

PRESS RELEASE

Quality counts

As with everything, Ryan Beattie explains why, when buying motion furniture, it is a far better bet to choose quality over mere price.

02 February 2014: Purchasing seating for your home is usually a substantial investment, and for those making the purchase, peace of mind that your investment will last is incredibly important. So says Ryan Beattie from leading motion seating manufacturer, La-Z-Boy, who adds: “Although various seating may look similar on the outside, it is how it is put together, what is inside, and in the case of motion furniture in particular, how it functions that really differentiates high-end quality from inferior quality seating.”

However, he notes that although it may be relatively simple for professionals in the know to understand what to look out for, for the layman, it is not always that easy. For this reason, Ryan advises that it is always better to invest in a well known brand that has earned a good reputation from years, or even decades, of producing top quality furniture that is not only comfortable and aesthetically appealing, but that also stands the test of time: “La-Z-Boy for example, is represented in 35 countries worldwide, and boasts over 1200 retail outlets. Although it may cost a little more than market competitors, it is the world’s most recognised brand in motion seating, and it has earned its well-reputed reputation after being in the business of manufacturing quality seating since the 1920s.”

He explains that any brand with a good period of longevity offers consumers a level of confidence for producing products that boast a high level of quality, which makes them very desirable items: “So, if you don’t know what to look for, then your best option would be to choose a well known brand that you can trust. The bottom line is that even if it looks identical, if it doesn’t say ‘La-Z-Boy’, it’s not a genuine La-Z-Boy and it won’t offer the same benefits, longevity and 10-year warranty that has earned La-Z-Boy such a trustworthy reputation the world over.”

Ryan offers an overview on features to look out for when investing in motion furniture:

- **Variety and good looks:** Of course you want your lounge suite to look good, so you should be able to customise your choice to suit your personal décor. Says Ryan: “La-Z-Boy is available in a wide variety of upholstery options, which include fabric, leather-uppers and full leather options – so you can customise this seating to suit your personal preferences. It also comes in a variety of lounge suite concepts to suit any space – from single-, to double- and triple-seaters, corner units, in-home theatre seating, and so much more.”
- **Functionality:** Unlike regular seating, motion seating moves, and as such, the way it moves is a very important aspect to consider when making your purchasing decision. Says Ryan: “You don’t want to have to work

hard to get your sofa to recline – in fact, it should be a really simple, easy and smooth operation.” La-Z-Boy’s patented motion mechanism for example, allows the seat and the back to move together for a natural reclining movement. You can also personalise the effort required to ease into the reclining position of your choice, based on your individual body type.

- **Level of comfort:** Try the motion seat out before you buy it – it should offer superior comfort and the ability to customise the position to suit your particular body shape and needs. Ryan elaborates: “Today, it is not just a matter of being upright or reclined – there should be much more choice than that! The back and footrest of all La-Z-Boy recliners for example, work together or independently to allow for a total of 18 optimum levels of comfort.”
- **Health and lumbar support:** Check out whether the seating offers complete lumbar support to your entire body in all positions, even when reclining, as it has been scientifically proven that this helps to reduce back pain. Those who suffer from back pain associated with muscle strain, degenerative changes, and pregnancy-associated back pain for example, can benefit from taking advantage of reclining in high-end motion recliners. Says Ryan: “La-Z-Boy recliners are sprung for complete body and lumbar support in all 18 positions. They also boast unique seating technology with added memory foam for extra comfort and durability, as well as a duvet seat cover with calf support on the leg rest. It really doesn’t get better than this!”
- **Guaranteed longevity:** Find out how the units are constructed, and what they are made from. Also, the guarantee on each unit is a good indicator of what kind of quality you are investing in. Says Ryan: “La-Z-Boy recliners boast a 4-sided Unibody frame design crafted of superior Radiata hardwood and steel for lasting durability. All La-Z-Boys come with a unique 10-year warranty for added peace of mind and confidence. In fact, they are so durable and so comfortable, that they have been used in SAA’s Johannesburg Premium Class Lounge to offer SAA flyers a little bit of First Class luxury while waiting to board their flights!”
- **Additional features:** High-end recliners should be able to be further customised with various add-on features. Single La-Z-Boy incliners for example, have the option of the following motion mechanisms aside from the standard manual incliner: a manual layflat incliner for 180-degree reclining, a swivel that is ideal for breast-feeding moms, a power incliner for the ultimate in automatic relaxation, and a hi-lift incliner for those who don’t find it easy to get in and out of a seating position on their own.”
- **Proudly South African:** Try and source something that is manufactured locally, as this not only supports the local economy and creates jobs for South Africans, but it will ensure that spare parts and after-sales service are readily available if required. “All La-Z-Boy products are manufactured locally, using mostly local materials,” concludes Ryan.

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Released on behalf of La-Z-Boy (www.la-z-boy.co.za) by The Line
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