

## **PRESS RELEASE**

### **Built to last**

*15 April 2015, Johannesburg:* When it comes to purchasing seating, and motion furniture in particular, it is advisable to invest a bit more money from the onset, so that you can rest assured that you have a quality piece that will last. “One needs to look beneath the surface of a furniture piece to understand why you’re paying more,” advises motion furniture expert, Ryan Beattie from La-Z-Boy. He goes on to add: “La-Z-Boy, for example, only offers the best in quality upholstery, mechanisms from the USA, and frames that are built to last.” He believes that buying cheaper imitations products may be more affordable in the short-term, but may cost you more in the long run: “Low-grade materials end up deteriorating a lot quicker meaning you may have to replace your furniture item a lot sooner than you would a piece of quality craftsmanship.” Here’s his take on the matter:

### **Quality that lasts**

“When it comes to purchasing a fixed or motion armchair or sofa, it’s important to buy the best one you can afford at the time,” explains Ryan. He says that seating tends to be the main attraction in most living rooms and as such, one should make a considered choice and spend that little extra time and money to ensure you don’t end up having to replace it after a few years. “Ideally, you should choose a piece that has a timeless aesthetic so that it doesn’t date quickly, and hardwearing upholstery that has a long life cycle. Factors such as these play a major role in the longevity of a piece, but it also goes much deeper than just what meets the eye. A key component of good quality seating is what’s beneath the surface. A strong frame, sturdy springs and quality grade memoryfoam all play a role in ensuring it will withstand day-to-day use,” points out Ryan. Like with a house, superior construction and quality materials form the foundation of a great end product.

### **A reputable reputation**

It is essential to investigate the company and brand behind the piece you would like to invest in, ensuring that they are a reputable manufacturer with an established history. La-Z-Boy, for example, has over 60 years worth of experience manufacturing motion furniture. “A good long-standing reputation and a substantial manufacturers’ warranty is one way of ensuring that the piece you select is a quality one,” notes Ryan. Looking at the kind of warranty and after-sales service a manufacturer offers is a great testament to the brand’s ethos and the quality of the products that they manufacture. Ryan notes that for example, with every La-Z-Boy, client’s receive the famous La-Z-Boy warranty, which he regards as one of the finest in the industry: “All La-Z-Boy furniture comes with a 10 year limited warrantee - the frame, mechanism, electrical components, foam, and upholstery are all covered after purchase. What’s more is that La-Z-Boy offers the best after-sales service in the market, ensuring a great all-round client experience.”

### **Time will tell**

“No matter how expensive or quality assured a furniture piece is, it is bound to wear out over time, but there are ways around this,” explains Ryan. Here are his pointers on how to prolong the life of your La-Z-Boy:

- Lightly lubricate the mechanical mechanism every 12 months.
- If the user is of a substantial weight, it is advisable to tighten the wing nuts underneath the rear portions of the seat, whereas a lighter weight person should loosen them slightly.

- Avoid sitting on the arms, edge of the seat cushion, or leg rest when it is raised, and deter children from using your furniture as a jungle gym.
- Be extra attentive when wearing heels, jewellery or buckles so as not to scrape the upholstery or snag any fringing.
- Remove any obstructions before using your reclining chair or sofa.
- Make a point of sitting in a different part of your sofa at each use to ensure even wear.
- When placed on a high pile rug or carpet, make sure that the electrically powered motor does not come into contact with said floor covering.
- Select the correct fabric to suit your lifestyle to ensure it is durable enough to meet your needs.
- Armrests tend to receive the most wear over the years so be sure to keep dirty hands at bay or get armrest covers that can easily be removed and washed.
- Protect your furniture pieces from direct sunlight to avoid fading by simply drawing a curtain or positioning it away from brightly lit windows.
- Remove dust with a soft brush or occasional vacuum.
- Regularly condition your leather upholstery to maintain its suppleness and prolong its life.
- Avoid spray polish, chemically based products, saddle soap, abrasive cleaners or wet cleaning of your leather sofa unless otherwise specified.

“Whilst the immediate monetary output of a good quality motion furniture suite may be more substantial than cheaper alternatives, if you look at it from a long-term perspective, they really do work out to be the better buy,” nods Ryan.

Visit [www.la-z-boy.co.za](http://www.la-z-boy.co.za) or phone 021 951 7150 (ask for sales) to find a retailer closest to you.

## **Ends**

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