

BUSINESS PROFILE

SUPERIOR UPHOLSTERY

Bringing unique creations to life every day!

What comes to mind when you think of “upholstery”? Most people assume it entails nothing more than throwing fabric over a couch. These people have obviously been misinformed! Tom White, owner and operator of Superior Upholstery in Toms River, is the very definition of a craftsman, delivering works of art to his loyal customers every day.

Tom always had a passion for creating beautiful things out of limited resources.

At a very young age, he found himself to possess a natural eye for balance and symmetry, two key aspects to the trade. At the age of 14, these attributes were recognized by Master Craftsman John Jacopiec, who was a very dear friend. John took Tom under his wing and introduced him to the trade. Playing on his strengths and his desire

to learn everything there is to know, John apprenticed him and over time, Tom discovered that he had found not only a livelihood, but a passion... a calling to create what has not yet been created.

So how does an upholstery craftsman apply these gifts to the real world, to real customers, to you? He takes the

temporary to antique, Superior Upholstery can revitalize any piece that you feel is in need of improvement and make it a prominent display of art in your home. Even if you have something that looks great now, take it to Tom and he will provide you with a new perspective the moment you arrive at his store.

With these gifts, Tom is able to show his customers that any

When the task seems impossible, I don't give up until it is perfect!

- Tom White, owner

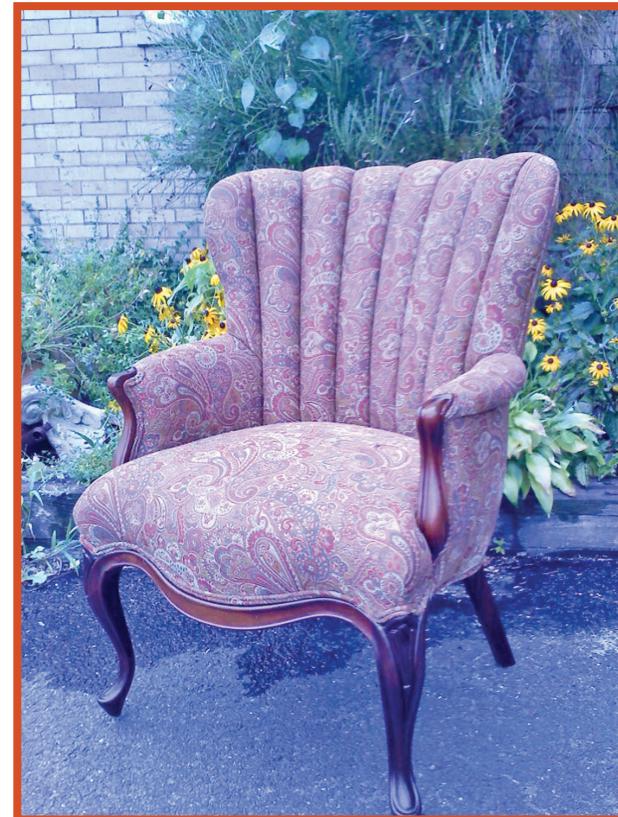
physical item in front of you (be it a chair, a couch, whatever) and fuses it with the unique image in your mind of what you want it to become. He takes into consideration functionality and needs when choosing fabrics, opting for the ones that will work best for your purpose, taste and lifestyle. From con-

room of your home can be brightened with the right furniture upgrades. He will

show you that upholstery is more than just “fabric covering:” it's about design, quality and capturing your vision into a masterpiece. Even better, if you just have an idea of what you want but no piece of furniture to start with, Tom and his team will work with you to build that special piece and make your dreams come true.

When you walk into Superior Upholstery, you are not walking into a big-box furniture store that cannot bend from the status-quo. Tom's skill of applying superior materials and unprecedented craftsmanship will add value to your furniture rather than the typical depreciation that buyers experience with previous purchases. It's not about the purchase price with Superior Upholstery: it's about excellence and meeting the customer's needs. All projects are unique, meaning no one will ever walk into your home and say, “Oh, I've seen that before.” Tom never creates the same object twice, giving comfort to the customer that they are treated as unique and with top priority when these services are performed.

Countless services are offered at Superior Upholstery that you may not expect. In addition to custom furniture and covering, solutions for many other parts of your



home are options as well. Superior is your one-stop answer for all slipcovers, window treatments, drapes, valences, blinds and shutters. Free consultation and design help are always provided and they do all the measuring and installing.

Pick-up and delivery options are available for any customer in need of this help. In fact, Tom's customer base spans not only those who are local, but customers as far away as New York (that includes pick-up and delivery)! That just shows the loyalty that customers have to Tom and his business once they've come and seen what showpieces he can create! If you are unsure about the solution needed to illuminate a room in your home, come in and see Tom for a free consultation and he will provide knowledge and guidance on what solutions are best for you.

At Superior Upholstery, you will find a family-oriented environment, rooted in the strong values and convictions that John Jacopiec himself

held in the highest regard. The staff of five, including Toms' nephew, Michael, work as a true team to provide the highest quality with the friendliest service. All striving toward the same goal of finding functional beauty in unexpected places, each employee harnesses their own individual strengths to complement each other and flow seamlessly through each project. It is that combination of talent, experience and proficiency that makes Superior Upholstery the best option for home furnishing upgrades and repairs in Ocean County! Come here first before even thinking about your common furniture or department store and you will not be disappointed!

Superior Upholstery is located at 1594 Route 9, Suite 7 in the Victoria Plaza in Toms River. Their phone number is 732-929-0044 or you can email them at Tomw1752@msn.com. The business hours are Monday through Friday 8 a.m. to 4 p.m. and Saturday from 8 a.m. to noon.



BEFORE



AFTER

AS SEEN IN THE TOMS RIVER TIMES