision game is played. Our engineers, through meticulous product design, have ensured that when your installers leave the customer's home and the table is level, the table will stay level forever.
- It all begins with our selection of only the finest raw materials. American Maple, American Oak and custom select hardwoods sourced from around the world.
- Our “old fashioned” furniture construction techniques, stain finish process and quality, design styles and coordinating furniture options give you the greatest advantage in the marketplace to satisfy the customers needs by leaps and bounds.

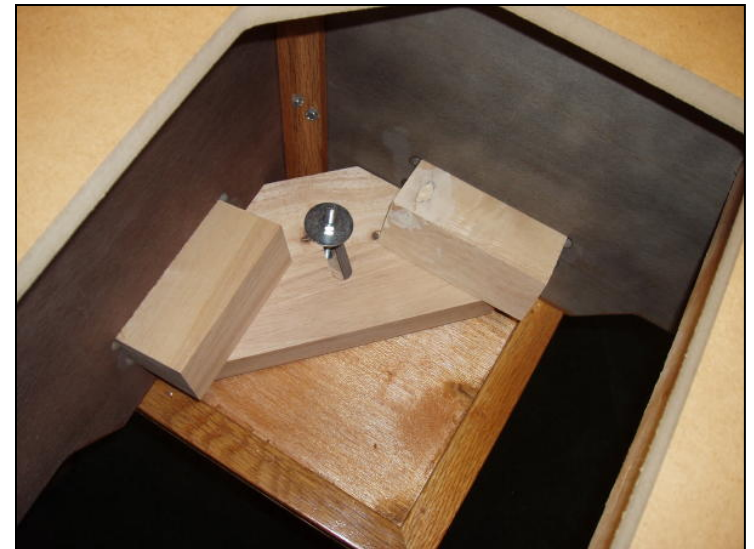
American Heritage Construction Advantages: The T.A.G. System™

- Cabinetry Construction
 - Absolutely no table weight is ever supported by any hardware.
 - We craft each table the old-fashioned way employing time-tested wood joinery methods throughout the construction process
- It all begins with the corner...
 - T.A.G. System™ (Triple Anchor Gusset)
 - The T.A.G. System is the cornerstone of our cabinet construction.
 - It incorporates time-tested, old fashioned wood joinery techniques to create a rock-solid, load-bearing heirloom cabinet that's built to last for generations to come



American Heritage Construction Advantages: The T.A.G. System™

- It starts with...
 - 2" thick, solid-wood anchor blocks which are mitered and tapered to fit the cabinets angled draft. The (4) cabinet panels are then mortised precisely to accept the permanent gluing of the "anchor" blocks into the panels. Once glued, they become a permanent cabinet anchor to attach the important gusset plate.
 - 2" thick solid-wood gusset plates are then cut to a 90* corner and then back cut at a 14* angle. The Plates are then permanently bonded to the (8) anchor blocks forming the strongest cabinet corner possible
 - This enables us to support extraordinary weight associated with top quality slate, forever.



American Heritage Construction Advantages: The Cabinet Beams

- The Cabinet Beams
 - Wooden Beams are cross-laminated by utilizing solid-hardwood strips, glued grain-against-grain to create a beam that will not warp or split
 - Our cross-laminated center beams are mortised directly into the cabinet sidewalls to prevent any warping or twisting of the frame.
 - We then interlock twin, one-piece center beams into the cross beams and cabinet end panels to ensure that the cabinet stays square and true for the lifetime of the product.
 - The cabinet frame is now prepared to support more than 600lbs of slate.



American Heritage Construction Advantages: The Magna Board

- The Magna Board
 - Our proprietary “Magna-Board” provides unparalleled slate bed support across its smooth, seamless surface to help support the heavy slate
 - The Magna-Board is a combination of wood, glue and fiberglass resin. This combination produces an engineered material of incredible strength that will remain perfectly flat forever.
 - It unitizes the cabinet and provides a flat level surface for the slate.
 - Additionally, it allows the bed cloth to be stapled for a professional installation.



Level Forever.....

- Full one-inch thick professional slate is leveled for seamless ball roll and optimal play – leveled to 1/10,000ths of an inch on the top and bottom
- We've combined a piece of furniture with a precision game so every construction detail is critical
- Once delivered and professionally installed, this table will stay level for as long as necessary...which is forever

Photo of Slate during an
Installation



More Facts about Slate



**1" Thick Slate in 3 Pieces with
Extra Linear Wood Support**

8' 1" Framed Slate



8' 1" Standard Slate

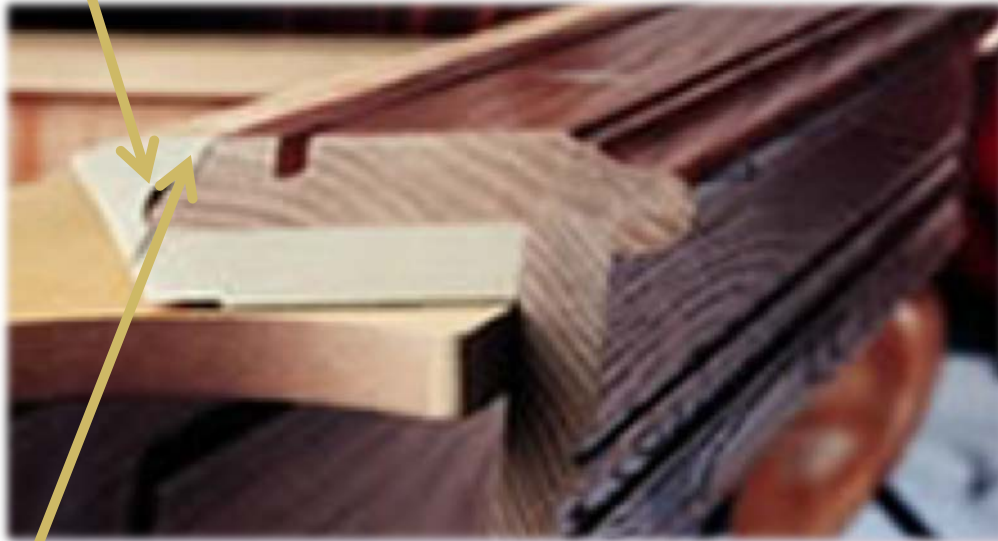
- Quarried from large blocks then cut to workable size
- Honed to be perfectly flat on both top and bottom surfaces
- Machine cut pocket openings and hardware holes
- Framed slate is backed with MDF to allow for quieter ball roll and an easier ability to staple bed cloth
- Standard slate is used on AHB tables that utilize Magna Board
 - We recommend framed slate be used for AHB tables without Magna Board
- The large surface is cut into three sections and registered for transportation

American Heritage Construction Advantages: Sure-Shot Rails

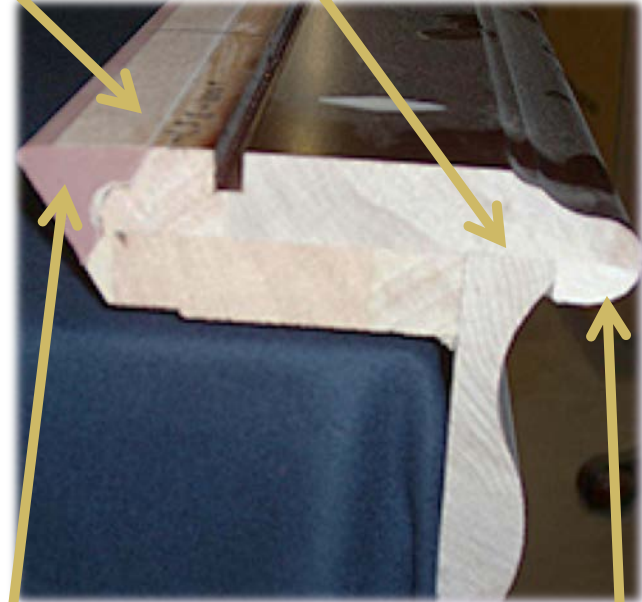
- Rails and Cushions
 - Our precision rail tolerances and 100% natural, K-66 gum rubber cushions deliver the rebound accuracy and consistency required for tournament play.
 - We bond two dissimilar woods permanently, grain against grain, to create a solid wood rail. This prevents cupping, warping or twisting of the rail forever.
 - Proprietary knives mold the face shape of the wood rail, creating a cushion alignment surface to ensure the cushion rubber is glued perfectly straight onto the rail 100% of the time.
 - The arch on the back of the tournament approved cushion acts as a shock absorber and prevents abnormal ball deflection.
 - Control fabric is vulcanized into the cushion rubber top surface creating consistent ball bounce and deflection throughout the length of the cushions.
 - A deep, dado on the bottom of the rail allows for permanent attachment of the decorative blind.
 - Our rails are permanently anchored to the slate with our “exclusive” anchor studs, preventing any movement at any time, while delivering consistent play for lifetimes of use.
 - We have a Lifetime warranty on our cushion rubber

Control Fabric: Helps provide consistent rebound for the full length of the rail

U-Channel Relief Cut: Provides “flex” space for a more natural ball rebound



Blind Dado: Helps solidify the blind to the top rail; no screws are used (screws often loosen over time)



Alignment Indicator: Allows for perfectly straight cushion placement 100% of the time

Natural Gum Rubber: Provides the most consistent rebound available for better game play

Round Furniture Profile Edge:
The edge matches both the fit and finish of the table; just like any piece of high-end furniture should

American Heritage Construction Advantages: Coordinating Pockets

Other manufacturers use one pocket iron shape and color to outfit all table models; your leather pocket iron is customized to fit both the profile of the unique rail as well as the overall aesthetics and design of the table itself



American Heritage



American Heritage



Competition:

Note how the one-size-fits-all pocket and rail profile do not align properly

American Heritage:

Metal Bracket Tables

- The brackets are made of heavy-duty, stamped galvanized steel
- A CNC-machined template guarantees proper alignment each and every time
- Six anchor points help stabilize the frame by utilizing machine bolts and washers
- Course threaded anchors in cabinet panels ensure proper torque during the installation
- The slotted leg attachments help ensure each leg is attached properly

Examples:

Avon
Eclipse
Artero



Simply the finest Billiard Tables ever made...period

