

## PRESS RELEASE

### Sitting pretty

Whatever you call it – a sofa or a couch – it is a major investment, and one that should last. We speak to Kenneth Kalula from leading furniture retailer, Rochester, about how to judge the good from the bad. Here are his top four tips:

**Check the frame:** The bottom line is the sturdier your sofa's frame, the longer it will last, and this is largely judged by what the frame is made of. Says Kenneth: "Frames made from good quality wood will be more durable." Located in Klerksdorp's City Mall Shopping Centre, Rochester has launched a range of fabric couches that are made from Industrial Pine. Unlike the lower-end couches that are made from Crate Pine, Industrial Pine doesn't have any knots in the wood, and it boasts a strong grain for optimum durability.

**Test the springs:** Cheaper sofas often have what are called serpentine springs, which are preassembled units made from snaking wire. Although they do seem supportive at first, Kenneth says that they tend to press on the frame and sag over time. He says that any good quality couch should boast 8-gauge springs for a sturdy, comfortable seat that will stand the test of time.

**Get your fill:** What a couch is filled with makes an enormous difference to its comfort levels, as well as its overall durability. The majority of couches today are filled with foam, however, it must be noted that not all foam is made equal. "Low-density foam may be considerably cheaper, but it deteriorates rapidly, especially under constant use. This is why Rochester has opted for couches that boast 30-density foam, instead of the usual 23- to 26-density that the majority of couches on the market use. This choice ensures that the seating will last much longer and that it won't collapse, even under heavy use," notes Kenneth.

**Tough textiles:** Your sofa will be used on a daily basis, and as such it will require durable upholstery. A test called the Martindale test is used to measure the durability of a fabric. Kenneth explains: "The Martindale test is undertaken on upholstery fabrics to check their suitability for various uses. The test is also known as the 'rub test', as it tests for abrasion resistance." He says that the industry standard for sofa upholstery for residential purposes is generally between 15 000 to 20 000 rubs, however Rochester has opted for upholstery fabric that is of a hotel standard, boasting an impressive 45 000 rubs.

For more information, you can visit Rochester store located in the City all Shopping Centre in Klerksdorp, phone them on 018 462 6224, or visit [www.rochester.co.za](http://www.rochester.co.za) to find a store closest to you.

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