

# FORNIRAMA

2022 Warranty guide



Since 1975, Fornirama, a third-generation family business, acquired its notoriety on the North American market by producing high-end upholstered furniture.

At Fornirama, the human aspect, respect and family values are fundamental. 75 loyal employees work here, nearly half have 25 years or more of service!

Our motto:  
Happy employees = Superior Quality product

Located at the same address for as many years, our 80,000 sq. ft. factory allows us to consolidate each of the manufacturing stages under one roof to ensure optimal results.

We control 100% of the manufacturing process.

Modern-day craftsmanship is knowing how to combine automation and technology to ensure an impeccably finished product.

Manual work remains essential to the design and assembly of our products. More than 80% of the manufacturing process is made by hand. Our experienced employees ensure consistency in every stage of assembly and finishing of our products while always providing a unique and authentic result.

# FORNIRAMA WARRANTY

*Amended since 2017*

- ❖ 2 years warranty on labor
- ❖ Lifetime warranty on wooden structures
- ❖ Lifetime warranty on reclining systems
- ❖ Lifetime warranty on no-sag springs and webbing
  - ❖ 5 years warranty on foams
  - ❖ 2 years warranty on electrical components
  - ❖ 3 years warranty on waxed nylon stitching
    - ❖ 2 years warranty on fabric
    - ❖ 3 years warranty on leather

This warranty does not cover damage caused by accidents, liquid spillage, negligence or misuse. In addition, any improper care of the leather due to treatment in connection with a leather cream or conditioner not approved by Fornirama voids the warranty related to collection.

# One quality standard

Whether stationary or motion, upholstered in fabric or leather, the construction and materials used remain the same! Order what suits you best, according to your needs and your budget without affecting the quality.

## ▪ LABOR

When purchased from our network of authorized dealers, Fornirama undertakes to cover labor costs for a period of 2 years following the receipt at home of a new product, during this period, Fornirama reserves the right to decide if a return to the factory is necessary to allow a repair according to the quality standards of Fornirama. No new replacement is offered, if necessary, only a repair, an adjustment or replacement of part(s) or component(s) will be carried out. Depending on the issue, and if a home repair is allowed, Fornirama will offer to send a qualified in-house or external technician, mandated, and trained by us, within a range of 200 kilometers from the factory. This warranty extends only to the original owners and is not transferable. If the purchased product is a demonstrator sold at a liquidation price "as seen" or "final sale", the labor warranty is not applicable. Therefore, transport and labor costs will be the responsibility of the customer.

## ▪ WOODEN STRUCTURES

All our frames are made of 50% solid maple kiln-dried wood and 50% Russian plywood. Mortise and tenon joints are glued and stapled for extra rigidity. All seat aprons are lined with  $\frac{3}{4}$  inch plywood, tripled in front giving an overall thickness of  $2\frac{1}{4}$  inches for added durability. No OSB or particle wood is used in the manufacturing of our products. Frequent tilting movements, frequency of use and ambient humidity can cause occasional or intermittent cracking noises.

## ▪ **RECLINING SYSTEMS**

The world-famous Italian engineered “Motion Italia” reclining mechanisms are exclusive to only three furniture manufacturers in Canada, including Fornirama in Quebec. Because Fornirama offers such a high percentage of reclining options and styles, we buy whole containers of mechanisms so that all systems can be assembled right here at our factory.

## ▪ **NO-SAG SPRINGS AND PIRELLI WEBBING**

We use 7-gauge no-sag springs on all seat portions (attached with a Pirelli webbing on each side to prevent premature sagging). Each spring is secured by a Teflon-coated clip to prevent steel friction. We also use genuine Pirelli straps on all backrest portions.

## ▪ **2.6 pounds DENSITY POLYURETHANE FOAMS**

Fornirama is using the highest foam density per cubic foot in the industry rated at 2.6 pounds per cubic foot. The higher density will prevent the foam from breaking down or sagging. Our furniture is built to last! Note that a high-density foam can be flexible and provide hours of very comfortable seating. The average compression rate will determine the level of firmness sought. In addition, we apply a hybrid memory foam with 1” gel beads on the surface of all areas of the seats for superior comfort. Seat foams, like those in the backrests, can lose up to 15% of their volume during the first months of use. The furniture will be able to adapt and take shape according to the weight and physiognomy of the person and thus stabilize thereafter. Body traces are completely normal, the most stressed places will reveal certain folds, hollows, and bloating, without any future risk of deformation.

## ▪ **MOTORS AND OTHER ELECTRICAL COMPONENTS**

Not to worry, every electrical component is covered by a 2-year warranty. This includes motors, wireless batteries, control buttons, cables, and transformers.

## ▪ **WAXED NYLON STITCHING**

We only use waxed nylon threads. Break-resistant, they offer excellent performance and eliminate the risk of fraying and tearing.

## ▪ **FABRIC COVER**

We work with the best suppliers of residential & commercial upholstery fabrics such as J Ennis – Master & Elite textiles. The material required for production is ordered by the yard, according to the customer's choice. Unlike leather, Fornirama does not keep any fabrics in inventory. It is important to know that the fabrics are completely synthetic and uniform. As a rule, we do not deal with any variation or defect during the cut except for a minimal percentage of loss. Also, note that the choice of fabric versus natural leather can strongly influence the comfort of the furniture; firstly, full-grain leather is thicker, more malleable, and more flexible than fabric. To make a thought-out and calculated decision and above all to choose a better-quality material, consider the friction resistance ex: 80,000 to 120,000 double rubs. You will thus opt for a choice clearly superior to the norm and will make your furniture a sustainable purchase!

## ▪ **OUR TOP-GRAIN ITALIAN LEATHER**

Fornirama has always been known for the quality of its leathers. We import large quantities of hides directly from the source. We only use top-quality / semi-aniline cowhide leather imported directly from Italy. Our skins are then carefully inspected in Montreal to eliminate the natural traces suffered by the animal such as scars - burns - insect bites, or bad folds to use only the evenest portions. However, the texture may vary, and some light marks may appear, which gives the furniture a unique and nuanced result. We guarantee only the best selections! Choose from over 80 full-grain leather options at one unique price! Using our buying power, we are consolidating our grades into one pricing program to make consumer choices easier. This warranty does not cover damage caused by accidents, negligence, or improper maintenance due to treatment in connection with a leather cleaner - cream or conditioner not approved by Fornirama.

# LEATHER GUIDE 101 – FORNIRAMA

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One of the main challenges in working with leather is having a comprehensive understanding of its unique properties. FORNIRAMA spoke with these leading tanneries, to create this introductory guide so that store consultants and their customers can more easily embrace the natural attributes of leather and achieve the best satisfaction results.

## What is leather?

Leather is a luxurious natural material created by the ancient tanning process of raw animal hides. This artisanal process can take four to five weeks to transform the raw skin into an exquisite finished product. Leather is generally sold as a full hide with an average hide size in square meters, depending on the width and length of the hide. As a natural product, skin sizes vary and “each skin is unique and behaves differently,” explains Mr. Morabito - Founder of Fornirama. European skins are generally the most expensive on the market. Their cattle are generally “cleaner” because they are better protected, raised in small herds on small farms without barbed wire. The cattle are housed in barns during the winter and are washed regularly. This contrasts with North and South American cattle, which are raised in large herds and free to roam through harsh terrain and climates. At a lower cost, their rawhides tend to feature a tougher hide with more damage, being suitable for more processed and therefore less expensive grades of leather.

## What are the benefits of leather?

Quality leather is an elegant and practical choice that offers an exclusive natural element of raw beauty to any piece of furniture. In addition to an unmatched aesthetic, quality leather is easy to clean and maintain, offers excellent comfort and increased durability that will stand the test of time, explains Mr. Morabito.

## Why the price of leather varies so much?

The price of finished leather is based on the origin of the rawhide, its quality and its cut thickness, and mainly influenced by its source and quantity of supply.

-**Corrected leathers** are the cheapest because they use lower quality raw hides, mostly from the under layer (dermis part of the hide). These leathers require more processing, often merit sanding, and artificially modified, resulting in a more even but weathered finish. We do not use corrected leather at Fornirama.

- **Full-aniline leathers** are of the highest quality and most expensive and emphasize all natural markings. There are only 3% of raw hides selected for this quality. Being unsealed, therefore open grain, these leathers will mark much more easily.

-**Semi-aniline leathers** can sometimes be a better alternative for applications where heavy traffic, partial sunlight and regular maintenance play a role. This type of leather can be a wonderful compromise for those who wish to achieve a uniform look while retaining the many & beautiful natural characteristics of leather. The scratches will be much less obvious and the color will stay more consistent over time. Combining the durability and softness of natural leather, semi-aniline leathers are particularly suitable for residential spaces. The light pigment coating on semi-aniline skins is similar to a light layer of foundation on your skin. It helps protect, smooth and create even color while letting the skin breathe underneath. Quality leather from the first layer will neither be too cold in winter nor too hot in summer. It will even adapt quickly to your body temperature.

Semi-aniline leathers offer:

- >Superior strength and durability,
- >Soft grip and retains its appearance over time,
- >Require less maintenance, perfect for family spaces.

# Maintenance of Fornirama leather

The most important part of cleaning starts with a routine. It is recommended to clean the leather regularly every 2 to 4 weeks minimum. Most of the time, people react late and try to fix the leather when the problem has gone too far. When the skin on our hands becomes dry and starts to crack a bit, we quickly reach for a moisturizing lotion. The same logic applies to leather furniture care: in low humidity conditions, leather naturally deteriorates unless you intervene to keep it soft and supple over the long term. Any improper care of the leather due to treatment with a leather cream or conditioner not approved by Fornirama voids the cover warranty.

Here are some tips that will help keep leather looking like new:

**1.** When looking to take care of your leather, clean up spills, or fix common problems like unwanted odors, resist the temptation to use home remedies like vinegar, alcohol, or detergents.

**2.** Use a lightly humid cloth regularly to clean and to prevent dust particles from settling in the grain of the leather.

**3.** Keep leather at least 4 feet away from heat and direct light sources to prevent it from drying, cracking, fading or melting the leather and its finishes.

## **4.** Spills and stains

Leather is very sensitive to spills, especially liquids, so they should be removed from the surface as soon as possible to prevent them from entering and forming a stain that is difficult to remove.



## **5.** Solution nettoyage & réhydratation

Add a few drops of mild BB soap to distilled water to create a cleaning solution. "No detergents, ammonia or abrasive solutions."

Dampen a microfiber cloth with the solution. Test an inconspicuous area with the rag to make sure there is no discoloration from the soap and water.

From top to bottom, wipe down the furniture.

Dampen another clean cloth with distilled water and wipe down the furniture again.

Dry with a clean towel.



# Our showroom

Welcome to our home and feel like home.

One of our qualified staff members will be happy to welcome you to the factory 6 days a week and thus determine your needs to the letter. Choose from our wide range of over 60 collections on display! We will take great care to compile the information necessary for the design of your living room furniture and will then send it to the preferred retailer in your area.

Make a wise and sustainable choice!

## FORNIRAMA



[FORNIRAMA.COM/directions](http://FORNIRAMA.COM/directions)

Trouvez votre direction à partir  
de votre téléphone intelligent

### DIRECTIONS

• À partir de la Rive Sud de Montréal, empruntez le tunnel  
Louis-Hippolyte Lafontaine direction autoroute 25 Nord  
sortie Boul. Maurice Duplessis EST sur 3.5 Kms

• Depuis la Rive Nord, utilisez préférablement le Pont  
payant de la 25 direction Sud Et suivre les indications  
précédentes (sortie Maurice Duplessis Est)

9100 Maurice Duplessis, Montreal  
Quebec, H1E 7C2

Phone: 1-514-494-1400  
[www.fornirama.com](http://www.fornirama.com)

### HEURES D'OUVERTURES

Lundi - Vendredi 8:30am - 4:00pm  
Samedi 8:30am - 1:00pm  
Dimanche **FERMÉ**

