

Salamander Designs Launches New and Improved Custom Configurator for Design Your Own Premium Entertainment Seating

Theater and lounge seating innovations include new Custom Seating Configurator, expanded luxury leather coverings and improved comfort/ergonomics.

Salamander Designs Ltd., a leader in premium quality audio/video furniture and entertainment seating solutions, is pleased to announce several innovations to its line of custom theater and lounge seating. A new Custom Seating Configurator offers consumers and integrators enhanced online design capabilities. Salamander's Premium Leathers have added two new luxury choices. Seating comfort and ergonomics have also been improved, and new non-reclining mechanisms are now available as well.

A new Design Your Own (DYO) Custom Seating Configurator features the following improvements:

- Enhanced User Interface and Experience
- Photo Realistic Chair Rendering
- Features All Products/Chair Styles
- New Cover Materials and Custom Details
- Design, Print and Save Systems for Customers

Salamander launched its first configurator in 2000, an interactive web tool that's been a key element of the brand's website for nearly 15 years now. The Custom Seating Configurator provides an intuitive, easy-to-use interface that allows shoppers to build the perfect seating solution, creating accurate graphic representations of preferred style, materials, arrangement and functionality. A Custom Configurator is also available to help build a modular Synergy System cabinet system. Try either configurator at SalamanderDesigns.com/DYO.

New Royal and Luxe Premium Leathers expand a robust line of luxurious seating materials offered for high-end, discerning clients. Royal is fine Italian, aniline dyed leather with a soft and subtle hand. Fine graining enhances its beauty and gives it a warm, cozy appeal. Colors exhibit an earthy hue reminiscent of a fine pair of worn chaps. Luxe comes from American dairy cowhide meticulously selected for a natural, even, pebbled grain. Luxurious looking with excellent durability, Luxe is recommended for the contract, hospitality and residential markets.

Salamander seating is as renowned for its comfort, ergonomics and durability as it is for distinctive, love-at-first-sight styles. Construction innovations include a new spring suspension that improves the "sit" and "support", and multi-layer cushions now include a top layer of Memory foam for a luxurious feel that can be enjoyed time after time, year after year.

New non-reclining mechanisms are available for Alex and Olivia custom seating collections. Customers can now choose between non-recline versions as well as fully adjustable, quiet motorized and 3-position manual "wall-away" recliners for close-to-wall positioning.

These innovations reflect Salamander's customer-centric focus and continual commitment to designing and building the finest, highest quality AV furniture products available.

About Salamander Designs



Salamander Designs is a leading manufacturer of premium quality, highly customizable furniture for residential and commercial audio/video integration. Known for fusing visual design with functional engineering and advanced manufacturing methods, Salamander's innovative product lines feature the highest level of configurability and adaptability that allow A/V enthusiasts and integrators to meet their present and future needs. Custom products are built-to-order in the USA and quick-ship within days. Learn more at SalamanderDesigns.com.



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