

PRESS RELEASE

Reclining in style

Explore the difference between a regular recliner and a superior quality recliner with the help of motion furniture expert, Claire Gibson from La-Z-Boy, who guides you through what to look for when choosing quality motion furniture.

14 August 2015, Johannesburg: “As with most things in life, quality trumps quantity,” says Claire Gibson, from world-renowned motion furniture manufacturer, La-Z-Boy. She explains that furniture is a considerable investment in one’s home, so it’s crucial to choose quality pieces that will last. This point is even more relevant when it comes to motion furniture thanks to all the moving parts inherent in this kind of seating.

“Cheaper inferior quality recliners tend to experience a lot more wear and tear, with parts packing up and needing regular replacing,” explains Claire, who believes if you’re going to go to all the trouble of finding the perfect recliner, you might as well invest in a superior quality recliner by a trusted brand, such as La-Z-Boy: “Investing in a quality brand will provide you with optimum peace of mind and out-of-this-world reclining comfort.”

She says: “When shopping for a recliner, make a point of testing out all the different options, sitting in them in various positions to see how they make your body feel. Take note of the level of support, degree of comfort, ease of operation, and the smoothness of the reclining movement. These key elements play a major role in defining the quality of motion furniture.”

Up to par

Recliners have taken the seating industry by storm, but not all recliners are made equal, notes Claire: “La-Z-Boy has really established itself as a world leader in the industry, and for good reason, as it offers unique features that have been developed over decades to the highest of standards.”

So what are the defining qualities of La-Z-Boy that sets this brand apart from the rest? Here’s Claire’s breakdown of key features that will help you identify a La-Z-Boy amongst the crowd:

•18 reclining positions: Whilst most recliners only offer a 3-phase reclining mechanism, La-Z-Boy recliners have a total of 18 different reclining positions, all of which were designed and built to offer full lumbar and body support. So whether you’re watching TV, breastfeeding, or taking a nap, La-Z-Boy can be adjusted to suit your every need.

•3 footrest positions: La-Z-Boy recliners feature a secure three-position locking footrest, allowing you to choose your level of comfort and then lock it into place for

optimal safety and support. The footrests of all La-Z-Boy recliners are able to work together with or independently from the backrest, and come complete with cushioned calf support on the leg rest.

•**Imported reclining mechanism:** Unlike regular seating, motion seating moves, and as such, the way it moves is a very important aspect to consider when making your purchase decision. La-Z-Boy's patented motion mechanism allows the seat and the back to move in synchronicity for a naturally reclining movement and smooth operation that's a breeze to use.

•**High quality construction:** Whilst the exteriors of some recliners may look similar, it's what is on the inside that counts. Superior frame construction is what sets quality recliners apart from inferior alternatives. Only La-Z-Boy recliners can lay claim to a patented 4-sided unibody frame that's crafted from superior Radiata hardwood and steel for long-lasting durability. So although you may pay a bit more for something you can't see, the quality craftsmanship that lies beneath the surface will ensure that your La-Z-Boy stands the test of time.

•**High-end upholstery:** La-Z-Boy recliners come in a wide variety of quality upholstery options. The brand's premium material is high-end leather, as it is durable, long lasting, and offers a timelessly elegant tactile and visual appeal. A more affordable option is fabric upholstery, which is available in an assortment of colours and patterns to suit any interior. Whilst a recliner with leather uppers offers the best of both worlds regarding quality finish and more affordable price points. Beneath the La-Z-Boy's material you will find sturdy springs and optional quality-grade memory foam on all motion suites from La-Z-Boy for extra comfort and durability that will withstand day-to-day use.

•**Guarantee:** Most furniture comes with a guarantee, but La-Z-Boy has set the bar high by offering customers a unique 10-year limited warranty for added peace of mind and confidence. It covers the frame, mechanism, electrical components, foam, and upholstery, making it one of the finest guarantees in the market. Add to that La-Z-Boy's excellent after-sales service, and you can understand why the brand had developed such a trustworthy reputation for quality motion seating.

"The bottom line is – if it doesn't say it's a La-Z-Boy, it isn't a genuine La-Z-Boy," nods Claire, who believes that one must invest in the best motion furniture that one can afford, choosing quality over price, even if it looks similar on the outside.

La-Z-Boy furniture is available throughout South Africa at specially appointed La-Z-Boy furniture retailers. See below images of the new La-Z-Boy suites that have just been launched, and visit www.la-z-boy.co.za to find a retailer closest to you.

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