

# MOTIONCRAFT®

by SHERRILL FURNITURE

## FOR IMMEDIATE RELEASE

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## MOTIONCRAFT DEBUTS 5 SERIES CUSTOM MOTION PROGRAM MADE FOR TODAY'S GREAT ROOMS

**HIGH POINT, N.C.** – This April, MotionCraft will showcase the new **5 Series custom upholstery motion furniture program**, including a new **home theater group**. Designs focus on personalized comfort, timeless craftsmanship, and modern convenience by offering motion seating that feels as good as it looks. MotionCraft's new pieces deliver a tailored experience, whether for **everyday relaxation or entertainment spaces**. The pieces provide a sense of nostalgia, blending the elements of traditional style with the convenience of modern motion.

The use of leathers, fabrics, and wood elements adds depth and character making each piece feel uniquely personal. Pieces that incorporate a **swivel functionality** combine ease of movement with the **comfort of power reclining**. Larger-scale recliners are being introduced to offer a natural fit for main living areas.



"MotionCraft has created a new reclining group that features a larger scaled frame to fit in a great room setting that has become the centerpiece for the home," said Charles Sherrill. "The MotionCraft recliners are designed with superior craftsmanship and will continue to add comfort and functionality to these rooms where families gather and grow."



### ***Product highlights include:***

**SWL5101P Swivel Recliner** – An oversized leather power recliner featuring an electric reclining mechanism and a swivel base for ultimate versatility, the SWL5101P Swivel Recliner is perfect for any living room or bedroom all while being a piece in the 5 Series custom program. Its wide, comfortable design provides ample space to relax in style.

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**5322-96P Reclining Sofa** – The 5322-96P Reclining Sofa combines a traditional yet contemporary design with luxurious comfort, making it an ideal lounge sofa for your living room. Upholstered in premium fabric, this modern sofa features smooth reclining functionality for ultimate relaxation and is a part of the 5 Series custom program.



*L53LC Left Arm; L5XAL Power Recline; L5X99 Console; L53RC Right Arm*

**Home Theater Sectional** – A luxurious leather modular sectional designed for ultimate comfort, the MotionCraft 5 Series customizable home theater sectional features reclining functionality and customizable configurations. Its versatility, sophisticated appeal, and premium craftsmanship make it an ideal choice for any modern entertainment space.

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**L1850 Recliner** – The L1850 Recliner is a mid-century modern design that features sleek lines, refined leather details, and a smooth reclining mechanism. This leather recliner is perfect for relaxing or working in comfort and adding versatility to any space.

## ABOUT MOTIONCRAFT

The core of the MotionCraft brand is the combination of easy to use functionality and incredible style. It's mechanical motion technology paired with over 500 fabrics and 100 leathers. It is the art of comfort with the spectrum of traditional to transitional style. MotionCraft products have been Made in the USA for over forty years by North Carolina craftsmen dedicated to producing quality upholstered, functional seating. We are America's leading manufacturer of "functional motion that doesn't look like motion seating."