



La-Z-Boy Announces New iClean Stain-Repelling Fabric

08/23/16

Advanced fabric technology provides a barrier of protection from everyday spills

MONROE, Mich., Aug. 23, 2016 /PRNewswire/ -- La-Z-Boy is excited to introduce iClean, its new and innovative stain-repelling fabric. iClean is a high-performance fabric that incorporates safe, sophisticated chemistry to protect and surround each fiber, repelling spills before they turn into stains. Everyday spills are now protected with iClean, including coffee, wine, salsa, dirt, chocolate and more.



So how does it work? iClean fabrics are completely immersed in a stain resistant solution assuring every single fiber has been treated. This process leaves a concentrated barrier of protection while still keeping the touch soft and luxurious.

"At La-Z-Boy, we want our customers to discover quality products that work with their life," said Paula Hoyas, Vice President Merchandising, La-Z-Boy. "iClean represents a leap forward in a new generation of high-performance fabrics as we continually strive to develop solutions that enhance consumers' lives."

iClean fabric creates a barrier of protection from stains associated with children, pets and everyday life. Hoyas added, "No longer do parents need to postpone owning that beautiful sofa until kids grow or move out." For most liquid spills, the fabric can be cleaned by simply blotting the spill with a paper towel. iClean fabrics are available in 45 base cloths and 18 correlates and can be ordered on most La-Z-Boy frames. The fabric also includes a three-year limited warranty.

"Our tag line is 'Live Life Comfortably' and iClean will help consumers do that by reducing fear of stains," said Hoyas. "This advanced fabric technology gives consumers a better choice for their homes and everyday living."

To learn more about iClean, view the video at: <http://www.la-z-boy.com/iClean>

About La-Z-Boy

Headquartered in Monroe, Mich., La-Z-Boy has been producing some of the world's most comfortable furniture for over 89 years. The company manufactures a full line of comfortable products for the living room and family room, including the company's world-famous recliners, reclining sofas and love seats, sleep sofas, modular furniture and leather upholstery, as well as stationary sofas, love seats and chairs. It is a division of La-Z-Boy Incorporated (NYSE: LZB), one of the world's leading residential furniture producers, marketing furniture for every room of the home. "Live Life Comfortably.®"

Photo - <http://photos.prnewswire.com/prnh/20160823/400417>

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