

Hints and
Ideas to help
you choose the
right product
for you.

REST & RELAX

WELL-BEING, COMFORT, MORE ENERGY,
BETTER REST... FEEL GREAT!

Latest Designs
0% APR & Low Rate Plans
Fair Pricing Guarantee
Friendly UK Contact Centre

www.self-sure.co.uk

Helps with Bad Backs, Poor Circulation, Joint Pain, Aches and Pains, Poor Sleep, Numbness

Welcome...

Rest & Relaxation is an important part of a healthy lifestyle for all ages. It rejuvenates your mind, body and soul and is very closely linked to your overall sense of well-being.

Modern day life means you're subjected to all kinds of stresses and strains. You might not notice it creeping up on you but when stress takes hold it affects you in so many ways; poor sleep, anxiety, aches and pains, illness, lack of energy, poor memory and so on.

Taking time out to rest and relax will benefit you in so many ways. Feeling rested and relaxed you are ready for the day ahead. Ready to face the world. You do more. You function better. In fact, you're a different person.

Continue reading and you will find out ways to help you rest and relax, information and guidance to help you choose what's right for you and hopefully a little inspiration to find that special something that becomes your special place to unwind, relax and rest peacefully.

The way we do business

Each Customer or potential Customer is assigned a Personal Advisor. Their role is to become your key contact at SelfSure. They will get to know your particular set of circumstances and advise you on products and services that may help you in some way. They will not pester you but will keep in touch 4 times a year unless you choose otherwise. This is why we build trust and long term relationships with our Customers. All our calls are recorded and randomly checked for training purposes and to ensure each Personal Advisor always acts in a fair, ethical and professional manner at all times.

Buying over the phone, online or from one of our catalogues

We are all increasingly concerned about fraud and identity theft. SelfSure have taken all the steps necessary to remain compliant and to ensure you are protected. You also have increased rights under the Consumer Contracts (Information, Cancellation and Additional Charges), Regulations, ensuring our terms and conditions are clear and easy to understand, plus you have enhanced cancellations rights in the unlikely event your purchase is not right for you. For full terms and conditions, please see www.self-sure.com and you will receive a copy with any purchase. randomly checked for training purposes and to ensure each Personal Advisor always acts in a fair, ethical and professional manner at all times.



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Fair Pricing

At SelfSure, we operate a fair pricing policy. Our prices reflect the need to offer competitive pricing to our customers, pay our staff a living wage and make a reasonable return on investment for the company to ensure it operates for the long-term and is always in a position to look after its Customers.

Product prices

- Due to the many options, upgrades and fabric choices, the price-lists would be too long and complicated.
- Our buying prices vary considerably from month to month due to the competition between Manufacturers. We constantly receive offers from our Manufacturers offering discounts, bulk buy purchases, end of line offers and so on.
- A price range is quoted at the bottom of each page. This range covers all sizes and the majority of specification and fabric upgrades. Products have been chosen to span the price range, so you do not have one product at the bottom end and the rest at the top end of the price range. Please note the brochure does not cover all the products we sell and we can provide products to suit all budgets.

If you want a price-list of a particular section of our brochure, please contact your Personal Advisor or Customer Services

No Hidden Costs

Please note all our prices include delivery, disposal of old products and the removal and recycling of packaging. All products are delivered to a room of your choice, set up and then you are shown how to use it before the Technician leaves your home

Paul Johnson
SelfSure Managing Director



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Why can chairs and beds be classed as medical devices?

Some adjustable chairs and beds are manufactured with the intention of helping people with health conditions, chronic sickness and disabilities.

The government allows these products to be sold exempt of VAT provided you qualify, that is, if you have a health condition, chronic illness or disability. This means these products are classed as medical devices and come under the watchful eye of the Medicines and Healthcare products Regulatory Agency.

What you need to know?

When a chair or bed is classed as a medical device, it surely means that it can help you in some way. No, they are not a cure and yes they can help with the relief of certain symptoms on a temporary basis including aches and pains. A much greater benefit is that of good posture.

Purchasing a product that can help you achieve and maintain good posture is a great decision to make, in that, it will help in so many ways: circulation, pins and needles, numbness; back, neck and joint support; relief from aches and pains; digestion; comfort, rest and quality sleep; leading to an overall sense of improved well-being and energy.

Adjustable furniture makes a great deal of sense when considering good posture as well as your current and future health. If you're uncomfortable, you are only a press of a button away from good posture.

There is, however, a downside. The risk is choosing a wrong sized product, which will undo all the potential benefits and in many cases cause you more harm than good. Stiffness, numbness, aches and pains can all be attributed to the wrong sized product.

Talk to your friendly Personal Advisor and get a full assessment of your needs and choose the product that is right for you.

Government Policy

We are an ageing population and therefore a population which requires more help and care. The government cannot afford to fund the future financial demands on public health and therefore, policy is aimed at keeping people living in their own homes.

In the main, older Adults want to live in their own homes for life. A goal generally shared by their families, friends and neighbours. In order to achieve this goal it makes sense to invest in products that will support you in this aim; products that are future proof and will remain of value as you age.

This is why SelfSure has always promoted a pro-active approach to ageing and dealing with health conditions and is passionate about offering full assessments to its customers to ensure we help you choose the right product.

Request our latest price list

Find your perfect chair

Make a note of the following simple measurements and we'll help you choose a chair that's right for you!

Your Height:inches

Your Weight: Stones.....Pounds.....

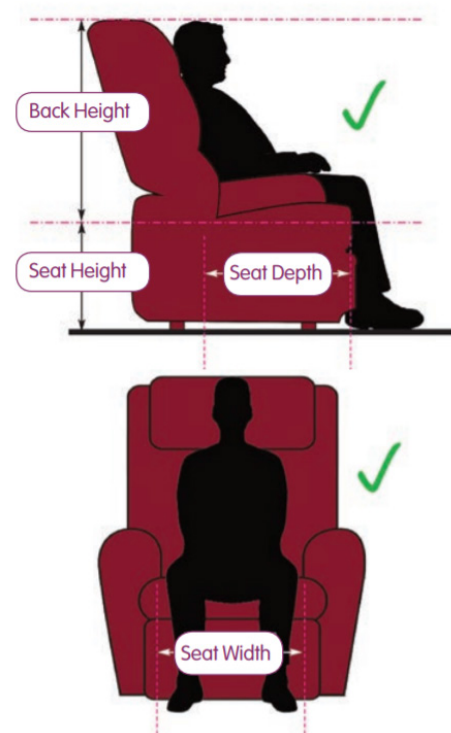
Are you Right Handed or Left Handed?.....

Seat Height: Distance from the floor to the crease at the back of your knees.....inches

Seat Depth: Distance from back of your hips to the crease at the back of the knees minus 1.5".....inches

Seat Width: Distance between widest part of the hips plus an extra 3".....inches

Backrest Height: Distance from your chair seat to 1" below the top of the head.....inches



CHAIR ICON KEY



Compact option for the smaller person



Extra width, height and depth options



Matching furniture available



Tailored to fit measurements



Powered seat lift on fireside chairs



Memory foam

Top tip

Tilt in space

Tilt in space is the only type of action that keeps the body, hips and thighs at a constant angle. This creates good posture improving pressure relief, breathing, digestion and circulation.

You can upgrade to a dual motor tilt in space for the ultimate in body positioning, ensuring you do not stretch or pull the lower back. In the full recline position, you can benefit from an almost "zero gravity" position giving total support to your body. In this position you may benefit from relief from aches and pains in the lower back or legs.

Fireside Chairs £399 to £1500

Fireside Chairs

Fabrics:

Our fireside range is available in over 150 fabric designs ranging from stylish chenilles to plain and patterned velvets in both modern and traditional designs. Here's a small selection of the fabrics available:



Frame colours:

Highly polished beech show wood is available in 6 wood finishes.



Coniston

The Luxurious Coniston incorporates a lumbar support back with ultimate support and adjustable headrest.

- Leg design: **Queen Anne or Straight**
- **Reversible seat cushion**
- Size: **Petite, Standard, King-size, Tailored**
- **Matching stool / comfort chair available**



Chelmsford

The softly curved upholstery of the Chelmsford is complemented by feature piping to both arms and wings, with supportive deep buttoned back cushions.

- Size: **Petite, Standard, King-size, Tailored**
- **Reversible seat cushion**
- **Matching stool / 2 seater sofa available**





Chelmsford

A classical design with solid beech Queen Anne legs and knuckles

- Size: **Petite, Standard, King-size, Tailored**
- Available with lift seat
- Matching stool / 2 seater sofa / rocker available



Warwick

The elegant design of the Warwick features luxurious deep buttoned, fibre filled back cushions creating integrated head and lumbar support. Back cushions and seat cushions are fully reversible.

- Design: **Queen Anne or Straight legs**
- Size: **Petite, Standard, King-size, Tailored**
- Fabric: **Over 150 fabric options**
- Matching stool / 2 seater sofa available



Lancaster & Preston

Lancaster features a buttoned back design available with luxury (closed sides, polished arms) and deluxe (closed sides, upholstered arms) options. Preston features a plain back design and is available with standard (open sides), luxury and deluxe arm options.

- Size: **Petite, Standard, King-size, Tailored**
- Reversible seat cushions
- Available with lift and recline options
- Matching stool / 2 & 3 seater sofa / rocker available



Ascot

The Ascot design features a distinctive solid beech frame, deep buttoned back cushion and a compact smaller seat.

- Size: **Standard**
- Reversible seat cushion
- Matching stool / 2 seater sofa available





Ashford

The Ashford boasts smooth curves, distinctive self coloured or contrasting piping, a sumptuous seat cushion and supportive back

- Size: **Petite, Standard, King-size, Tailored**
- **Reversible seat cushion**
- **Matching stool / 2 seater sofa available**



Lindale

The traditional feel of the Lindale would be welcome in any home. The wood trim finishes off this design which features Queen Anne legs and fully reversible back and seat cushions.

- Size: **Petite, Standard, Tailored**
- **Matching stool / 2 seater sofa available**



Bristol

A classical design with solid beech Queen Anne legs and knuckles. Superb head and lumbar support is provided by the three cushioned waterfall back.

- Size: **Petite, Standard, King-size, Tailored**
- **Reversible seat cushions**
- **Matching stool / 2 seater sofa available**



Norfolk & Windsor

The segmented back cushions of the Norfolk provide an integral head-rest and lumbar support, whilst Windsor features a reversible back in a button back design.

- Size: **Petite, Standard, King-size, Tailored**
- **Reversible seat cushions**
- **Matching stool / 2 seater sofa available**





Hexham

This cosy lift and recline chair features a stunning scroll arm design and a very comfortable two cushioned back.

- Motor: **Single, Dual**
- Type: **Manual, Power, Fixed**
- Size: **Petite, Small, Standard, Large**
- Fabric: **Over 100 fabric options**
- **Matching 2/3 seater sofas available**



Bourton

The waterfall cushioned back on the Bourton provides maximum support while the natural or mahogany wooden handles help you exit the chair from a raised position with greater ease.

- Motor: **Single, Dual**
- Type: **Manual, Power, Fixed**
- Size: **Petite, Small, Standard, Large**
- Fabric: **Over 100 fabric options**
- **Matching 2/3 seater sofas available**



Kelbrook

A high, buttoned back recliner designed to offer you the sublime level of comfort you deserve. This model also features a beautiful scroll arm design.

- Motor: **Single, Dual**
- Type: **Manual, Power, Fixed**
- Size: **Petite, Small, Standard, Large**
- Fabric: **Over 100 fabric options**
- **Matching 2/3 seater sofas available**



Hexam, Bourton and Kelbrook are available in over 100 fabric options. See page 19 for swatch samples



Portland

The Portland Riser Recliner which features a memory foam seat, has been designed with comfort in mind.

- Motor: **Dual**
- Size: **Standard**
- Fabric: **Soft touch Sofia fabric**
- Colour: **Three colour options**



Venice

Full Tilt, Lift & Recline, silent motors, on castors for easy movement.

- Motor: **Dual**
- Size: **Standard**
- Fabric: **Cream bonded PU**



Chester

Full Tilt, Lift & Recline, silent motors, on castors for easy movement, knuckles to help with Arthritis.

- Motor: **Dual**
- Size: **Standard**
- Fabric: **Beige, floral**



Lars

Upholstered in luxurious leather, the Lars Rise & Recline Armchair is now available with a single or dual motor mechanism.

- Motor: **Single, Dual**
- Size: **Standard**
- Fabric: **Luxurious Leather**
- Colour: **Four colour options**



Call 0800 110 5873 for more details or to order



Nevada

The Nevada Rise & Recliner features a Dual Motor mechanism allowing independent operation of the leg rest and back rest.

- Motor: **Dual**
- Size: **Petite, Standard**
- Fabric: **Luxurious Rembrandt**
- Colour: **Four colour options**



Westminster

Full Tilt, Lift & Recline, silent motors, on castors for easy movement.

- Motor: **Dual**
- Size: **Standard**
- Fabric: **Black or brown**



Wilmslow

Full Tilt, Lift & Recline, silent motors, on castors for easy movement.

- Motor: **Dual**
- Size: **Standard**
- Fabric: **Terracotta or beige**



Santana

Chic and stylish, the Santana Riser Recliner features attractive wooden insert detailing and is available in both a classic Oatmeal fabric or contemporary coloured leather.

- Motor: **Single, Dual**
- Size: **Standard**
- Fabric: **Leather or fabric**
- Colour: **Three colour options**



Call 0800 110 5873 for more details or to order

Why Made to Measure?

The variables in our Made to Measure collection ensure the chair is the right size for you. With our unique mix and match options, you can achieve the perfect solution to suit your needs.

It works like this ...

- Select the design of the chair from the models shown
- Select the fabric from a wide choice of over 150 available
- Select the basic size (Small, Standard or Large) and then enhance your selection by choosing ANY seat height, width, depth and back height from those available.

Unlike chairs from other manufacturers, all four elements of the chair are interchangeable, so you can “mix and match” parts to create a bespoke chair specifically designed around you. In fact, there are 52 possible size options for each chair - that's versatility.

One more important thing to remember -
the unique “mix and match” option comes at no extra charge



Bristol

Model shown in
Floral Champagne



Chester

Model shown in
Boucle Mink



Langham

Model shown in
Evergreen



Ashton

Model shown in
Montana Floral
Oatmeal





Bella

With a fibre filled lumbar cushion for excellent back and head support, upholstered in a way that the headroll and back can be easily adjusted so you have the support where it is needed.

- Design: **Lumbar back**
- Motor: **Dual**
- **Optional massage system**



Tiffany

Choose from a supportive fibre filled Lumbar back with adjustable headroll, a Waterfall back with three luxurious, adjustable fibre filled pillows or a generous fibre filled Button back with a gentle, integral lumbar. Handcrafted wooded knuckles allows an extra firm grip when using your chair

- Design: **Lumber, waterfall or button back**
- Motor: **Dual**
- **Matching furniture available**
- **Optional massage system**



Shirley

The Shirley design is sculpted and proportioned to offer excellent comfort and support in a compact size. This design is available with a heated lumbar and massage system as an optional extra.

- Design: **Button back**
- Motor: **Dual**
- **Optional massage system**



The made to measure chairs on page 13-14 are available with over 150 fabric options.

See page 19 for a small selection of the fabrics available

Call 0800 110 5873 for more details or to order



Donna Award & Comfort

The Donna Award has sturdy handcrafted beech knuckles, solid frame and exceptional comfort with multi-cushion back and luxuriously padded chaise-seating and footrest. The Donna comfort features sumptuous scroll arms.

- Design: **Waterfall back**
- Motor: **Dual**
- **Optional massage system**



Donna Supreme & Luxury

This winning design has a gently curved soft cushion back with a neat button arrangement, the supreme features firm solid beech knuckles. The Donna Luxury features scroll arms.

- Design: **Waterfall back**
- Motor: **Dual**
- **Optional massage system**



Cara

The contemporary lines of the Cara, incorporates generous fibre filled triple waterfall style back cushions and luxury padded chaise style seat with extra wide leg/footrest section. 10 point massage system with heated lumbar available as an optional extra.

- Design: **Waterfall back**
- Motor: **Dual**
- **Optional massage system**





Horizons

Soft flowing, clean-lined, unfussy modern design with defined top-stitch detailing, enhancing the contoured style.



Lotus

Slim-line and compact, lotus is elegant and modern, designed to complement or blend with many environments.



Haven

Retro styled design with a sense of nostalgia and an almost classic Scandinavian touch for a modern look and a modern feel.



Call 0800 110 5873 for more details or to order



Cloud 9

A timeless classic offering cosy comfort and a fresh modern twist on a traditional style wing back chair.



Arc

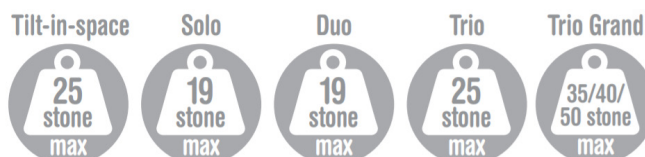
arc is quite simply revolutionary; one of the world's first combined swivel action rise and recline chairs, designed for a unique 360° experience – relax 360°.

- **Swivel rise-recline**
- Type: **Manual, Power**
- Size: **Standard**
- Fabric: **Lifestyle Collection**



Lotus, Horizons, Cloud 9 & Haven:

- **Tilt-in-space, Solo, Duo, Trio**
- Type: **Manual, Power**
- Size: **Compact, Standard, Large**
Trio option also available in Grand
- Fabric: **Lifestyle Collection**



*THE CONTEMPORARY RANGE FEATURES A SELECTION OF LUXURY FABRICS
IN A VARIETY OF COLOURS AND PATTERNS*



Elstow

The beautiful Elstow lift and recline chair features a waterfall cushion back and is available in a variety of fabrics to match your personal style. The chair and suite featured here are in the new, pet proof, easy to clean Aqua Clean fabric.

- Motor: **Single, Dual**
- Type: **Manual, Power, Fixed**
- Size: **Petite, Small, Standard, Large**
- Fabric: **Over 100 fabric options**
- **Matching 2/3 seater sofas available**



Ogmore

A contemporary styled chair, designed to blend in with today's modern décor. For your convenience, it will feature a USB port as standard.

- Motor: **Single, Dual**
- Type: **Manual, Power, Fixed**
- Size: **Petite, Small, Standard, Large**
- Fabric: **Over 100 fabric options**
- **Matching 2/3 seater sofas available**





Sasha

Great attention has been paid to every detail on the Sasha, from the double scrolled arm, piped wings, to the elaborate split back top cushion. A truly stunning handmade chair that features a USB charging point as standard.

- Motor: **Single, Dual**
- Type: **Manual, Power, Fixed**
- Size: **Petite, Small, Standard, Large**
- Fabric: **Over 100 fabric options**
- **Matching 2/3 seater sofas available**



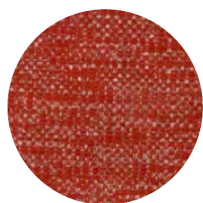
Kelbrook

A high, buttoned back recliner designed to offer you the sublime level of comfort you deserve. This model also features a beautiful scroll arm design.

- Motor: **Single, Dual**
- Type: **Manual, Power, Fixed**
- Size: **Petite, Small, Standard, Large**
- Fabric: **Over 100 fabric options**
- **Matching 2/3 seater sofas available**



Swatch options **Set One**



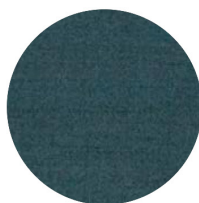
Woven Strawberry



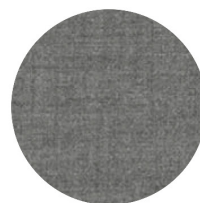
Boban Flower



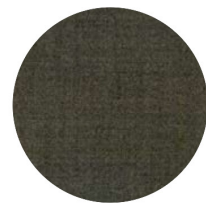
Wool Camel



Wool Navy



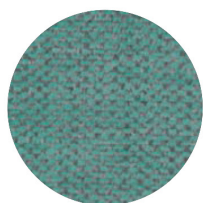
Wool Grey



Wool Smoke



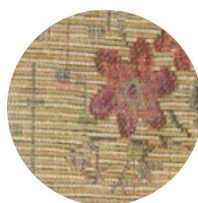
Marleybone Nutmeg



Marleybone Sage



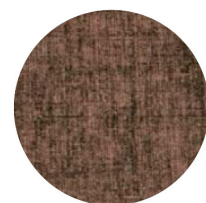
Marleybone Teal



Garden Beige



Garden Green



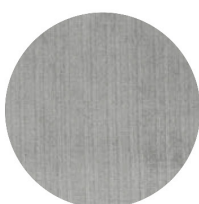
Chocolate



Brighton Cream



Patchwork Beige



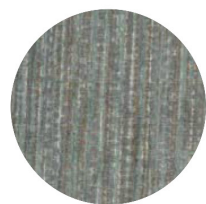
Plain Silver



Plain Gold



Plain Stone



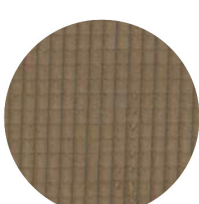
Carnaby Blue



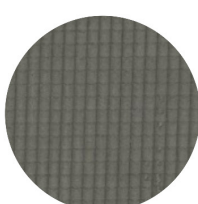
Bounty Ivory



Bounty Caramel



Cloud Mink



Cloud Steel



Carnaby Ivory



Carnaby Grey

Request our latest price list

Swatch options **Set TWO**



Emperor Coffee



Tartan Teal



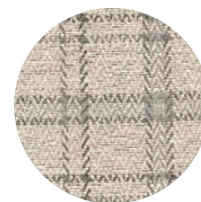
Vintage Mink



Jigsaw Grey



Harmony Mink



Harmony Silver



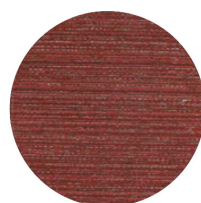
Waltz Stone



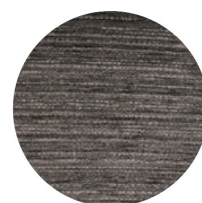
Waltz Platinum



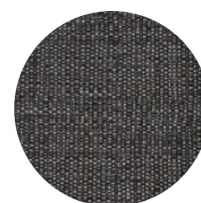
Waltz Heather



Waltz Bordeaux



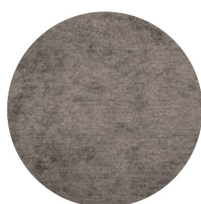
Waltz Charcoal



Algarve Liquorice



Serenade Ebony



Serenade Toffee



Cascade Pewter



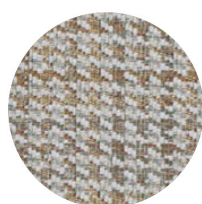
Cascade Aqua



Cascade Ash



Libra Willow



Spring Festival



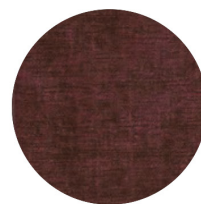
Victoria Camel



Algarve Coffee



Serenade Steel



Hamlet Aubergine



Hamlet Chocolate

Request our latest price list



Cambridge

A straight high backed seat with integrated headrest. Seat cushions are reversible. Available with or without wings.



Derby

A compact orthopaedic chair, with removable seat cushion and hygiene gaps for cleaning purposes.



Derby Drop Arm

Easy push button drop arm for easy slide over access.



Hadley Commode

A solid beech frame conceals a full sized seat & potty with lid.



Mode

Stream-lined easy move, easy-mode porters chair solution with improved comfort and support. The mode recliner chair features award-winning superior high quality, durable easy lock twin castors for undeterred manoeuvrability.

- Type: **Power**
- Size: **Compact, Large**



Derrington

The Derrington studio couch has a drop-arm styling which provides equal comfort for sitting, lounging, snoozing or sleeping. The fully reversible back cushions, when removed, give the added space to double up as an occasional bed.



Chair accessories

Add even more comfort and features to your new chair with these accessories / upgrades.



Anti-macassar

Protect the upholstery of the chair with an anti-macassar that perfectly matches your chair or sofa.



Arm Caps

Protect your arm rests with an arm cap that perfectly matches your chair.



Scatter / Lumbar Cushions

Scatter and Lumbar cushions have been made to perfectly match or complement your chosen chair or sofa with the benefit of added support.



Head Cushion

A cushion that will help take your comfort to the next level.



Neck Roll

Give your neck some added support with a matching neck roll.



Extra Pocket

Order an extra pocket to store your favourite book, glasses or TV remote.



Heat and Massage / Separate Heat Pad

Upgrade your chair to include heat and massage features. Use the pre-set programmes to control the intensity of the head to toe massage to suit you, all whilst the heat function warms your lower back. Alternatively, if you don't require the massage function the heat pad is available to be purchased separately.



Rechargeable Battery Pack

Continue to be able to use your lift and recline chair during a power cut up to 75 times for a power / 25 times for riser/lift chairs before requiring recharging.*

*subject to individuals weight