



# SIMPLY POLISHED



PHOTOGRAPHY  
**BONNIE FOX**

**THE PLACE:** Ashley and Alex Wagenaar are celebrating a successful two-year anniversary at **Simply Home Furnishings**. The evolution of the Midland store has been incredible. Every new client or customer who walks into the massive showroom openly expresses the same thought, "What a beautiful store." Regulars just keep coming back. The showroom is polished, inspirational and features a huge range of styles and products, all at a fair price. "If we've learned anything since opening," says Alex, "it's furniture customization and the importance of customer service."

**PRODUCTS:** The focus here is on Canadian-made furniture for your bedroom, living and dining room. They carry top brands like Palliser, Brentwood, Trend-line, Simmons and Superstyle, plus Ashley Furniture. Upholstery choices with their Canadian lines are endless. "Everything is customizable," says Ashley. "We continuously update our product assortments based on our customers' requests."

**PRICING:** Simply Home offers "no-haggle pricing." Customers get the best price from the start with no major markdowns or price matching. The team actually encourages clients to shop around, knowing they'll be back to get a quality piece of furniture at the very best price with excellent customer service.

**DOWNTOWN STORE:** Ashley grew up learning the business at Simply Country, the long-established downtown Midland store owned by her parents, which just celebrated 25 years in business. Ashley purchases for both stores now and they refer clients back and forth. It's a win-win for customers who have more options with two established Midland stores to shop at.

**WHAT'S HOT:** Sectional sofas in a range of sizes for small and large rooms are more popular than ever. Families love sectionals. Home-theatre rooms are becoming standard in most new homes. You'll find fun and relaxing theatre seating at Simply Home Furnishings. Slipcovered sofas are also on-trend. A linen slipcovered Brentwood sofa is a current customer favourite.



**ACCESSORIES GALORE:** Furnish and decorate your entire home or cottage at Simply Home. Mirrors, lamps, coffee and end tables, baskets, throw cushions, art, large wall clocks, vases and even book ends will help complete the look. Ashley shops all over Canada and the United States for the latest looks and styles to fit every home and every budget.

**GET THERE:** 900 King St., Unit B, Midland  
705.526.5678 | simplyhomefurnishings.com **OH**



Ashley and Alex Wagenaar