

PRESS RELEASE

Back in motion

Motion seating has recently gained huge popularity among South African homeowners. Ryan Beattie from leading furniture supplier, Alpine Lounge, gives us the lowdown on why we should buy into the motion seating trend and what to look for when purchasing a recliner.

01 August 2014, Johannesburg: “Motion seating has made a huge comeback over the last few years and there’s no wonder why – it encompasses everything that you could want from living room furniture – style, superior comfort and functionality,” says Ryan Beattie, from leading furniture manufacturer, Alpine Lounge.

What’s the big deal?

“Good quality motion seating offers out-of-this-world comfort,” says Ryan, who goes on to add: “It offers a variety of positions that guarantee optimum comfort, no matter what you are doing – whether you are just relaxing and reading a book, or watching movies or sports on the TV, reading to your child, listening to your favourite music, or just curling up with a drink after a long hard day at work. With the wide variety of motion seating currently available, you can find an option suitable for virtually any space, with regards to size and style. From a single La-Z-Boy recliner for a reading nook, to an Alpine Lounge motion suite that has been designed so that the whole family can enjoy it.

Besides offering the ultimate in seating comfort and luxury, motion seating also boasts a list of health benefits, explains Ryan: “Established recliner brand, La-Z-Boy, for example, offers recliners that are not only super comfortable and aesthetically good looking, but they have been proven to ease back and neck pain – perfect for elderly people, breastfeeding mothers, and those who suffer from general back, lumbar and neck pain. La-Z-Boy recliners have been fully endorsed by the American Chiropractic Association,” explains Ryan.

Spoilt for choice

“When it comes to motion seating, there are so many choices available, it can often become very difficult to know what’s what,” notes Ryan. He provides his top consideration that should help you choose the best recliner for your needs:

- **Filling:** There is a wide variety of options when it comes to the filling of your motion seating, however, the most popular choices include polyurethane and in certain ranges, memory foam. Memory foam fillers offer more sturdy support, as they provide a contoured fit to the body, while polyurethane is a softer and more affordable option.
- **Upholstery:** Although recliners are most commonly known to have leather upholstery, Alpine Lounge and La-Z-Boy also offer high quality fabric upholstery options to choose from. The benefits of leather upholstery are that it is incredibly durable and offers a timeless aesthetic that compliments virtually any style. For those who would like leather upholstery, but just can’t afford the costly price tag, why not opt for leather-uppers for the best of both worlds – affordability, with the beauty and longevity of leather. Fabric upholstery is more affordable than leather, it is great for hot and humid climates, and it offers a means of choosing a fabric that ties in with the rest of your décor.

- **Actions:** Most recliners have a 3-phase reclining mechanism, but there are a few other variations that offer added customisation with regards to reclining positions for optimum comfort and support. La-Z-Boy recliners for example, offer 18 different reclining positions, which all guarantee full lumbar and body support. The new Lay-Flat technology from Alpine Lounge is another great example – it allows for a full 180-degree recline for First Class-type reclining comfort, and replaces the need for pull-out sofas.
- **Space-saving features:** Incliners are a great option for rooms where space is limited, as the seat does not recline backwards, but rather reclines by gliding forward, so you do not need added space behind the seating for the reclining back.

“There are many other customisable choices that leading motion seating suppliers offer, such as a left-handed reclining lever, extended head and foot rests for taller users, rocking, swivel and gliding actions, and automated reclining mechanism to make your reclining experience that much easier. Speak to your retailer who will be able to offer you a clear picture of how you can customise your motion furniture to best suit your needs,” explains Ryan.

Quality control

As with all furniture, quality is a crucial consideration says Ryan: “Investing in furniture is a sizeable investment. This combined with the fact that motion furniture in particular comes with a plethora of various moving parts, makes it important to choose the best quality motion furniture that you can afford. Investing in cheap, low quality motion furniture will mean that you will have to replace it in the not-too-distant future. As such, it is highly advisable to invest in the best motion furniture that you can afford, manufactured by a trusted brand that guarantees high-end workmanship – this will provide you with peace of mind regarding the comfort and longevity of your purchase,” advises Ryan. He offers a few key aspects to look out for with regards to defining quality when it comes to motion seating:

- Look for quality, durable fabric that won’t tear easily. Reputable manufacturers of reclining furniture, such as Alpine Lounge for example, do regular quality tests on the upholstery fabric that they use to ensure maximum durability and quality.
- Be sure to “test drive” the recliner out to see how it feels – this will probably give you the best idea of its quality. You are looking for support, comfort, and easy-to-use operation with smooth reclining movement. The level of comfort of any recliner is directly associated to the user’s measurements and weight. The patented La-Z-Boy mechanism for example, provides the smoothest reclining motion and allows you to adjust the reclining tensions so that you can customise the amount of effort needed to operate the recliner, based on your individual body type. They also boast an easy-action latch release that is set flush in the side panels of the recliner, as well as adjustable footrest tension for customised comfort.”
- Easy operation is another quality giveaway - you want your recliner to move smoothly, and squeaking from the mechanisms is a tell-tale sign of bad quality.
- Any good quality recliner must boast a sturdy hardwood frame as well as bolt and T-nut connectors as opposed to wood screw fixing in their mechanism – this will ensure you that your motion seating is built to last.

“Motion seating that comes with a guarantee is a sure sign of tested quality, and many motion furniture brands, such as La-Z-Boy and Alpine Lounge for example, offer sound guarantees with their motion furniture. With all the benefits and variety that comes with motion furniture it’s easy to see why motion furniture is a must-have addition to any home,” concludes Ryan.

ENDS

Released on behalf of Alpine Lounge (www.alpinelounge.co.za) by The Line Communications (www.theline.co.za, ant@theline.co.za).