



INSIDER TIPS

What to Ask When Buying a Sofa

Where Shall I Start?

It's best to divide the enormous choice of stores into three distinct categories.

If you're after a value package deal, Fantastic Furniture and Amart are good places to start.

If you're looking for a wide variety of styles, a broad price range and expert knowledge, then Dankz, Harvey Norman and Nick Scali should be on your list.

For the super-luxurious, Natuzzi and De Rucci are among the names to look out for. Or search out stockists of Stressless.



Is That The Real Price?

Some retailers price their sofas deliberately high and back it up with smooth marketing. They then heavily discount the price in store to the real value of the sofa, making you think you got a bargain.

If you are looking at a deal that is too good to be true, it probably is. Our advice: don't use RRP as a proxy for quality and compare technical specifications.

There is nothing wrong with a bargain, but don't be fooled into thinking it is worth a lot more than it is.

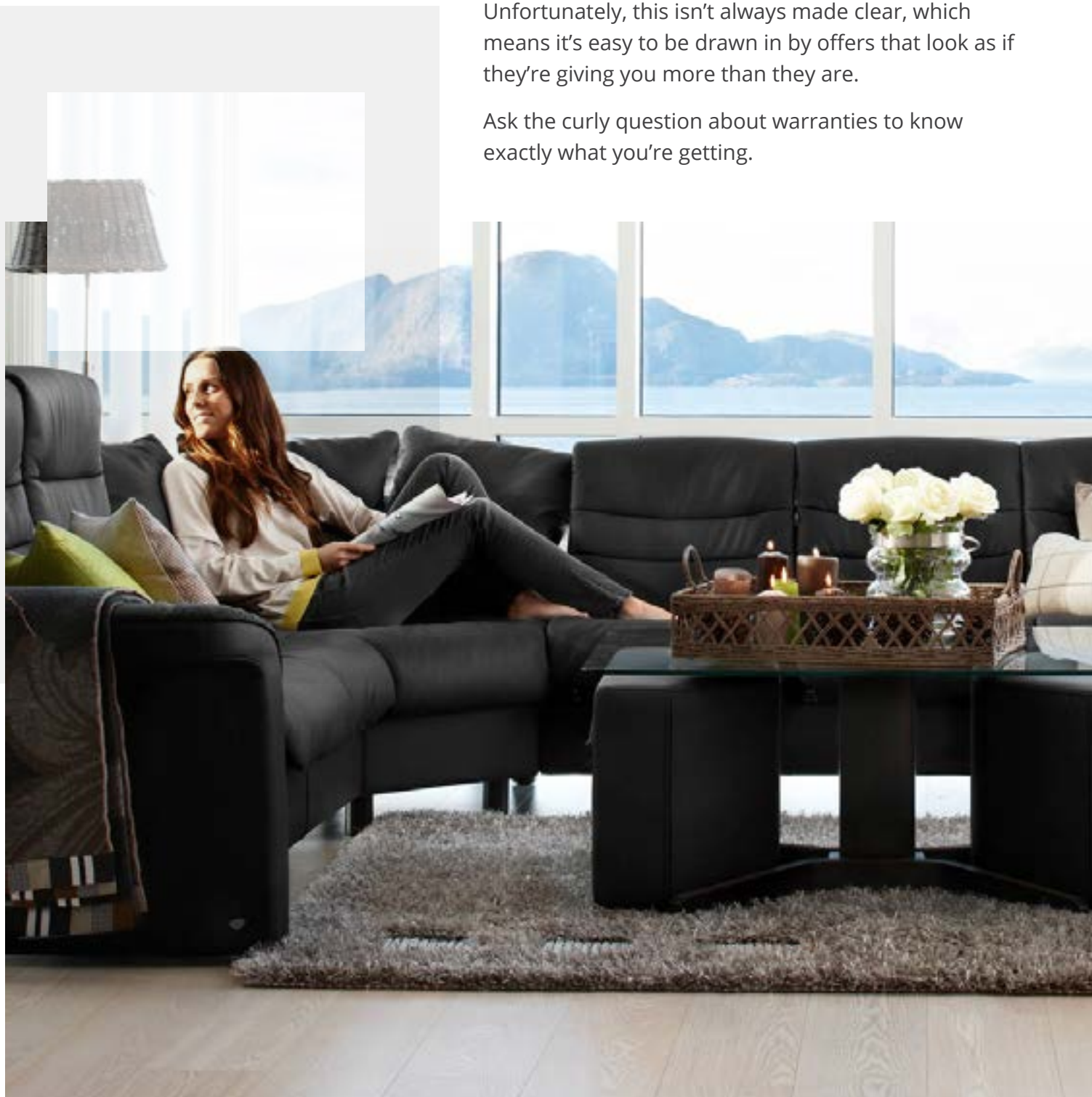


How Long Is The Warranty Really?

Surprising as it might sound, the frame, the foam and the fabric (or leather) will each have a separate warranty.

Unfortunately, this isn't always made clear, which means it's easy to be drawn in by offers that look as if they're giving you more than they are.

Ask the curly question about warranties to know exactly what you're getting.





How Long Will The Comfort Stay For?

Your comfort is critical, which means the endurance level of the foam is super important. Anyone can make a sofa that's comfortable for a few months, but what about a sofa that's still comfortable in 10, 20 or 30 years time?

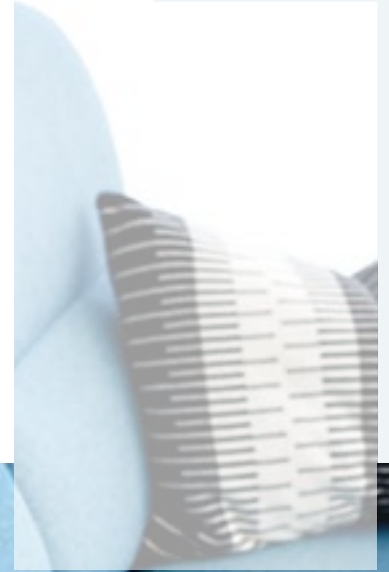
Density is the key word when it comes to foam, because density defines the quality and durability. The higher the density, the better the foam.

There's a standard industry coding system that specifies a foam's density, so make sure you ask for the details.

Did The Fabric Pass The Tests?

A good-quality fabric will have been tested to exacting Australian standards for abrasion resistance, seam slippage, pilling resistance, colourfastness and much more.

It all helps give you the peace of mind that your new sofa is likely to stand up to everything you throw at it. Okay, maybe you're not literally throwing things at it, but everyday demands (not to mention kids, pets, movie snacks and red wine) can all play havoc with a fabric that's not tough enough or resilient enough for your home and family.

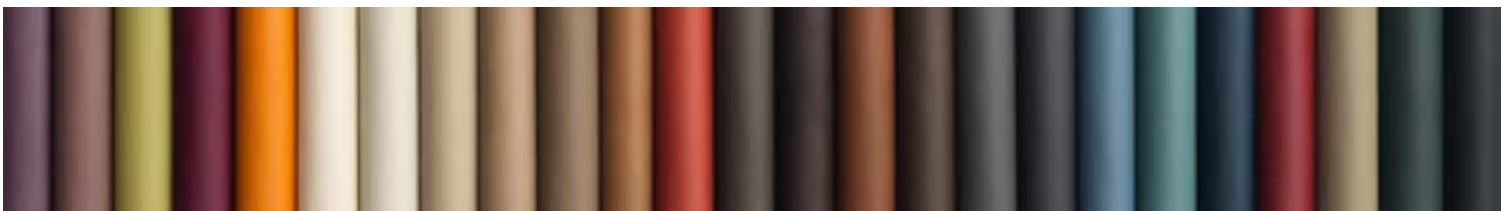


Do You Customise Or Custom Make?

These terms are often confused and they have two very different meanings.

Customisation means an existing design has options, such as choosing blocks, pods and seats from a specified range of fabrics, or adding extra seats or cushions. Configure it how you want to suit your family and your space.

If something has been custom made, on the other hand, then it's been made to your individual specification, from the foam and the fabric, to the size and style. It's a totally different proposition and nowhere near as expensive as you're thinking. If you are looking to customise, also check out a custom make option – you'll get everything you want, not nearly everything you want!





Did You Make This In Your Own Factory?

At Dankz we make furniture right here in our own factory in WA. We understand the process and also use our skills at manufacturing facilities overseas when required.

Overseas manufacturing can make for more affordable furniture. If you are confident there have been no shortcuts, it can be a win-win.

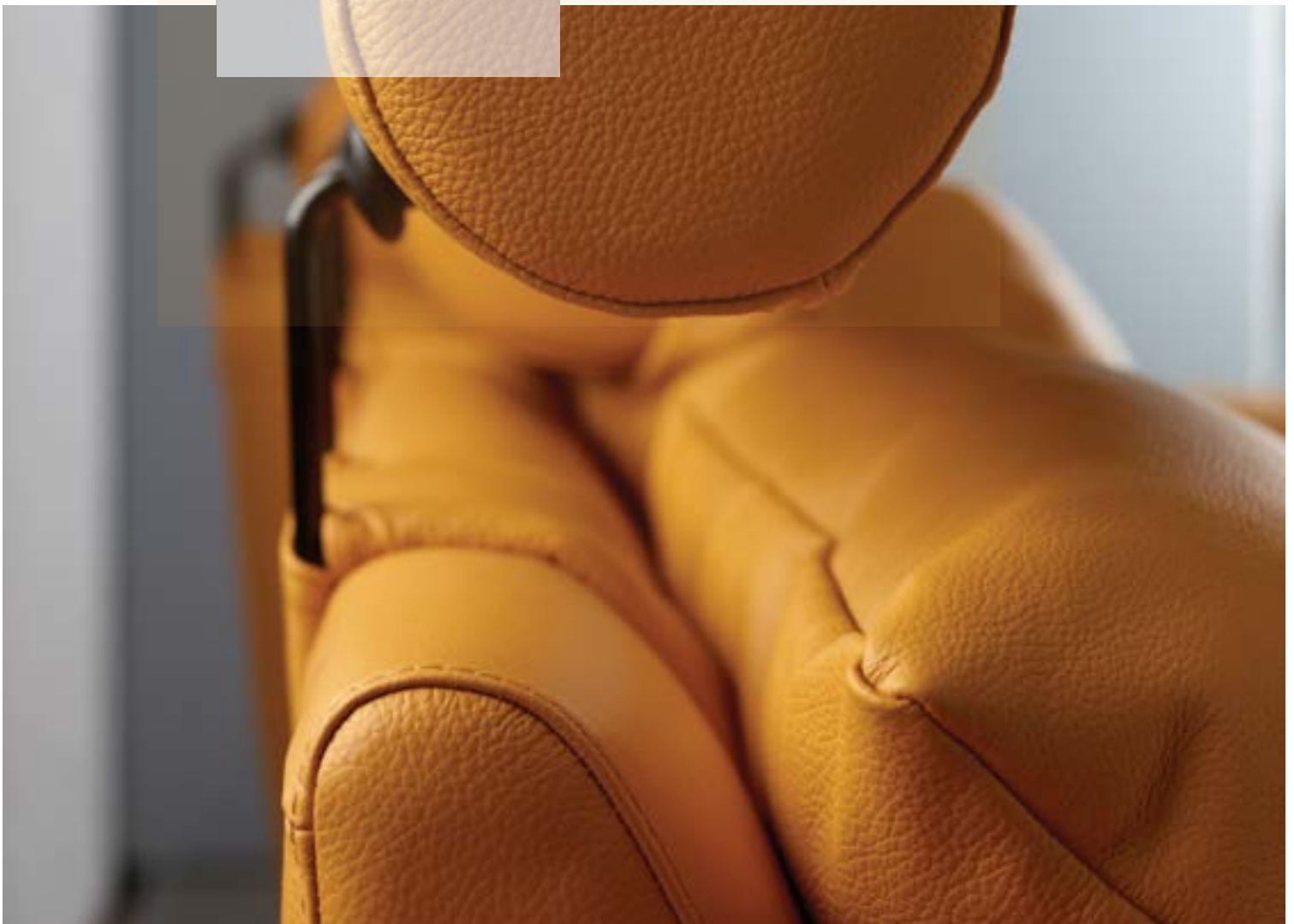
Do make sure whatever you purchase is made to Australian standards and trust us when we say not all sofas are! Watch out for those that claim to have their own manufacturing operations overseas, it's simply not true.

Is This Leather To Dye For?

If the leather is the same colour front and back, you'll know it's drum-dyed leather. This means that it hasn't been sprayed on or painted on, so it won't start flaking, peeling or shedding.

Some leather sofas aren't even leather at all, but a 'bonded' leather or leather look-alike that's usually more genuine plastic than it is genuine leather.

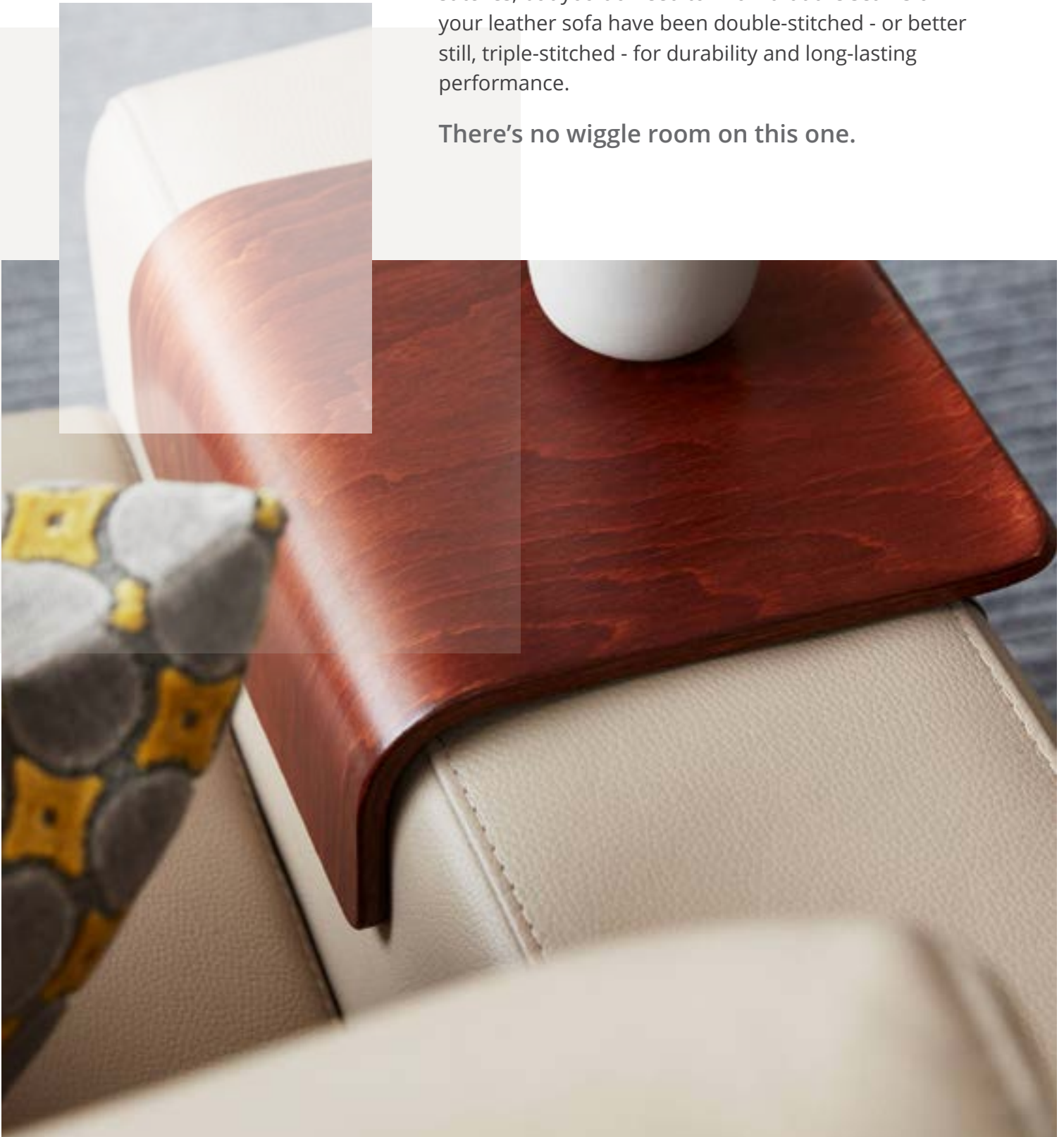
Ask if the same leather has been used all over the sofa. Some manufacturers will use leather on the 'contact areas' of the sofa, such as the seat and back cushions, but cover the rest in lesser-quality leather or a mix of coated polyester and cotton.



How Many Stitches Are There?

Okay, so you don't need to know exactly how many stitches, but you do need to know that the seams on your leather sofa have been double-stitched - or better still, triple-stitched - for durability and long-lasting performance.

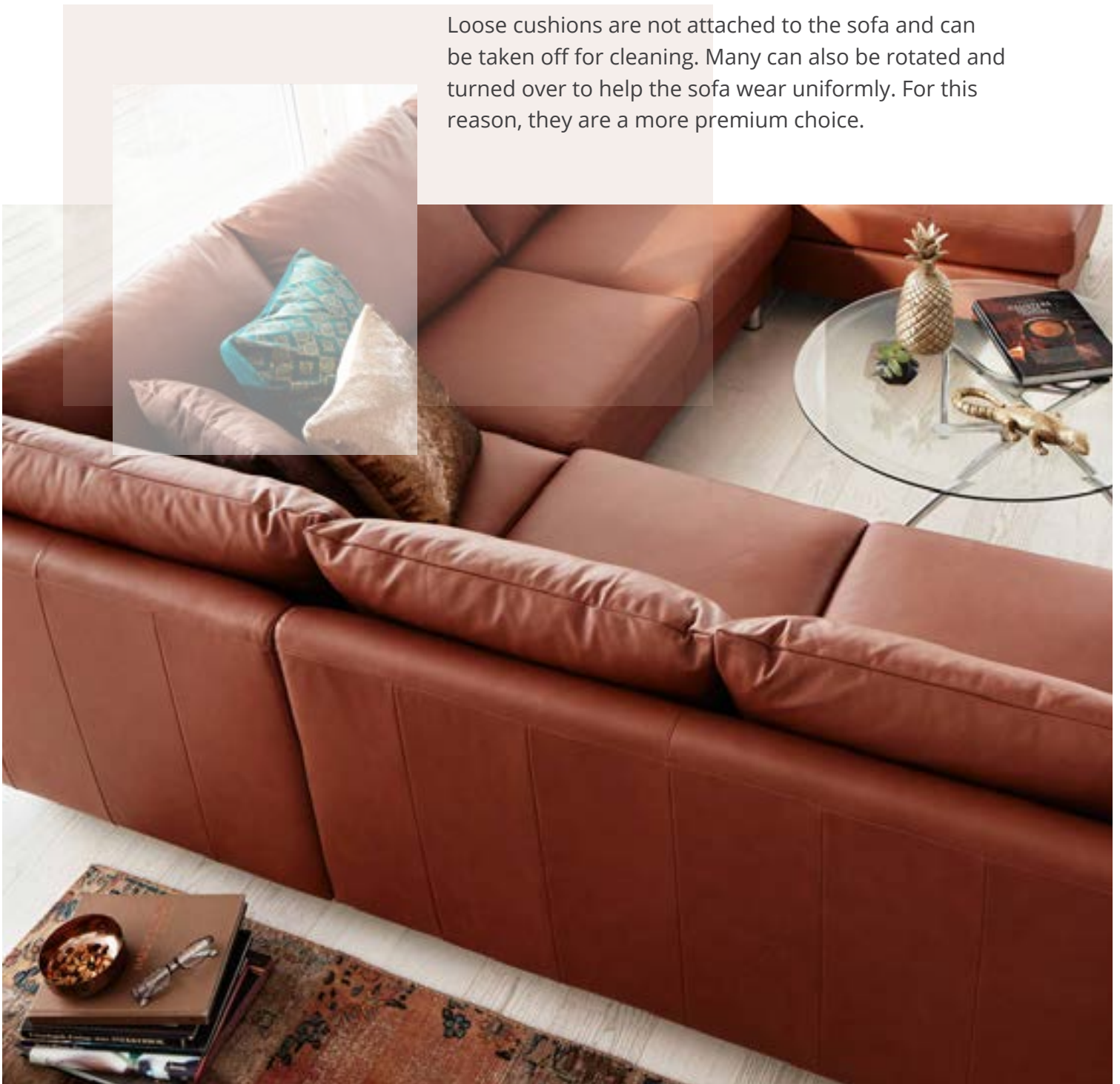
There's no wiggle room on this one.

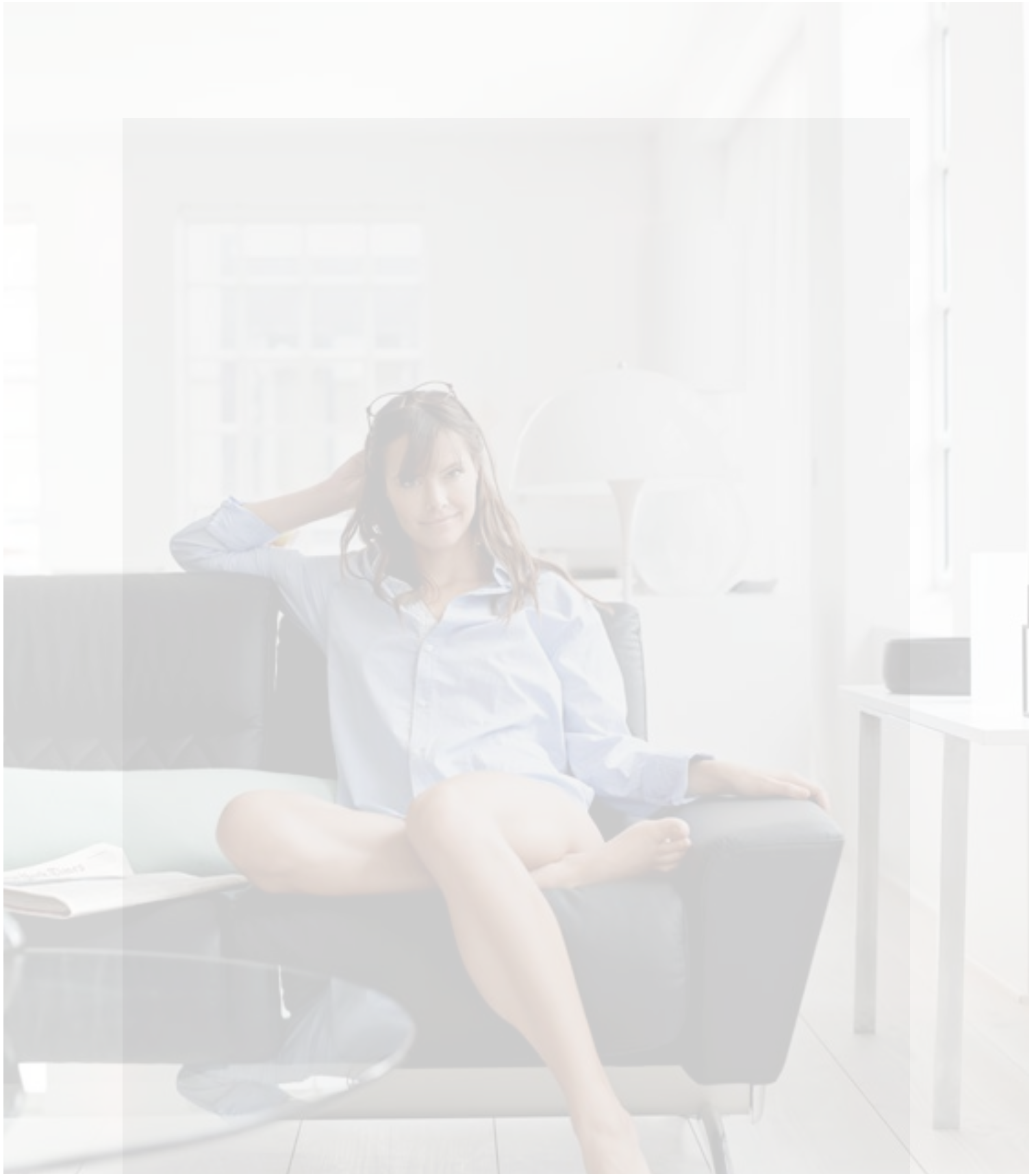


Fixed Cushions Versus Loose Cushions?

Fixed cushions are just that. They are attached to the sofa and cannot be removed. The kids won't throw them around and you can't lose anything underneath them!

Loose cushions are not attached to the sofa and can be taken off for cleaning. Many can also be rotated and turned over to help the sofa wear uniformly. For this reason, they are a more premium choice.





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