

We are engineering a greener future  
where elite relaxation meets environmental responsibility.



# Sustainable Comfort: A Century Vision



Recycled  
RPET Fibers

**100%**

Recycled  
Fabric



Responsible  
Wood Sourcing

**100%**

Traceable  
Timber



Powered by  
Clean Energy

**75%**

Renewable  
Power



Landfill  
Diversion

**96%**

Waste  
Recycled



GREENGUARD  
Gold Certified

**Low**

Chemical  
Emissions



Our Ultimate  
Commitment

**Net Zero  
2050**

*La-Z-boy*

## **Strategy Note:**

### **1. Objective of the Infographic**

The primary objective of this infographic is to transform La-Z-Boy's complex corporate sustainability goals into a digestible, data-driven visual narrative. By quantifying environmental impact, the brand moves beyond vague promises to provide verifiable transparency. This strategic visualization serves to build immediate trust with consumers who prioritize measurable corporate accountability.

### **2. Strategic Alignment with the Brand**

This messaging aligns with the brand's "Century Vision," evolving its market identity from a legacy furniture maker to a forward-thinking leader in sustainable luxury. By linking "Elite Relaxation" with "Environmental Responsibility," the brand repositioning targets a younger, eco-conscious demographic without alienating its core customer base. This approach ensures that the brand's heritage of comfort is redefined as a responsible, long-term investment in both personal well-being and the planet's future.