

## **NEW ALLAY™ Sleep Sofa Introduces Improved Function and Fashion into Healthcare Furnishings**

*April 16, 2010, GRABILL, IN* — Developers of the new **ALLAY™ brand sleep sofa** have announced the product's early launch into the healthcare market in an effort to capture architects, designers, and healthcare staff who have concerns with similar in-room sleep sofas on the market. Following an extensive, two-year research initiative of competitor analyses and voice-of-customer feedback, Allay's designers and marketers will officially launch the new sleep sofa this summer prior to first order shipments in August 2010.

By design, Allay Sleep Sofa is constructed with all renewable components on a steel frame for a slimmer profile without sacrifice of comfort, simplicity, and security. Design and construction adhere to voice-of-customer criteria that dictate greater sitting comfort; a distinctly different and more secure sleeping surface; an intrinsic ease of operation; and a full list of options that include one to two ottomans, storage drawer, and choices in style and five lengths.

Key to Allay's acceptance by healthcare professionals is its smooth operation and simple design. An integrated pull handle intuitively tells the user how to operate the sleep sofa by pulling forward on the sofa's back cushion. A patent-pending pivot mechanism secures the folding components into position for a solid, restful sleep surface; and a back support panel provides additional security while sleeping.

Allay is the only sleep sofa equipped with fully renewable components, allowing every piece of upholstery to be easily cleaned and/or replaced. The seat and back are designed to separate for easier wipe down and to allow debris to fall through to the floor for simpler sweeping and cleaning.

Allay's comfort features for sitting and sleeping are purposefully designed: spring-loaded, self adjusting foot ottomans for more comfortable reclining; distinct sitting and sleeping surfaces; fully upholstered soft tops, caps, and side panels; moisture barrier protection as standard on all Allay products; and center storage drawer option for at-hand convenience. Additionally, the Allay Sleep Sofa is equipped with foot glides for easier maneuverability and room positioning.

The Allay Sleep Sofa is designed and manufactured by Wieland, an award-winning leader in healthcare furniture solutions with a comprehensive line of sleep recliners, rockers, gliders, orthopedic, bariatric, patient and guest chairs, tables, and accessory furniture. More information is available at [www.wielandhealthcare.com](http://www.wielandhealthcare.com) or by calling 888.WIELAND.

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