

## **Turning old into new**

### **La Costa Upholstery is one of the most recognized Names in the upholstery industry**

**By Christine Davis  
Today's Local News**

**San Marcos – Roger Gureczny began La Costa Upholstery in April of 1979 in the La Costa Meadows Industrial Park in Rancho Santa Fe Road. With 2000 square feet of ware house, he hung his shingle and began the work of salesman and craftsman, doing everything from in-home estimates to picking up furniture, taking the furniture apart, reupholstering and delivering. Nearly three decades later he's still at it and is one of the most recognized names in the industry in southern California.**

**“It's a dying trade”, said Roger who can talk about decorative braiding, butterflies and button-tufted backing with the ease of an artist. It's a difficult business and I have the scars on my hands to prove it.**

**La Costa Upholstery is in the same industrial park, but now occupies 5500 square foot facility and includes his wife Margaret, and 10 employees, many of whom have been with him for 20 years.**

**“I think our success lies in our attention to detail. Roger said “We try to exceed our expectations with every piece of work we do.**

**With thousands of pieces of furniture leaving the company's ware house, less then a hand full ever come back. “Everything can be fixed**

**and there is no need for a customer to ever be anything but 100% satisfied with our work.**

**While Roger concentrates on the sales and in house estimates, his staff handles re upholstery and repairs, including re placing wore-out foam cushions, broken springs and custom furniture building.**

**“Our main business is in re upholstery and fabric sales, but we also do a lot of custom bedding like duvet covers, comforters and bed skirts” Roger said.**

**“I use La Costa Upholstery because I can really customize a client’s job.” Said Connie Walsh , an interior designer with Oceanside’s Design Lines who has used Roger Gureczny’s services for 20 years.**

**Walsh said they also help her with oversized pieces that aren’t readily available for purchase, such as a large upholstered head board they built for her recently.**

**With then cost of furniture often is same range as replacing the fabric on an existing piece of furniture. Roger needs to educate his customers on the advantages of practically of reupholstering before moving ahead with the project, he said.**

**“ My main focus is on determining if it will cost effective for the customer to recover or buy new” he said**

**There are four questions Roger asks every customer who is considering reupholstering : Do they like the style? Is the piece well built ? Is it comfortable? Does the piece meet their needs? If the answer is yes, re upholstery makes good sense, he said.**

**Another consideration is the quality of the piece is question. According to Roger, a lot of furniture is made with pine, stapled together, and incorporates inferior springs and cushioning, whereas Older furniture is made with hardwood, is doweled, and uses sturdier springs and better cushioning. While a piece of fabric or colors might go out of style , quality will not.**

