



Interior Expressions Solves the Three Major Issues with Furniture Store Furniture

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Interior Expressions, an Oro Valley, Arizona based home furnishings and remodeling showroom has created what they say is the answer to furniture store furniture. According to the company, typical furniture store furniture has three major issues.

First, furniture store furniture is built for the "average" person. There really is no such thing as an "average" build. Everyone is shorter, taller, wider, thinner, longer or shorter legged than the "average" person. Furniture built for the "average" person doesn't fit most of us very well, causing discomfort, pain and even back problems.

Second, the furniture stores had to guess six ? nine months ago what you might want for your new sofa, chair or sectional. That's because it takes that long to get the products built overseas and shipped to their stores. Most people don't know what they want for dinner tomorrow night. How could furniture stores know what you want today way back then?

Third, because they have so much invested in the inventory in their warehouse, they will do everything they

can, including steep discounts, to sell you what they have in stock. Even if it isn't right for you, your home or lifestyle.

Betty Jones, owner of Interior Expressions says, "Our goal is to sell you the sofa, chair or sectional that is a perfect fit for you, your home and your lifestyle." Jones states that they inform customers "what furniture stores don't want you to know," which helps educate buyers so they can make a better informed buying decision versus being pressured into buying what the furniture store has in inventory.

The Interior Expressions' answer to furniture store furniture is their revolutionary new Comfort-Fit? Upholstery system.

Their Comfort-Fit? upholstery line allows nearly every aspect of an upholstered or leather furniture piece to be adjusted for the client's individual comfort. The seat and back cushion firmness can be adjusted, as well as the size of the piece, from extra-small to extra-large. In addition, the arm style and height as well as the back pitch (angle) can be fine-tuned for each person. Their Comfort-Fit? upholstery line is available in thousands of different fabrics to fit any look or lifestyle.

They also have a first-in-the-industry 120-Day Comfort-Fit? Guarantee. The buyer has 120 days of in-home use to ensure their comfort-fit.

"There is nothing like this program, that we know of, in the entire upholstered furniture industry," Jones exclaimed.

Jones says, "We use a formula of quality plus durability, warranty, great service, hassle free purchases, and a fair price to provide our clients with superior value."

She says that whenever possible, they deal only with products that are made in the U.S.A. and that they listen intently to their clients to ensure that all of their needs are being met, which means not just their design needs but also their functionality and budgeting needs.

The company uses a proprietary client profile process that helps them to ensure they know what their customers are looking to achieve, and zero in on identifying those areas where everyone in the household can agree. They offer a unique showroom with display products that represent a number of styles, giving customers the opportunity to see the quality and the overall design aesthetics that certain furnishings provide.

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Interior Expressions

From Foundation to Finishes...Your ONE-STOP Solution for Distinctive Home Interiors.

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