

PRESS RELEASE

Put your feet up...

An exploration into why recliners remain one of the most popular forms of residential seating currently on the market, and some tips on what to look for when investing in some motion seating of your own.

29 March 2016, Johannesburg: One of the things that consumers still seem to be buying, even during these tough economic times, is motion furniture – recliners, incliners and motion suites remain an ever popular investment for the home. So says Claire Gibson from La-Z-Boy, the company who invented the recliner back in 1929: “Despite the current economic downturn, sales of motion furniture remain steady. In fact, we have experienced an increase in demand and expect further growth going forward.”

So why is motion seating such a popular option? Claire believes that one reason is that more and more people are staying at home: “People are choosing to hang out at home instead of going on holiday or having dinner at an expensive restaurant. And if people are going to spend most of their time at home, they may as well make it as comfortable and enjoyable as possible. Motion furniture is also getting a boost from the increasing popularity of high-tech in-home gadgetry and technology, such as home theatres, gaming and the like.”

Another reason that motion furniture is gaining such a huge share of the seating market is that manufacturers have upped their game with regards to design and style. Today, you don’t need to choose between style and comfort – modern motion furniture allows you to enjoy the best of both by combining exceptional comfort with high-end design. In fact, many of today’s motion suites look like ordinary suites, but they are able to incline or recline.

Claire elaborates: “If a man’s home is his castle, then traditionally speaking, his recliner could be called his throne. However, it is the woman of the home who is the real power behind the throne – they will allow the man to own one, as long as it doesn’t detract from the aesthetics of her interior décor. Fortunately, the trend in motion furniture has moved away from the old fashioned and bulky seating solutions of the past, moving more towards sleek, elegant designs that resemble traditional chairs that just happen to recline.”

She notes that not only are women determining the style of motion furniture, but they are also increasingly investing in their own seating comfort: “Whether it is to ensure a comfortable place for some R&R at home, or for breastfeeding moms, or lumbar support for those who suffer from back pain – the truth when it comes to seating comfort is that “what is good for the goose is also good for the gander”. As such, more and more women are enjoying the benefits of motion furniture in their homes. In fact, with the introduction of motion lounge suites, what used to be a chair for dad, has now become a chair for the whole family to enjoy.”

Claire offers the following tips on what to look out for when shopping for new motion furniture:

Consider the size: Before setting out onto a showroom floor, it is essential that you have a clear idea on the space where the motion furniture will be located. As such, it is imperative to carefully measure the space in question, and to take the dimensions with you. Understanding the space is not only important to ensure that you invest in seating that is in proportion with the space, but with motion seating, you also need to find out whether there is enough room for the seating to function properly. Recliners need a lot more room, especially behind the seating, as the back of the seat folds backwards. Incliners on the other hand, can be placed considerably closer to the wall behind, as the seat of the chair moves forward as the back moves downwards.

Look at the frame: The quality of any motion furniture can be identified by looking at the quality of its frame. Check out the frame construction by scoping the underside of the chair. Look out for heavy-duty screws, not small ones or even worse, plastic ones. The frame construction should be made from hard wood. La-Z-Boy's patented four-sided unibody is specially designed for lasting durability – making it truly unique to the market. Unlike the frames of other recliners that are simply screwed together, the superior design of La-Z-Boy's patented four-sided unibody frame actually helps absorb the stress on the reclining mechanism for smoother operation and longer life.

Find one that fits: Motion furniture comes in all shapes and sizes, so it is important to sit in your motion furniture and give it a “test drive” before making any purchase decisions. See how the seating fits the contours of your body and assess how comfortable it is. Any motion furniture should be easy to operate and smooth in movement. It should also offer various sitting positions for optimum comfort and utilisation – the back and footrest of any La-Z-Boy recliner for example, reclines individually to provide a total of 18 different comfort positions. You can move from slightly reclined to a full layout position, with the footrest raised to elevate your legs and feet for improved circulation. They have one continuous reclining surface, which guarantees full body and lumbar support in all 18 positions. For added safety, its footrest can be locked in three different positions.

Check out any added features: Motion furniture comes with a wide array of added options, including swivels, rockers, gliders, risers and power options. Consider who will be using the seating, and for what reason. For example, La-Z-Boy recliners offer comfort and independence for the elderly who find it difficult to get into or out of chairs on their own. Most La-Z-Boys are available in “riser” models that rise to meet you and then gently drop down to seat you, and visa-versa, allowing you to almost walk out of your chair. Alternatively, if you are a new mom and are looking to invest in a nursing chair for the baby's nursery, the rocker option is ideal – the La-Z-Boy will offer great lumbar and neck support while you are breast-feeding, and the rocker motion will help you to soothe the baby to sleep. Power models that are electronically operated via a press of a button are also becoming increasingly popular.

Choose a trusted brand: For added peace of mind, it is important to choose a brand that has earned a reputation for providing comfort and quality that lasts. Fly-by-nighters might offer motion furniture at more affordable prices, but the quality of this seating cannot be guaranteed. La-Z-Boy for example, remains one of the world's most recognised and trusted furniture brands and it is available in a wide variety of selected retailers throughout South Africa. It is so sure of offering only the highest quality seating, that all La-Z-Boy furniture comes with a limited 10-year warrantee.

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