

PRESS RELEASE

Bravo! Here's to the widest selection of furniture under one roof!

Leading lounge furniture brand, La-Z-Boy, is manufactured locally under licence in South Africa. It has just launched a brand new range of motion furniture at its newly renovated showroom in Johannesburg.

26 February 2016, Johannesburg: In February 2016, La-Z-Boy, along with four other furniture brands operating under The Bravo Group umbrella, launched new furniture ranges in their newly renovated and upgraded Johannesburg showroom. Says Claire Gibson from La-Z-Boy South Africa: "We are incredibly excited about the new showroom, as it provides a great means of showcasing the La-Z-Boy range to the trade and the public alike. Also, considering there are four other brands operating under the same umbrella group who are also using the same showroom, including Alpine Lounge, Grafton Everest, Gommagomma and Global Sourcing, the Johannesburg showroom offers consumers and trade alike the means of viewing the widest selection of furniture in the country!"

La-Z-Boy in South Africa

Claire explains that La-Z-Boy South Africa ensures the same high-end designer aesthetics and quality that its overseas counterparts do: "The La-Z-Boy brand is the leading manufacturer of motion furniture in the world, and it is manufactured here under strict quality-control to ensure only the highest standards are met with regards to durability, value, design and longevity. We are so sure of La-Z-Boy's high-end quality that we offer a 10-year limited warranty on all our products – offering consumers access to high-end international comfort, good looks and quality, as well as peace of mind that they have invested in exclusive furniture that is of an international standard."

Since Alpine Lounge were given the rights to manufacture La-Z-Boy in South Africa under licence in 2012, the La-Z-Boy brand has gone from strength to strength and has become a sought after brand in South Africa. Claire says that even in today's recessionary times, the La-Z-Boy brand has fared exceptionally well in the local market and continues to show impressive levels of growth: "The bottom line is that South Africans love the La-Z-Boy brand, and they understand that if they invest in a La-Z-Boy, they are investing in the best motion furniture money can buy. Since La-Z-Boy was first launched here four years ago – it has gone from strength to strength, and has made strong inroads in the local market. We are expecting demand to maintain its upward curve as La-Z-Boy's popularity continues to show impressive growth."

La-Z-Boy furniture is sold in South Africa through furniture retailers countrywide. Consumers can find retailers closest to them by visiting www.la-z-boy.co.za. However, as an added service, consumers can now visit the Bravo Group's Johannesburg showroom and browse through the La-Z-Boy product range at their leisure to get a full understanding of the extensive products available to them. Dedicated showroom staff are always available to advise what

options are available to them with regards to style, size and upholstery, and then advise on which retailer is the most convenient for them. Says Claire: "Often, retailers only stock limited La-Z-Boy ranges, however, if consumers would like to see the entire range and select one that best suits their style, needs and budget, before they make their final decision – then the showroom offers them the convenience to view the ranges all under one roof."

A little history about the La-Z-Boy brand

Almost a century ago, two American cousins, Edward M. Knabusch and Edwin J. Shoemaker, joined together to design a chair that has added both comfort and enjoyment to the lives of millions of families around the world. What began in the small community of Monroe, Michigan in the USA, has today developed into a global organisation with manufacturing facilities and distribution centres that reach around the world. One thing still remains the same after all these years however, is the La-Z-Boy commitment to comfort, quality and value.

Although their customers could sit back and relax, the La-Z-Boy brand couldn't simply rest on its laurels after having pioneered the way with the first reclining chair of its kind. Over the next seven decades since the inception of the first recliner in 1927, La-Z-Boy innovated, improved and broadened its range. Its reputation for comfort, quality and desirability has spread across the world, where La-Z-Boy has become the generic name for all recliners.

The La-Z-Boy secret to living life comfortably

When it comes to comfort, La-Z-Boy is really in a class of its own. The moment you sit back and relax on a La-Z-Boy, you'll realize that not all reclining furniture is created equal. Sure, La-Z-Boy furniture boasts updated, modern designer aesthetics, with only the most premium leather and fabric upholstery, but that's just the surface attraction. The quality construction, the exclusive La-Z-Boy mechanism, and deep, delicious comfort are the impressions that really last – because, after all, it's what's inside that really counts.

No other recliner offers all these exclusive features:

- **The most reclining positions:** Back and footrest recline individually to provide 18 comfort levels. You can move from slightly reclined to full layout position, with the footrest raised to elevate your legs and feet for improved circulation.
- **Patented La-Z-Boy® mechanism:** For the smoothest reclining motion featuring adjustable reclining tensions that allow you to customise the amount of effort needed to recline based on your individual body type.
- **Total body and lumbar support:** Only La-Z-Boy recliners are designed to provide complete support for your body and lumbar areas in all reclining positions.
- **Secure three-position locking footrest:** Offers a choice of comfort and locks for safety and support.
- **Superior frame construction:** Only La-Z-Boy recliners have a patented four-sided unibody designed for long lasting durability.

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Released on behalf of Alpine Lounge (www.la-z-boy.co.za) by The Line
(www.theline.co.za, ant@theline.co.za).