**News Release**

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**HSL RECEIVES ROYAL RECOGNITION WITH QUEENS AWARD HONOUR**

West Yorkshire-based UK furniture manufacturer and retailer HSL has started the year in royal fashion after being honoured with a Queen’s Award for Enterprise for Innovation.

The family-run business which has more than 50 years’ experience hand-crafting chairs, sofas and beds in West Yorkshire is one of 205 organisations nationally to be recognised with a prestigious Queen’s Award for Enterprise.

Announced today (Thursday 29 April), HSL has been recognised for its excellence in Innovation for its patented Innovative Frame Design, which allows the attachment of a wooden knuckle (armchair handle) using a different technique to the methodology used historically by other furniture manufacturers.

HSL operates in a highly specialised niche of the wider upholstery furniture market, with a specific focus on customers aged 65+ as well as those with additional physical, comfort or medical needs. The long-established business has been steadfast in creating products that are tailored to the specific needs of this demographic. Their focus is on providing comfortable furniture, fitted to the customer’s size, and supporting the whole body; thereby improving seated posture and enhancing overall personal wellbeing.

The Innovative Frame Design was born from extensive development and testing, creating a knuckle which is ergonomically designed to perfectly fit the customer’s hand when seated, while also being able to be retro-fitted, removed, and/or replaced. This innovation enhances the experience for customers, and the furniture’s environmental credentials and manufacturing efficiency.

The frame design underwent extensive resilience testing to comfortably carry the weight of a user of the furniture. The knuckle’s ability to be retro-fitted is especially useful for the additional longevity of the furniture, which already comes with a 25 year frame guarantee. It means that if a customer chooses to purchase the chair without a knuckle for their own aesthetic reasons, it can be easily fitted later if personal needs change.

Now in its 55th year, the Queen’s Awards for Enterprise are the most prestigious business awards in the country, with winning businesses able to use the esteemed Queen’s Awards emblem for the next five years.

Said William Burrows, Chairman, HSL CleverComfort™: "I am delighted and hugely proud, as is my mother who founded HSL with my father 53 years ago and to win a Queen's Award for Enterprise for our innovation is an amazing and humbling achievement, it not only reflects the skill, passion, and commitment of our team, but is testimony to our craftsmen and women, who design develop and beautifully handcraft our range of CleverComfort™ sofas, chairs and beds."

Applications for Queen’s Awards for Enterprise 2022 open on the 1st May 2021. For more information, visit https://www.gov.uk/queens-awards-for-enterprise.

For further information on HSL, please visit www.hslchairs.com.

**ENDS**

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**Notes to editors:**

Yorkshire-based comfort chair, sofa and bed specialists, HSL, has supplied high quality, stylish, handmade furniture to the nation since 1968. With more than 50 years’ experience in posture support and with 400 employees, the family-run business brings together occupational therapy expertise, British craftsmanship and unique design principles, to ensure all its customers enjoy maximum comfort and style, in equal measure. Each of its 55 stores across the UK has a fully trained team of Comfort Specialists, dedicated to providing tailored seating solutions. HSL also offers a Free Contactless Home Visit service, which allows customers to try furniture and experience the Contactless 7 Point Seating Assessment™ with no obligation to buy, in the comfort of their own home.

HSL’s unique CleverComfort™ system ensures that each chair fits the customer’s posture, shape and home perfectly, offering precision support for the whole body, not just in parts, to optimise posture for the ultimate comfort experience. HSL believes that comfort is a right, not a privilege. HSL’s Comfort Specialists are trained by an independent Occupational Therapist to offer a full product demonstration along with tailored advice to ensure each chair meets every need of the customer.

All of HSL’s chairs are handcrafted in Britain; the fabrics are beautifully cut, stitched and upholstered by expert craftsmen and women. From elegant modern looks, to timeless classics or soft neutrals, there is something for everyone. More information on HSL and its full range of products and services can be found at: www.hslchairs.com