



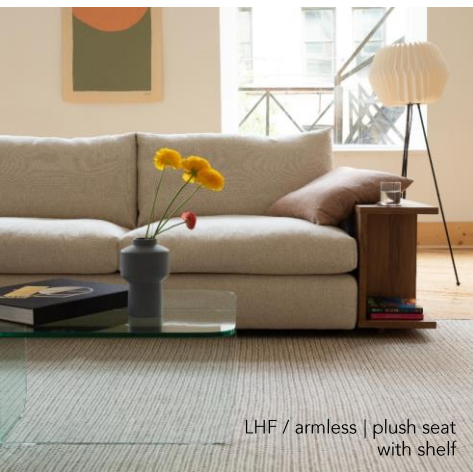
angled arm | classic seat



straight arm | plush seat



angled arm | classic seat

LHF / armless | plush seat
with shelf

straight arm | plush seat

CELLO LIVING

The Cello collection was inspired by the robust sound and shape of the instrument itself. Elegant and full bodied yet carefully proportioned.

choose yours:

choose your arms- angled / straight

choose your seating- classic / plush

choose your legs- 1.5 / 2.5

choose your shelving* oak / walnut

*optional

Winter 2022/23 Cello Changes

Frame and Foam Adjustments

- Changes have been made to how the back OSB wood-frame and foam are cut. The OSB now lays flat while the foam is cut at a curve. These CNC changes minimize on costs and maintain our Cello price bracket to ensure a quality product at a competitive price point.
- Select OSB frame boards are now re-designed and sourced for LVL and Soft Woods.
- The seating experience and aesthetic of Cello's curves have not been altered. Floor models and photography will not have to change.

Series SKU Changes

- Previous narrow and wide Cello series are being merged into one collection. Ordering structures no longer require them to be different.
- Note the -03 88"/85" Sofa is now **changed to -33** to accommodate the -03 79"/77" narrow joining the Series.

Series Numbers: NEW

3X136 / 3X236 → **3X336** CELLO AA

3X137 / 3X237 → **3X337** CELLO SA

3X192 / 3X292 → **3X392** CELLO PL SA

3X193 / 3X293 → **3X393** CELLO PL AA

Corner Curves

- Due to success of corner curves in other EQ3 series, we were excited to release these frame options for Cello this winter.



EXTENDED CORNER CURVE (90°)
-30



CORNER CURVE (45°)
-29

Cello Living Collection

Stick with the **classic cushions** for a streamlined look and feel or opt for our extra comfortable **plush cushions** if you're feeling luxurious and want a more relaxed look.

angled arm; 1.5" leg; classic seat cushions; in coda-beach



straight arm; 2.5" leg; plush seat cushions; in aspen-pebble



Choose your piece[s]; Choose your arms; Choose your legs; Choose your seating; Choose your upholstery!

FABRIC SKU	LEATHER SKU	NAME	ARM	NOTE	PRICING *	STORIS
30336-	37336-	Cello (Classic)	Angled Arm	<i>Original Cello</i>	Base Pricing	CELLO AA
30337-	37337-	Cello (Classic)	Straight Arm			CELLO SA
30392-	37392-	Cello Plush	Straight Arm		Upcharge for Plush seating	CELLO PL SA
30393-	37393-	Cello Plush	Angled Arm			CELLO PL AA

* Arm selection and Leg selection do not carry upcharges.

Cello Arms, Legs, Seating



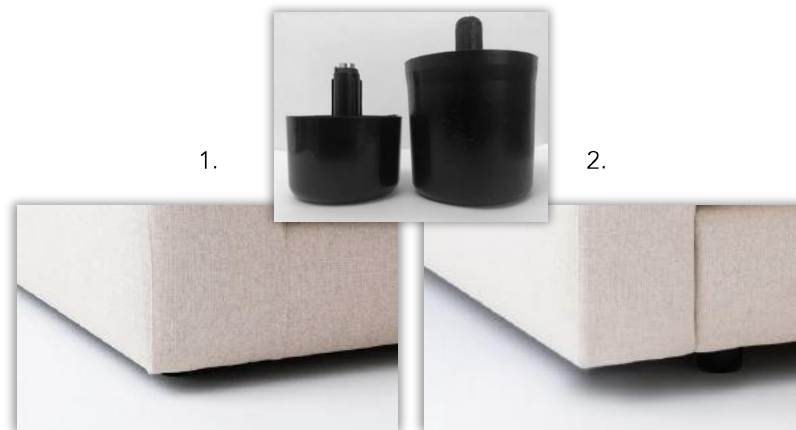
➤ Two arm choices:

1. Angled Arm – the original look you know and love; matches up evenly with top of back
2. Straight Arm – new to Cello; connects to back 4.25" lower than top of back



➤ Two seating choices:

1. Classic Cushions – the original look you know and love; streamlined look and feel; memory foam for seats and feather for backs
2. Plush Cushions – new to Cello; luxurious, extra comfortable, deep and soft; foam core layered with memory foam then feathers for seats and feather for backs



➤ Two leg choices:

1. 1.5" h Rotables – the original look you know and love; provides a low profile; legs are barely visible; made of plastic
2. 2.5" h Rotables – new to Cello; provides a 1" taller profile; legs are more visible from certain angles; made of plastic

Visual Comparison:

Angle Arm



Cello - Classic Seat with Angled Arm (1.5 leg)

Straight Arm



Cello - Classic Seat with Straight Arm (2.5 leg)

Classic
Seat
(Memory Seat
Foam Topper)



Cello - Plush Seat with Angled Arm (1.5 leg)



Cello - Plush Seat with Straight Arm (2.5 leg)

Plush
Seat
(Feather+Fiber
Seat Topper)

Visual Comparison (zoomed):

Angle Arm

Straight Arm

Classic
Seat
(Memory Foam
Topper)



Cello - Classic Seat with Angled Arm (1.5 leg)



Cello - Classic Seat with Straight Arm (2.5 leg)

Plush
Seat
(Feather+Fiber
Topper)



Cello - Plush Seat with Angled Arm (1.5 leg)



Cello - Plush Seat with Straight Arm (2.5 leg)

Cello Living Collection with Angle Arm



Straight Arm is
7.5" wide each

Angled Arm is
9" wide each

This is why the frame length is different
between the two series.

CLASSIC [Series 3x336-] + PLUSH [Series 3x393-] SEAT WITH ANGLED ARM

ARROWS INDICATE WHERE COMPONENTS CONNECT

WIDE SEAT



EXTENDED SOFA
96" W x 39" D x 30" H
-01



SOFA
88" W x 39" D x 30" H
-33



ARMLESS SWIVEL CHAIR
35.5" W x 39" D x 30.5" H
-71



ARMLESS CHAIR
36" W x 39" D x 30" H
-10



ARMLESS CHAISE
35.5" W x 65" D x 30" H
-06



ARMLESS LOVESEAT
71" W x 39" D x 30" H
-14



CORNER
38.7" W x 39" D x 30" H
-09



LEFT-HAND CHAISE
44" W x 65" D x 30" H
-16



RIGHT-HAND CHAISE
44" W x 65" D x 30" H
-15



LEFT-HAND FULL ARM CHAISE
39" W x 64.7" D x 30" H
-19



RIGHT-HAND FULL ARM CHAISE
39" W x 64.7" D x 30" H
-20



LEFT-HAND BACKLESS CHAISE
70.9" W x 39" D x 30" H
-35



RIGHT-HAND BACKLESS CHAISE
70.9" W x 39" D x 30" H
-36



LEFT-HAND LOVESEAT
79" W x 39" D x 30" H
-07



RIGHT-HAND LOVESEAT
79" W x 39" D x 30" H
-08



LEFT-HAND CORNER SEAT
44" W x 39" D x 30" H
-11



RIGHT-HAND CORNER SEAT
44" W x 39" D x 30" H
-12



CORNER CURVE (45°)
49.5" W x 39.5" D x 30" H
-29



EXTENDED CORNER CURVE (90°)
87.5" W x 39.5" D x 30" H
-30



MODULAR SQUARE OTTOMAN
39" W x 39" D x 16" H
-74



MODULAR RECTANGULAR OTTOMAN
39" W x 27" D x 16" H
-64



CORNER CUSHION
24" W x 7" D x 18.5" H
-41

Add-on pillow that fits arm placement.

NARROW SEAT



LOVESEAT
79" W x 39" D x 30" H
-03



EXTENDED SOFA
109.5" W x 39" D x 30" H
-S3
*Shipping Limitations
Apply*

*The -S3 Extended Sofa is exclusive to EQ3 Retail
Stores that have private EQ3 delivery due to shipping
restrictions [weight and size]*

Cello Living Collection with Straight Arm



Straight Arm is
7.5" wide each

This is why the frame length is different
between the two series.

Angled Arm is
9" wide each

CLASSIC [Series 3x337-] + PLUSH [Series 3x392-] SEAT WITH STRAIGHT ARM

ARROWS INDICATE WHERE COMPONENTS CONNECT

be careful when building Straight Arm sectionals, as the straight arm is 4.25" lower than the back height and requires a corner.

WIDE SEAT



EXTENDED SOFA
93" W × 39" D × 30" H
-01



SOFA
85" W × 39" D × 30" H
-33



ARMLESS SWIVEL CHAIR
35.5" W × 39" D × 30.5" H
-71



ARMLESS CHAIR
35" W × 39" D × 30" H
-10



ARMLESS CHAISE
35.5" W × 65" D × 30" H
-06



ARMLESS LOVESEAT
71" W × 39" D × 30" H
-14



CORNER
39" W × 39" D × 30" H
-09



LEFT-HAND CHAISE
42.5" W × 65" D × 30" H
-16



RIGHT-HAND CHAISE
42.5" W × 65" D × 30" H
-15



LEFT-HAND FULL ARM CHAISE
39" W × 64.7" D × 30" H
-19



RIGHT-HAND FULL ARM CHAISE
39" W × 64.7" D × 30" H
-20



LEFT-HAND BACKLESS CHAISE
71" W × 39" D × 30" H
-35



RIGHT-HAND BACKLESS CHAISE
71" W × 39" D × 30" H
-36



LEFT-HAND LOVESEAT
77.5" W × 39" D × 30" H
-07



RIGHT-HAND LOVESEAT
77.5" W × 39" D × 30" H
-08



LEFT-HAND CORNER SEAT
42.5" W × 39" D × 30" H
-11



RIGHT-HAND CORNER SEAT
42.5" W × 39" D × 30" H
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CORNER CURVE (45°)
49.5" W × 39.5" D × 30" H
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EXTENDED CORNER CURVE (90°)
87.5" W × 39.5" D × 30" H
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MODULAR SQUARE OTTOMAN
39" W × 39" D × 16" H
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MODULAR RECTANGULAR
OTTOMAN 39" W × 27" D × 16" H
-64



CORNER CUSHION
24" W × 7" D × 18.5" H
-41
*Add-on pillow that fits arm
placement.*

NARROW SEAT



LOVESEAT
77" W × 39" D × 30" H
-03



EXTENDED SOFA
107.5" W × 39" D × 30" H
-S3
Shipping Limitations Apply

*The -S3 Extended Sofa is exclusive to EQ3 Retail
Stores that have private EQ3 delivery due to shipping
restrictions [weight and size]*

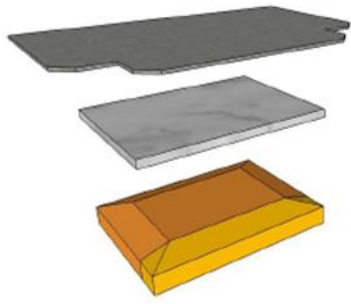
-19/-20 are designed with a wrapping back, like a corner

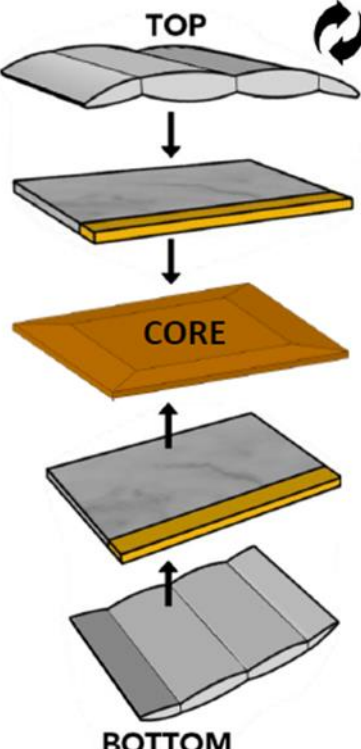
Cello: Seat Cushion Composition

➤ Two seating choices:

1. Classic Cushions
2. Plush Cushions

NOTE: Visual for training purposes.
Internal use only.

3D View	Description
	8 oz. Poly fibre Dacron Wrap
	1.5" Thk. Memory foam
	5" Thk. Firm foam seat + Extra Firm front edge foam

3D View	Description
	75% Feather / 25% Ball Fiber Fill Insert
	1.5" Thk. Memory foam + Extra Firm front edge foam
	CORE - 2" Thk. Firm foam (profiled)
	1.5" Thk. Memory foam + Extra Firm front edge foam
	75% Feather / 25% Ball Fiber Fill Insert

Cello Additional Info & Important Notes

- All SKU's available in any EQ3 Leather or Fabric
[other than Linen]
- **Two arm options: Angled or Straight.**
- "Ang" or "Angled" and "Str" or "Straight" are referring ONLY to the arm style. Angled: arm and back profiles are identical; Straight: arm meets back at a 4.25" lower height.
- SKU's **vary in width** depending upon the arm selection. For example, the -01 skus are 96" wide if Angled Arms are selected but only 93" wide for Straight Arms. This is due to the difference in how the arms are constructed. The actual seats [between the arms where the cushions sit] are the same dimensions for both arm styles.
- SKU's are labeled as "Angled Arm" or "Straight Arm" for clarity and consistency within the collection. Even skus that do not have arms [such as Ottomans, Armless pieces, Corner Cushion] are still labeled this way. This naming convention, as well as the sku-ing of all pieces in all four groups [336/337/392/393], will help customers feel confident they are receiving exactly what they wanted because all skus and descriptions on their order/invoice match.
- **Two black plastic Rotable feet options: 1.5" or 2.5" heights.**
- Feet come attached to the pieces – no assembly required other than attaching the Leather back cushions with the built-in clips.*
- Height dimensions are complete with 1.5" Rotable feet – add 1" to the listed heights for 2.5" Rotable feet.

- **Two cushion options: Classic or Plush.**
- Classic cushions are memory foam seats and feather-filled back.
- Plush cushions are a "sandwich" construction with a high-density, high-resiliency foam core then Visco memory foam surrounding and wrapped with a fiber/feather fill.
- Plush Fabric cushions can be flipped but Leather cannot as they are constructed differently to allow the leather to breathe. Plush in Leather especially will look very relaxed and will have seams where the fabric cushions do not.
- Spring seat suspension; Masonite back suspension;
- Loose seat cushions with memory foam for Classic and memory foam plus feather inserts [75% feather/25% fiber] for Plush.
- Loose back cushions with feather inserts [75% feather/25% fiber] for both.
- Frame is padded with foam and lofty wadding. Arms are tight.

Additional Dimensions:

Classic/Angled:

Seat Depth 23"
Seat Height 16"
Arm Width 9"
Arm Height 24.75"

Classic/Straight:

Seat Depth 22.5"
Seat Height 16"
Arm Width 7.5"
Arm Height 20.5"

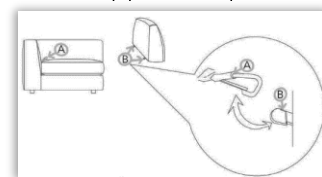
Plush/Angled:

Seat Depth 23"
Seat Height 18"
Arm Width 9"
Arm Height 24.75"

Plush/Straight:

Seat Depth 22.5"
Seat Height 18"
Arm Width 7.5"
Arm Height 20.5"

***Leather Back Cushion Installation:**
Instructions included with applicable pieces



Cello Additional Info & Important Notes

WIDE SEAT + NARROW SEAT

The Narrow Seat frames include an Extended Sofa and Loveseat only. These frames were formed to accommodate a 30" cushion width <-> and to add a three-seat sofa to the offering.

- Cello Abbreviation for order clarity:

SEAT FILL	ARM	SEAT SCALE
Classic Seat = <i>no abb.</i>	Angled Arm = AA	Wide Seat = WS
Plush Seat = PL	Straight Arm = SA	Narrow Seat = NS

☐ Select All	Location					
	Product	Vendor Model	Vendor	Description	Sell Price	Availab
1	30136-01	30136-01	EQ3	CELLO AA WS 96IN EXTENDED SOFA	0.00	1
2	30136-03	30136-03	EQ3	CELLO AA WS 88IN SOFA	0.00	2
3	30136-07	30136-07	EQ3	CELLO AA WS LHF LOVESEAT	0.00	4
4	30136-08	30136-08	EQ3	CELLO AA WS RHF LOVESEAT	0.00	3
5	30136-09	30136-09	EQ3	CELLO AA WS CORNER	0.00	2
6	30136-10	30136-10	EQ3	CELLO AA WS ARMLESS CHAIR	0.00	0
7	30136-11	30136-11	EQ3	CELLO AA WSLHF CORNER SEAT	0.00	0
8	30136-12	30136-12	EQ3	CELLO AA WS RHF CORNER SEAT	0.00	0
9	30136-14	30136-14	EQ3	CELLO AA WS ARMLESS LOVESEAT	0.00	0
10	30136-15	30136-15	EQ3	CELLO AA WS RHF CHAISE	0.00	3
11	30136-16	30136-16	EQ3	CELLO AA WS LHF CHAISE	0.00	2
12	30136-19	30136-19	EQ3	CELLO AA WS LHF FULLARM CHAISE	0.00	1
13	30136-20	30136-20	EQ3	CELLO AA WS RHF FULLARM CHAISE	0.00	1
14	30136-35	30136-35	EQ3	CELLO AA WS LHF BCKLESS CHAISE	0.00	0
15	30136-36	30136-36	EQ3	CELLO AA WS RHF BCKLESS CHAISE	0.00	1
16	30136-41	30136-41	EQ3	CELLO AA WS CORNER CUSHION	0.00	0
17	30136-64	30136-64	EQ3	CELLO AA WS MOD RECT OTTOMAN	0.00	1
18	30136-74	30136-74	EQ3	CELLO AA WS MOD SQUARE OTTOMAN	0.00	0

- The following comparison information will help you determine which Cello sofa/love will best fit your customers space and needs. Note the 'width' measurements below are dashed to allow you to see the measurement quickly for both the Straight-Arm / Angled-Arm

Cello Sofa/Love Comparison:



NS 108"/110" Extended Sofa [-S3]
108/110"w x 39"d x 30"h Cushion Width of 30" [Narrow]



WS 93"/96" Extended Sofa [-01]
93/96"w x 39"d x 30"h Cushion Width of 39" [Wide]



WS 85"/88" Sofa [-33]
85/88"w x 39"d x 30"h Cushion Width of 35" [Wide], corresponds with the sectional pieces



NS 77"/79" Loveseat [-03]
77/79"w x 39"d x 30"h Cushion Width of 30" [Narrow]

You will notice in the comparison above that the seat depth [39"d] and height [30"h] for all four pieces are the same, the naming convention of 'wide seat' and 'narrow seat' refers to the scaling within the design and **represents the cushion width <-> exclusively.**

Cello Shelving fits all Sofa pieces as the depth is the same.

- ★ Foam provides the **firmest support** of all cushion fillings, and is ideal for those wanting a supportive sit.
 - ★ Foam cushions keep their shape and require **very little maintenance/filling**.
 - ★ **Memory foam** is often referred to as "moldable," polyurethane foam, and can be used interchangeably. This option will **hug your form** and spring back slower than a high-resiliency foam.
- Fibers**
- ★ Fiber fillings tend to be made from polyester and it results in a **soft, fluffy feel** to your sofa.
 - ★ As the air is expelled from the casing during use, the cushions will need **pumping** to return air back into the fibers.
- Feather + Foam / Fiber**
- ★ Feather-filled cushions are ideal for people who prioritize **softness** in a sofa.
 - ★ Feathers have no "resiliency" on their own and do not "bounce back" by themselves; EQ3 mixes foam or fiber to assist with longevity and maintenance.
 - ★ Feather mix offers a **soft, lived-in** look that you can **sink into**; the cushions will need **frequent pumping** to return air back into the cushions. See the cushion maintenance guide for further details.

Cello Shelving

CELLO 37" LOW SHELF [1.]

ÉTAGÈRE BASSE DE 37 PO

37.3" w x 11" d x " 19.5 - 20.5" h

WALNUT	SHELF	3020-549-13-A
	LEG 1.5"	3020-557-13-B
	LEG 2.5"	3020-555-13-B

CELLO 63" LOW SHELF [2.]

ÉTAGÈRE BASSE DE 63 PO

63.3" w x 11" d x 19.5 - 20.5" h

DISCONTINUED

CELLO 63" HIGH SHELF [3.]

ÉTAGÈRE HAUTE DE 63 PO

63.3" w x 11" d x 24 - 25" h

WALNUT	SHELF	3020-552-13-A
	LEG 1.5"	3020-558-13-B
	LEG 2.5"	3020-556-13-B

Open storage that can nest with your Cello sofa or sectional. Designed exclusively for the Cello collection; Supported feet slip under the sofa/sectional for stability and support.

Choose from Walnut or Oak (*Discontinued*).

Not designed to stand-alone or use as a media unit. Tip restraints are included if a customer chooses to place the unit against a wall, but a TV should not be placed on top.

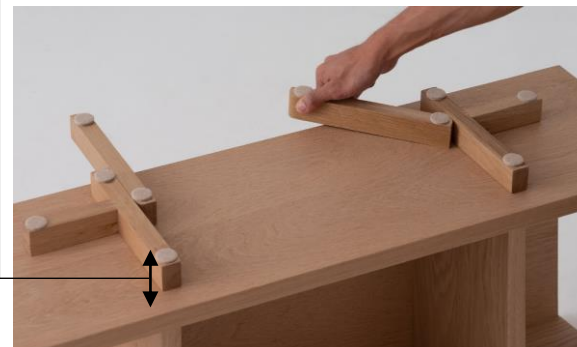
Pair your leg with the same leg height of your sofa or sectional.

Note all original 1.5" leg inventory (SKU -553-/-554-) will be moved to PLC 9 immediately.



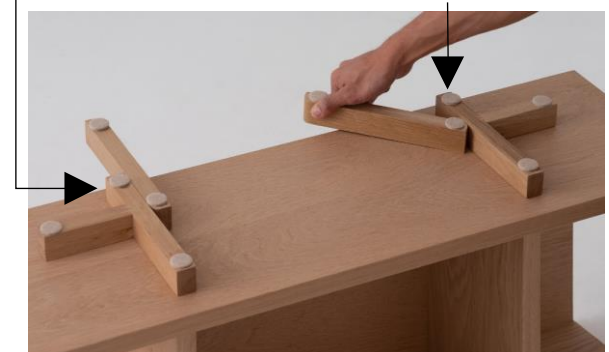
Series Addition:

Leg heights are now available in 1.5" and 2.5"



Design Change:

Leg now extends to the back for added balance;
Now flush with the shelf back



Cello Shelving

TECHNICAL INFORMATION

Cases are composed of wood composite material with veneer. Edges of the case utilize a thicker veneer to soften the overall appearance

Cases are finished with an environmentally sensitive water-based finish. Case is not sealed, and spills should be cleaned.

Legs are composed of solid Walnut or solid Oak. Legs come packaged separate to case. Felt pads included in hardware package

Assembly required. Legs must be assembled to the case.

Weight Capacity

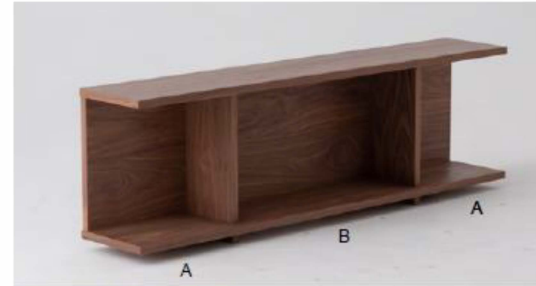
Top: 100 lbs spread across

Interior Openings: 30 lbs each

Clean with a warm damp cloth.

Not to be used a media unit.

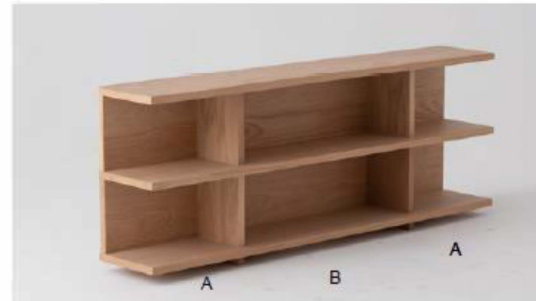
Unit must be up against upholstery piece or a wall. Unit is finished on all sides but is not meant to be free standing. Tip restraints are included if a customer chooses to place the unit against a wall, but a TV should not be placed on-top.



CELLO 63" LOW SHELF

A - WxDxH 15.25x10x16

B - WxDxH 30.50x10x16



CELLO 63" HIGH SHELF - OAK

A - WxDxH 15.25x10x9.75

B - WxDxH 30.50x10x9.75



Interior Openings

A - WxDxH 8.75x10x16

B - WxDxH 17.5x10x16