



SLEEPwell

www.sleepwellmagazine.com

Year 3 Volume 13 March/April 2013

Interzum Guangzhou opens

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Turkish mattress and furniture manufacturers optimistic for 2013, poised for exports

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Mattress Kits & Cover



Mattresses



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Adjustable Beds

Magniflex introduced new designs at LVM



For over 50 years Italian mattress maker Magniflex has worked in the resting sector with a growing eco-responsibility commitment, it has, in the course of its important investments, obtained recognition from all of the European certifications for its commitment and concentration of its resources in the research for improved quality and excellence. To achieve this objective the whole productive cycle, designing/producing/packing, is directly controlled by managers, technical experts and over 180 employees, producing 10.000 mattresses every day. Magniflex mattresses satisfy different needs and cultures that have in common the research for relax, wellness and quality of rest.

Awarded for two years in a row as one of the 500 most dynamic companies in Europe, Magniflex has distinguished itself, on the international panorama, for its constant design updating. Magniflex covers 70 different national markets throughout the world in which

it is constantly present by taking part in shows and events all over the world.

Magniflex is the product of ingeniousness and constant research with the objective to achieve wellness and maintaining an equilibrated and respectful relationship between man and nature.

The Dualcomfort Anniversary, Risveglio and Vita mattresses have got additional models to fit its new market. The new designs were introduced at the end of January at the Las Vegas Furniture Market.

The company now is expanding three of its most favorite lines for its US consumers. The Dualcomfort Anniversary, Risveglio and Vita mattresses have got additional models to fit its new market. The new designs were introduced at the end of January at the Las Vegas Furniture Market.

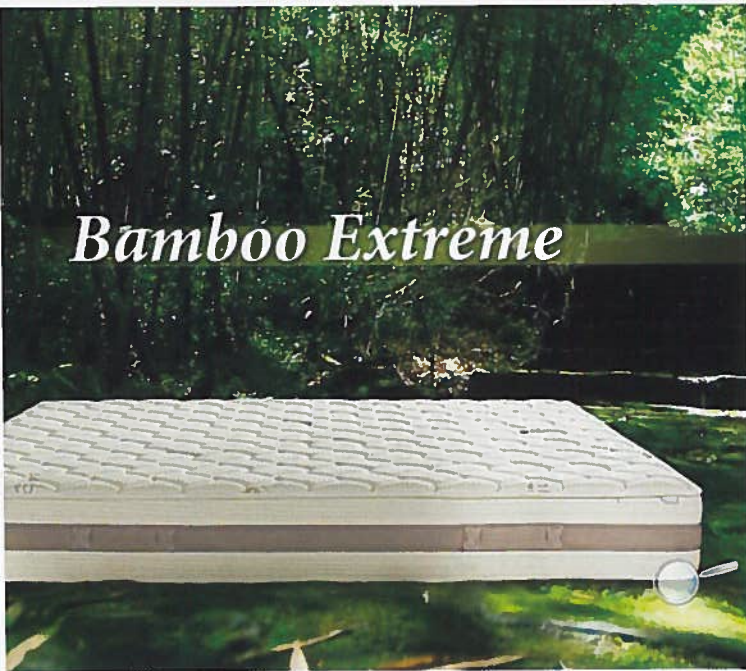
The Dualcomfort Magnifico provides the ultimate in customizable comfort. Two single cores come together to offer the benefit of customization for two sleep partners' individual preferences. A "firm" side contains 2" of Memoform while a "soft" side contains 4". Underneath each single core is Elioform for orthopedic support Dualcomfort

features the company's premium Argento Silver and 100% cashmere fabric. Argento Silver offers antimicrobial and antistatic properties that are known for reducing odor-causing bacteria.

The Risveglio mattress has seven inches of Eliosoft core with an additional layer of memoform. The feel is quite plushy, while the side panels, with its 3D wrapping, keep the whole mattress intact and firm for many years. The Vita mattress is its most firm design, with a nine-inch foam that provides a good and ergonomic sleeping surface. It also has an extra 1/4 layer of memory foam.



Bamboo Extreme



Linen Biosoft Deluxe



Company director Marco Magni explains: "We are thrilled with the continued growth of our Magniflex collection, and believe this will help our retail partners extend their reach by offering an array of options in styling and comfort feels to reach a range of consumers. With these new models, we're pairing higher profiles as preferred in North America with some very distinct comfort feels. We have the 'super soft' option with our Dualcomfort Anniversary, which is hands-down the plushest option in our entire Magniflex collection. However, we can also cater to those at the opposite end of the spectrum, with offerings like the Vita that provide firm, orthopedic support each night."