

Feel it to
believe it



Niagara
THERAPY (UK) LTD

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Welcome to our world of comfort...

You can now enjoy luxury, relaxation and peace of mind with your investment in your Niagara product. We are delighted that you have chosen our company and with over 85,000 customers, we have proven ourselves as one of the UK's bed and chair specialists, and you can feel safe in the knowledge that customer care is our highest priority.

With Niagara you're in good hands...

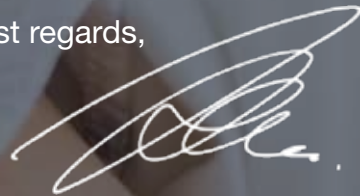
By investing in our product, we aim to improve your quality of life. All of our hand-crafted products are made out of the highest quality materials at our Comfort Factory. Rest assured, both your order and comfort are in safe hands.

Our commitment to you...

Your investment in a Niagara product is an investment in peace of mind. If at any time you have an enquiry about your order, you can contact our customer support team on **0800 689 6887**.

Thank you again for your purchase, and welcome to the Niagara family.

Best regards,



Philip Ellin
Group Managing Director





Our Mission

We are committed to improving your quality of life.

Far too often your quality of sleep and seated posture is compromised. At Niagara our mission is to change the way people think about, and prioritise sleep and comfort, so they can enjoy a better quality of life, night and day.

This is why we have been refining our artistry since 1964. It has been a journey involving continuous refinement, whilst staying true to our beliefs: to create the perfect sleep systems and most comfortable and practical riser recliner chairs takes passion, uncompromising dedication, a love of the craftsmanship, and nothing but the very best natural materials.

The pursuit of excellence defines us. what we offer is an unequalled experience, leading to a special appreciation of our beds and chairs, moreover, sleep and comfort itself. It is our absolute conviction that Niagara provides the deepest, healthiest and most profound sleep and comfortable rest.

A passion of ours for almost three generations; and counting...





Heritage

Manufacturing beds and chairs has seen a lot of development throughout the ages. A defining axiom of modernity is that at Niagara we have taken this development even further. Our heritage and future in equal balance, are about the continuation of this expert craftsmanship, design and development delivering the very best sleep and comfort systems possible.

Niagara, part of the Niagara Healthcare group is one of the UK's leading healthcare and mobility products manufacturers. Established for over 55 years, we have a long history of helping literally thousands of people enjoy a more rich, fulfilling, and healthier lifestyle.

At the very heart of the Niagara story is our unique NHC Cyclo-Therapy® massage technology first discovered in the coal mines of North America by William Wettlaufer. Our products that include our optional built-in NHC Cyclo-Therapy® systems can help Improve your quality of life.

Welcome to the future of Comfort.



Comfort Factory

There are no robots or industrial assembly lines. Nestled within the green blanket of North Wales rests our Comfort Factory where nearly three generations of master craftsmen have dedicated themselves to the continual development of the very best adjustable furniture.



Voted the UK's best Adjustable Bed Manufacturer by Interiors Monthly magazine, for 5 consecutive years.





Lifetime Aftercare

At Niagara, we never rest until we know that you are happy and comfortable. That's why our service will continue long after you have received your product from us and even through the full lifetime of your chosen furniture.

We intend to keep in touch with you every few years to offer our complimentary visit to see how you are getting on. Choosing the perfect piece of furniture is a decision that will always be down to your personal needs and comfort requirements. Keeping in touch helps us know if you are still enjoying the full benefits of your product and to understand if your needs change so we can improve your overall Niagara experience.





85,000 Happy Customers

With over 85,000 customers we take our customer satisfaction seriously and we want you to have the best experience possible when purchasing one of our products. That's why we have a dedicated Customer Support team ready to answer any query or question you may have, however big or small. You can contact them on 0800 689 6887, they'd be delighted to help.



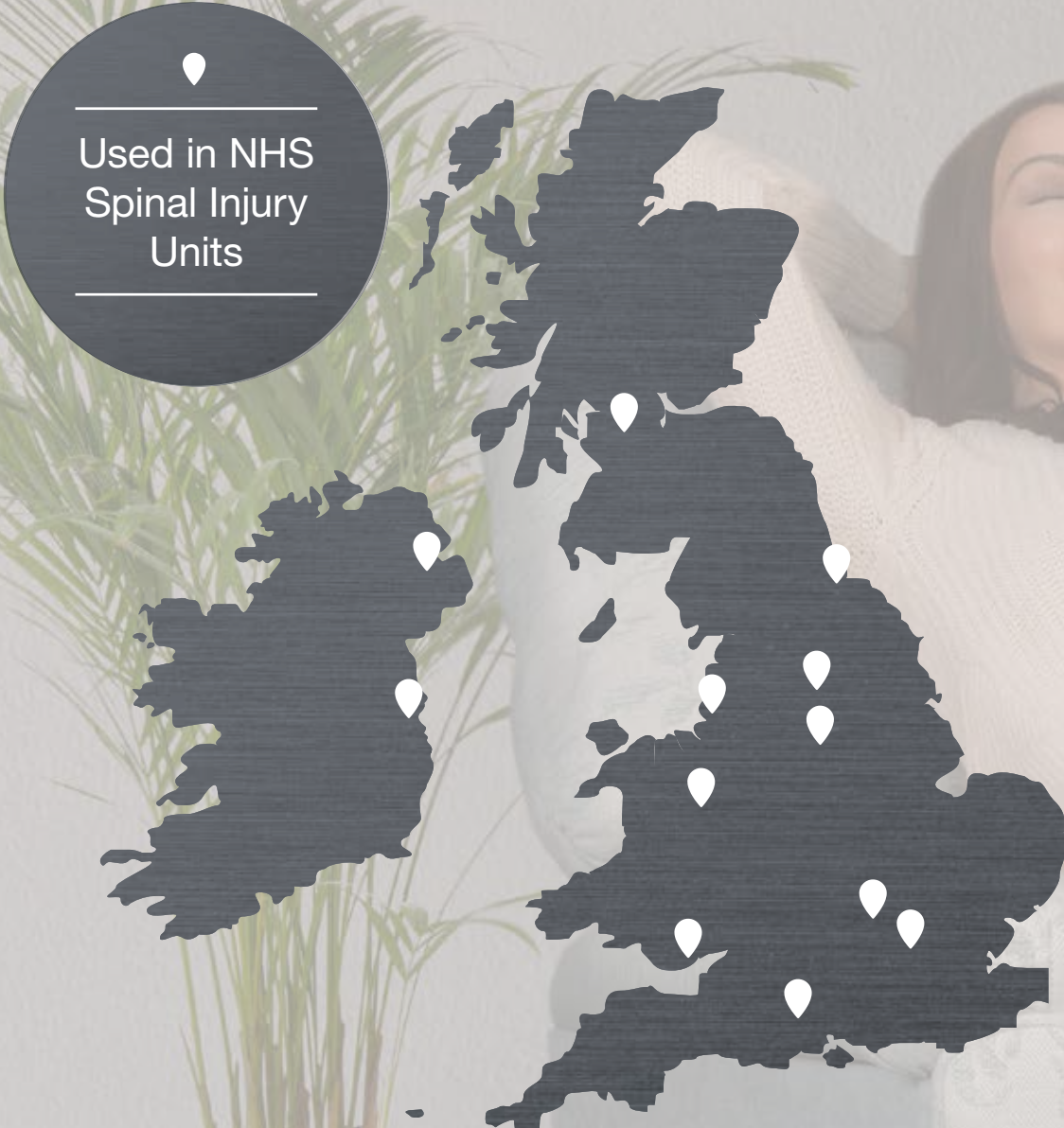
It's what's under the sheet that matters

We produce one of the most technologically advanced beds in the world. Boasting infinite adjustable comfort positions and optional medically tested therapy, backed by over 25 medical reports.



Feel the difference — the combination of comfort and health

Our unique therapy products for your health and wellbeing, when the built in therapy is applied non-invasively, directly to or surrounding an area of pain, cycloidal vibration generated by our NHC Cyclo-Therapy® system delivers a non-pharmacological aid to help relieve pain symptoms. NHC Cyclo-Therapy® stimulates the nerve fibres that don't carry pain signals. Stimulating enough of these nerve fibres will then block pain transmitted from the source of the pain. NHC Cyclo-Therapy® along with the positional adjustments available in our products can help relieve the pain symptoms of a range of medical conditions if required.



Used in NHS
Spinal Injury
Units



Arthritis and back pain

One of the causes of arthritic-like conditions is the build up of metabolic waste material in the synovial fluid, resulting in irritation and increased inflammation in and around the joint. Following the application of NHC Cyclo-Therapy®, joint pain and swelling is reduced, resulting in improved mobility. Cycloidal vibration therapy will not cure the underlying cause of the arthritis but can help relieve the symptoms such as pain, reduced joint movement and mobility.

Wounds & Diabetes

NHC Cyclo-Therapy®, improves circulation which increases the delivery of healthy oxygenated blood and the removal of waste products and toxins. This can improve the healing of soft tissue injury and wounds like leg ulcers. Increased circulation stimulates the production process involved in healing and regeneration of cells and soft tissue.



Circulatory problems and leg swelling: artery disease and diabetes

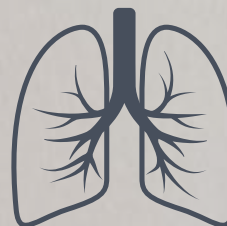
Oedema is an abnormal accumulation of fluid beneath the skin usually in the legs and

ankles that produces swelling. The cycloidal vibration from NHC Cyclo-Therapy® you can receive whilst relaxing in a Niagara bed penetrates the vascular cells and activates a number of chemical reactions, including the release of nitric oxide, a muscle relaxer. This relaxes the muscle walls of the blood vessels, increases the diameter of the veins and arteries which results in dilatation and increased blood flow. This in turn helps reduce the problems and symptoms due to circulatory diseases.



Respiration - lung diseases

The positional benefits of our products may help alleviate the secondary symptoms of some respiratory conditions. Combine NHC Cyclo-Therapy® to aid muscle relaxation and help mobilise chest congestion to improve the process of chest clearance.



Muscle tightness and tension

If you have either over worked in the garden or walked too far resulting in muscle tightness. Or you have a severe and constant muscle problem like sufferers of cerebral palsy, post-

stroke victims and following spinal injuries. Reducing muscle tightness or spasticity by using NHC Cyclo-Therapy® will improve joint mobility and movement as well as lead to general relaxation.



NHC Cyclo-Therapy® equipment being used by healthcare professionals at the Golden Jubilee Regional Spinal Cord Injuries Centre, James Cook University Hospital, Middlesbrough.



Recommended by Healthcare Professionals

The difference between us and other companies. All of our NHC Cyclo-Therapy® products that deliver cycloidal vibration massage therapy are regulated to and are certified as Class IIa Medical Devices meeting standards set by the UK Medicines and Healthcare Regulatory Authority (MHRA). This means that we have had to meet and demonstrate on an on-going basis the evidence to support our claims and the quality, safety and effectiveness of our products to deliver the numerous stated benefits to the user.

“At the West Yorkshire Physiotherapy centre we work with a wide variety of musculoskeletal conditions, from post-operative orthopaedic problems right through to professional athletes with sports injuries. We are actively using the NHC Cyclo-Therapy® in the treatment of connective tissues incorporating it with our specific connective tissue massage (CTM) techniques. The two together are promoting increased blood flow, rapid reduction in swelling, decreased pain perception and more importantly, as a result of all the above, increased joint mobility and function. The combined treatment of the NHC Cyclo-Therapy® and CTM is proving a lot less painful than our previous form of CTM so more patients can tolerate the treatment and are benefitting immediately.”

CLASS IIa
MEDICAL DEVICE



Janine Midgley
MCSP, HCPC, Grad Dip Phys,
Dip App Sports







We've got your back

Supported by BackCare, the charity for healthier backs, we know that good quality sleep is the backbone of spinal health.

Backcare
CORPORATE PARTNER

Ailments chart

When applied, directly to or surrounding an area of pain, NHC Cyclo-Therapy® found within our products is a non-pharmacological aid to generate pain relief or increase pain threshold, increase blood flow, relax tight or sore muscles and aid joint mobility.

What is it?	What happens when you suffer with it?	How can we help?	Tick if specific to you
A few of the areas whereby NHC Cyclo-Therapy® products combined with or without adjustable posture may help to relieve symptoms			
ANGINA	Hard to breathe, chest tightens, numbness in arm, pins & needles in arms and hands, dryness of mouth.	Chest and muscle relaxation and general relaxation.	
ASTHMA	Wheezing when breathing, chest gets tight, breathing anxiety (dyspnea).	Chest and muscle relaxation and general relaxation.	
ARTHRITIS	Bones and joints become deformed, stiff and can swell.	Reduces inflammation and stiffness, improve joint mobility and reduce pain.	
BACK PAIN	Pain forms in upper or lower back, which can affect other parts of the body (legs, shoulders etc).	Relieves general pain and discomfort, relaxes muscles.	
BRONCHITIS	Mucus builds up in bronchial tubes, coughing, breathing problems, inflammation of bronchial tubes.	Helps chest clearance and relaxes chest muscles.	
BURSITIS	Wear and tear of joints, usually resulting from a trade or profession. Relieves general pain and discomfort, reduces possible swelling.	Relieves general pain and discomfort, reduces possible swelling.	
CRAMPS	Muscles contract and go into spasm, poor circulation, limbs feel heavy and numb.	Increases circulation, relaxes muscles and reduces pain.	
DIABETES	A disorder of the metabolism, thirst, dizzy spells, cramps, poor circulation.	Improves circulation to improve leg health and reduce pain symptoms.	
EMPHYSEMA	Abnormal distention of the airways, cough, temperature, restlessness, short of breath, tightness of chest, lethargic.	Helps chest clearance and relaxes chest muscles.	
FIBROSITIS	Inflammation of the fibrous tissue. Bad posture can cause pain.	Relieves general pain and discomfort, reduces inflammation.	
FYBROMYALGIA	Widespread muscle pain and fatigue.	Relieves general pain and discomfort.	
INSOMNIA	Unable to sleep. Can help with general relaxation and therefore help with sleep.	Can help with general relaxation and therefore help with sleep.	
INTERMITTENT CLAUDICATION	Numbness, tingling and cramp in the leg when walking.	Improves circulation to improve walking and reduce pain.	
LUMBAGO	Pain in the lower part of the back.	Relieves general pain and discomfort.	





What is it?	What happens when you suffer with it?	How can we help?	Tick if specific to you
MS	A symptom is muscle spasms and stiffness.	Helps to relax tight muscles and reduces pain.	
MILD OSTEOPOROSIS	Reduces mass of bone, painful joints, stiffness and inflammation.	Relieves general pain and discomfort.	
PARKINSONS	Brain disease, tremors, muscular problems.	Relaxes muscles and relieves pain.	
PHLEBITIS	Inflammation of the veins, most commonly in the legs.	Improves circulation, reduces inflammation, relieves pain and discomfort.	
POLYMYALGIA RHEUMATICA	Inflammatory diseases of the large arteries, stiffness in the back, shoulders and neck, loss of appetite, tiredness.	Reduces inflammation and stiffness, relieves general pain and discomfort.	
RESTLESS LEGS	Unpleasant sensations in the legs when at rest.	Stimulates nerves to distract and relieve the symptoms.	
SCIATICA	Pain in the back and possibly down the legs. Stiffness and numbness.	Releases and relaxes muscle tension, reduces pain.	
STROKE	Numbness or paralysis mainly down one side, poor circulation, possible pain in affected area.	Reduces muscle tension to improve movement.	
WOUND (ULCER)	Open wound on the skin often on the leg due to inadequate circulation, difficult to heal.	Increase circulation to heal skin, reduce inflammation and relieve pain.	
VARICOSE VEINS	Veins that are distended and lengthened, mostly in the legs, poor circulation.	Increase circulation to help with discomfort.	

Please NOTE: NHC Cyclo-Therapy® cannot be used if you suffer with a small range of specific conditions – please refer to the instructions for use.

The NHC Cyclo-Therapy® in our products combined with the benefits of adjustable posture have been shown in medical testing to give symptom relief by:

• Increasing circulation • Relaxing tight muscles & improving joint mobility • Generating pain relief • Reducing swelling

DISCLAIMER – WE SHOULD EMPHASISE THAT NHC Cyclo-Therapy® (cycloidal vibration) IS NOT A CURE FOR THESE CONDITIONS BUT IT CAN DO MUCH TO HELP ALLEVIATE THE SYMPTOMS ASSOCIATED WITH THEM. IT IS DESIGNED TO COMPLEMENT THE RANGE OF CURRENT THERAPIES AVAILABLE FROM THE CUSTOMER'S FAMILY DOCTOR AND ITS USE CAN ALWAYS BE DISCUSSED WITH A HEALTH CARE PROFESSIONAL IF YOU ARE CONCERNED. THE CUSTOMER SHOULD NOT DISCONTINUE ANY CURRENT THERAPY WITHOUT FIRST SEEKING ADVICE.

All content is provided as a general overview on the ailments described and should not be used instead of seeking medical advice from your GP or other health care professionals. Niagara Healthcare Ltd and group of companies is not responsible or liable for any diagnosis made from the content. You should always consult your GP first with any health concerns. The Company reserves the right, without notification, to modify or change any design or specification at their own discretion in accordance with a continued research and development programme. The company accepts no responsibility for the misuse or misinterpretation of the information provided it is provided for guidance purposes only.





Handcrafted Excellence

Our master craftsmen use only the very best tools in the world: their hands.

Every product we make is tailored to you.



Quality Controlled

We believe that our superior manufacturing quality is one of our best forms of advertising. At Niagara, quality is never an accident. In our UK based Comfort Factory, quality control is a process that never ends, so that we can deliver quality sleep.





Our commitment to you

As a Niagara customer we know you are committed to your comfort, sleep and health. Your purchase of a Niagara product will enable you to make improvements in all those areas, but while you wait for it to be made for you, we are on hand to ensure your purchase and delivery is as simple as possible, and to guide you through the next stage. Here we can show you exactly how the process from purchase to delivery is made.

The first stage

RECEIVING YOUR ORDER

Your order has arrived and is being processed at our dedicated manufacturing site in Denbigh, North Wales. Here our team of craftsman will check your order to ensure we have all the relevant information and plan for it to be hand made to your specification. The finest materials from our stores will be chosen and if we have any queries, we will be in contact to discuss them.

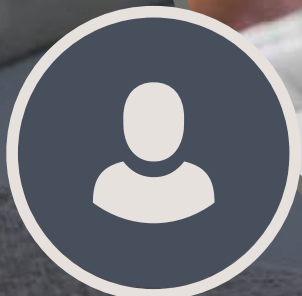


STAGE 1

Second stage

PRODUCTION BEGINS

Once we have checked your order, our customer service team will send to you confirmation either by post or email. If it is a bed or chair our expert craftsman will then start hand cutting your chosen fabric and wood parts. Your made to order product will commence on the production line to begin its handmade journey to your home.





STAGE 2

Third stage

IT'S READY!

Once we know when your order we will be scheduled for completion, our friendly delivery and installation team will call you to arrange a convenient time for delivery and to take final payment. Before we allow your product to leave our premises, we need to pass it through our extensive inspection testing and quality checks to ensure it meets both your and our high expectations.





STAGE 3

Final stage

IT'S ARRIVED!

Our highly trained delivery and installation team will bring your item to the requested UK address and professionally install your product in the room of your choice.

Our highly complimented team will show you how to use your new product and ensure that you are totally happy with it and are confident in how to use it before leaving.

Congratulations! You can now sit or lie back and enjoy your new product and start feeling the benefits of it straight away!





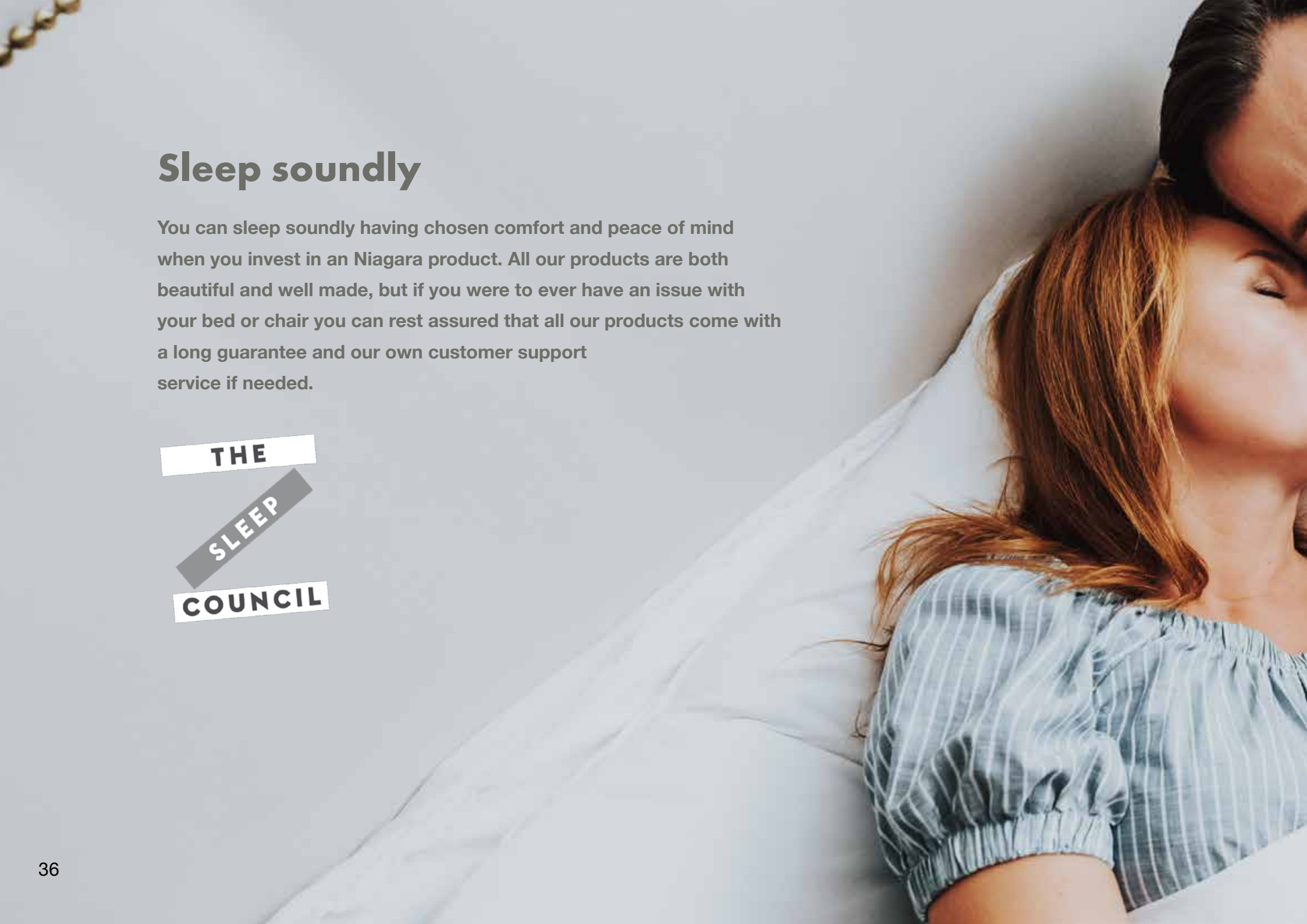
Sleep soundly

You can sleep soundly having chosen comfort and peace of mind when you invest in an Niagara product. All our products are both beautiful and well made, but if you were to ever have an issue with your bed or chair you can rest assured that all our products come with a long guarantee and our own customer support service if needed.

THE

SLEEP

COUNCIL





Trust

At Niagara we are immensely proud of our heritage and with over 85,000 customers across the UK it is no surprise to hear that so many of them are happy to share their experiences.

A member of our customer support team will be appointed to you from the moment your order is placed and will guide you through from your product manufacture to your delivery installation and beyond.



My overall experience of purchasing from Niagara has been marvellous.

I am yet to see another company match the service of Niagara. I am in a wheelchair and find the bed to be a haven. The bed has helped my pain and also reduced the soreness I experience due to being wheelchair bound. The Contour AV bed is easy to adjust, and I cannot be happier with the bed and Niagara as a business.

Mrs Roots, from Horsham

I had a stroke when I was 19 due to clot in my neck. I had previously had physiotherapy for my walking but the NHS practically gave up on my arm and since using the therapy am now able to move more freely. It sounds strange but the therapy in my Blenheim chair feels like a part of me now. I have got a lot more mobility and movement in my arm which also feels warmer due to the increased blood flow.

I use the therapy every day for around 30 to 40 minutes. As well as being extremely comfortable it relaxes me and detoxifies me, it also relaxes my muscles and is helping me up and down the stairs more easily. I have also recently started exercising again so cannot praise the Blenheim chair or the built in NHC Cyclo-Therapy® enough.

I would recommend these chairs to anyone.

Gail, from Cheshire



“It has been nearly a week since me and my wife had the Niagara Heritage Bed delivered and the whole process has been easy and completely stress-free. The sales agent was a great representative for Niagara, taking his time with us and giving us the space to make our own decision. Furthermore, the two gentlemen who delivered the bed were also fantastic, leaving the bedroom spotless once they had set everything up.

The bed itself is very comfortable as we can adjust it to the position that we find gives us the most comfortable nights sleep. With our old bed, my wife would often wake up at 3 am in discomfort, feeling quite stiff and tensed up. However, since using the Niagara Bed this doesn't happen anymore and both of us always have a great night's sleep.

Mr Brown, from Streatham, London”

A special thank you from us

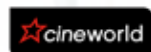
If you purchased any item of furniture from us then you are entitled to 12 months full membership of our Niagara Rewards Card. Once you have received delivery of your Niagara Furniture visit www.activate-card.co.uk. Using the online form, enter your details and click "Activate", Your request will be validated and your 12 month membership will be activated within 28 days of your Niagara furniture delivery. You will be notified by email and post and start saving straight away!

**Exclusive
rewards** for
Niagara customers



Save over £2,000 a year
on high street shopping
with our reward card.

PHILIPS



Joseph
Joseph



M&S

Sainsbury's

Bella
Italia
Italy's Finest Food



bocelli
— FAIRLY SINGLES —

ASOS



National
Trust

secret
Escapes

TESCO

Morrisons
Since 1959

Lenovo

Haven



ASDA



WARNER
LEISURE
HOTELS

What is Niagara Rewards?

Niagara rewards brings together discounts and privileges including high street, entertainment and leisure, motoring, electrical, home and garden, fashion, food and drink, travel and giftcard deals that Niagara customers can use in store and online.

How much can I save?

Our deals enable you to save over £2,000 per year. The more offers used from those available, the more savings will be made. Savings are dependent on usage.

How do I qualify for membership?

Memberships are available for ALL customers that purchase ANY item of furniture including products without therapy, sale and offer items.

How long is my membership for?

Memberships are available for 12 months from point of activation.

How do I use my card?

You can use your card by visiting the rewards scheme website. You must log in using your membership number or email address and the password, which by default is your order number. This can be changed within the settings if required upon login.

When can I use my card?

Once you have received delivery of your Niagara Furniture visit www.activate-card.co.uk or just scan the QR code. Once you have requested your card, it will be validated and activated within 28 days. For any account queries, you can call via details on the reverse of your membership card.





From humans to horses...

We are proud of our rich heritage and commitment to providing people with the opportunity to improve their lives, but we don't stop there. Under the umbrella of Niagara Healthcare, we are part of a wider group who have a long history of helping thousands of people and animals enjoy a more rich, fulfilling, and healthier lifestyle. You can relax knowing that we're not going anywhere, and we'll be here for you for many years to come - just take a look at our pedigree:

NHC TECHNOLOGY

Providing the answer to specialist care furniture needs, NHC Technology are proud to be a trusted supplier to care homes, medical centres and hospitals. Whether its home furniture, hospital chairs or medical products, NHC Technology's tailored, long lasting and highly comfortable furniture range delivers the perfect solution.

NIAGARA THERAPY

Niagara Therapy is one of the UK's leading healthcare and mobility products manufacturers. Niagara Therapy has been established for over 50 years and focuses on helping people with various ailments and aches and pains to live a healthier and more pain free life.

EQUISSAGE

Leading the world in Equine Therapy, Equissage, focusses on the use of our exclusive NHC Cyclo-Therapy® within the equine industry. With a variety of products available, Equissage is manufactured in the UK and is used by trainers, riders, physiotherapists, vets and breeders around the world as a unique solution to enhancing the health of their horses.

ADJUSTAMATIC

Perhaps the most well known of our brands Adjustamatic has been making adjustable beds and riser recliner chairs in the UK for decades. We excel at utilising our expert craftsmen to produce, not only excellent quality, but stylish and supremely comfortable products, which are loved by our customers.



The Crown Pin Foundation

We are passionate about helping those in need, especially those most vulnerable: children. Our Crown Pin Foundation was developed with the sole aim of raising money to benefit the lives of children throughout the UK.

Managed by a committed group of employees, the foundation raises funds throughout the year, through various activities and involving all our employees. 100% of the money raised goes to benefit charities and organisations working with disadvantaged children.

Some of the charities that we have helped include:







Recommend a friend

Are you delighted with your new purchase? Have you seen the benefits to your health and wellbeing? Do you know someone who could benefit from an Niagara product too? Why not share these feelings with your friends and family and you could both be in with a chance to win a £100 amazon voucher in one of our monthly draws? Find out more at <https://www.niagaratherapy.co.uk/terms-conditions>



Refer a friend and be rewarded!

Their Name _____

Address _____

Postcode _____

Telephone _____



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Registered office: Colomendy Industrial Estate, Rhyl Road, Denbigh, North Wales LL16 5TS.

Authorised and regulated by the Financial Conduct Authority.

www.niagaratherapy.co.uk

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