



Tips for Customized Comfort

Golden recognizes the consumer's need for a chair that is the "right fit". It is integral to the continuity of the product, the health of the consumer, and in the customer's overall experience. In the past, we have offered recommended user heights as a guideline for ensuring a proper fit. Because people come in all shapes and sizes, we are focusing less on providing a guideline and more on empowering dealers to find the "most comfortable lift chair" for their customers.

There are four major factors that can impact the comfort and fitting, as well as, the long-term mechanical operation of a chair. Staying within the parameters of these four factors will help to mitigate the possibility of a post-sale conflict. These four factors are:

- **Weight Capacity** – The first step is to obtain the customer's weight ensuring that it does not exceed 80% (or within 20 lbs.) of the chair's capacity. Remember the weight capacity pertains to the overall weight distribution across the entire chair. If the chair is rated at 375 lbs., that is the chair's overall weight tolerance and does not mean that the footboard will support 375 lbs.
- **Distance from Floor to Top of Seat** – Begin by ensuring the customer's feet are flat on the floor. As a point of reference, there should be enough space behind the

customer's knee or calf, to fit two fingers comfortably. Ideally, the edge of the footboard should catch just above the customer's heels. Excessive overhang may cause severe discomfort and damage the scissor mechanism.



The floor to seat height should be measured from the bottom of one's foot to the top of the back of the knee. If the floor to seat height is too tall, it will cause the customer's feet to dangle above the floor.



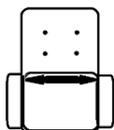
A floor to seat height that is too small will cause the customer's knees to become uncomfortably elevated and unsupported.

- **Seat Depth** – With the knees bent, the customer's lower back should reach all the way to the back assembly without any leaning, stretching, or scooching. With the customer in the seated position and their back and legs flush against the chair at a 90-degree angle, you will be able to determine if the chair is an appropriate height for the customer.



The seat depth should be measured from the bottom of the back of the knee to the base of one's back. Too small of a seat depth will create a shorter leg extension and the customer's feet will hang off the foot board too much when reclined.

- **Seat Width** – The distance across the customer's backside while in the seated



position plus two inches will help determine if the chair will be too narrow or too wide for the customer. A hand should pass without resistance between the chair and the customer's hip. Too narrow is

rarely a problem but a customer who purchases a chair that is too wide is all too common. Too large of a seat width will cause the customer to favor one side of the chair over the other. Remember that when the customer sits down, their backside will spread wider than it is in a standing position. Too narrow of a seat width will cause your customer to squeeze into a restricted area. Over time this will cause undue stress on the arms and create problems with the chair's operation.

Mechanical problems that can occur because of improperly "fitted" chairs:

- If a chair is too large for a consumer, it may cause the scissor mechanisms to snap open abruptly or shut abruptly.
- If a chair is too tall and a consumer must "scooch" back to the back of the seat, the foam in the seat cushion may begin to bulge in the center over time.
- If a consumer exceeds 80% of the chair's capacity, it is likely that damage will occur to the wooden framework, scissor mechanisms, and the lift frame.
- Uneven Weight Distribution- Some consumers would prefer a chair that is much wider than what they need. Perhaps the consumer has a pet or child they want to join them in the chair or a place to set their things. The problem with a chair that is too wide, is that the end user may favor one side of the chair over another causing uneven foam compression, and in some cases, uneven wearing of the scissor mechanisms.
- If the seat is too narrow for the consumer, continuous pressure of the hips against the inside of the arms, while either the chair or the consumer is in motion, will cause the wooden arm frames to weaken or crack over time.

- **Variations in Occupancy** – There are instances when a family will purchase a lift chair and they will share or change occupancy. Unless all occupants are similar in size or body type, the chair may not perform the same as it would for the intended occupant.

These are just some examples of common indicators that a consumer has not been properly fitted for a chair as opposed to a manufacturer defect. Considering that our Limited Lifetime Warranty exclusively covers manufacturer defects, avoiding an improper sale helps to improve the customer experience and possibly secure future sales.

Suggestions for avoiding post-sale conflicts

- Provide consumer education on the implications of an improperly fitted sale or a sale where no fitting occurs.
- Offer the customer a waiver to sign if they are knowingly purchasing the wrong size chair against the retailer's advice.
- Observe the customer in the chair to ensure that they do not select a back style that may conflict with their height and exacerbate any forward head posturing or resistance causing the head to be pushed forward.

Ask the customer questions during the fitting such as: Are your feet sitting comfortably on the floor? Is there adequate space on either side of your hips? (Spending time to ensure the sale is appropriate, is the best way to avoid post-sale conflicts.)