

THE SLEEP RETAILER'S MAGAZIN

# BEDROOM

Volume 13 Number 1

Winter 2007

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# Magniflex: A Natural Collection from Tuscany

Edited by Melanie Burk-Read, Managing Editor

From across the ocean, a mattress manufacturer with a fifty year history is now offering its tradition and technology in the United States. Magniflex, distributed in the U.S. by WellRest, Inc. offers a full line-up of quality mattresses, made from natural fibers and molded foams, with the attributes of breathability, absorbency and fire retardancy. All of Magniflex's mattresses are TB-603 and 16 CPSC 1633 compliant. Additionally, a steadfast commitment to the needs of its ever-growing consumer base is reflected in the company's dedication to the environment and ecological safety. All mattresses are made with environmentally friendly products and are guaranteed to be absent of allergenic substances or substances that may be harmful to one's health. Water based foams are created without chemical solvents traditionally used to enhance manufacturing efficiency. All fabrics are sanitized to prevent the proliferation of bacteria, dust mites and mold.

Magniflex's environmental awareness does not stop with the exclusion of harmful substances. Natural fiber mattress and pillow coverings in Magniflex's line are constructed from and with aloe, green tea, Merino wool, Lenpur (wood), Mais (corn), silk, carbon, cashmere and bamboo, to promote a healthy sleep. These components enhance the specially designed and patented mattress and pillow foams, which conform to the body and establish a wholesome orthopedic surrounding for maximum sleep comfort.

Magniflex manufactures an environmentally and technologically advanced visco elastic (memory foam), water-latex, and open cell foam mattresses. The company maintains its own research laboratories, where new sleep products are tested and new technologies developed. Importantly, Magniflex has patented a technology that allows its mattresses to be roll-compressed and vacuum packed. Roll compression allows the spring-less mattresses to be shipped, compressed, rolled up and vacuum packed at 10% of their original size, which reduces freight, storage, handling costs, and keeps the mattresses clean. Retailers who previously hesitated entering the mattress business because of warehousing,

delivery and floor space requirements, can now enjoy a high dollar per square foot return by becoming a Magniflex dealer thanks to this patented technology.

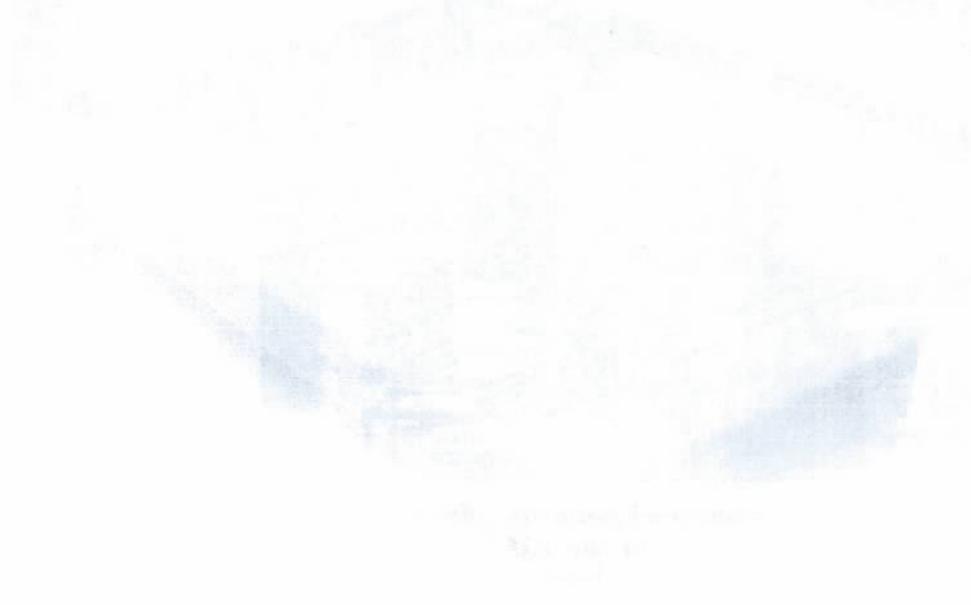
In addition to all of the company's aforementioned attributes, Magniflex offers many types of mattresses from which to choose:

## DUALCOMFORT Magnifico

The 12" profile **Dualcomfort Magnifico** is two mattresses in one. It is composed of layers of 4" and 2" **Memoform** (Memory Foam) surrounding a core of **Elioform** (an enhanced and supple water-expanded polyurethane). The combined core is treated with the **Airyform** process to ensure the best possible ventilation as well as providing 3 areas of weight capacity. In the queen, king, and California king, the **Dualcomfort Magnifico** makes it possible for two people to sleep on a mattress that meets their individual preferences (firm, 2" up, softer 4" up), by coupling together two single cores under a quilted zippered cover of **Argento™** silver fabric and 100% cashmere. The **Magnifico** in twin and full sizes uses a single core.

## MEMOFORM Deluxe

An all visco-elastic foam (Memory Foam) mattress, **Memoform®** offers the ultimate in sleep comfort, creating a sense of "floating" by implementing the dual effect of



magniflex

pressure relief and body weight support. Magniflex's research laboratory designed **Memoform®**, an improved version of the original Memory Foam material, which was initially developed for NASA. **Memoform®** is composed of materials that are sensitive to both heat and pressure and that also contour to the body with up to 85% accuracy. The **Memoform®** core is ventilated by Magniflex's proprietary **Airyform** process, which circulates air through the mattress, from top to bottom. The **Airyform** process also segments the mattress into three support zones, focusing the most support beneath the torso and buttocks. **Memoform Deluxe** measures 9" profile and is covered with Dupont's **Coolmax™** fabric (used extensively in professional athletic wear), which is specifically engineered to disperse body heat and humidity.

## DUOFORM

The **Duoform** mattress is a luxurious sleep solution that comes in an eight inch and a ten inch profile. Using a patented combination of **Memoform** and **Elioform**, the **Duoform**

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combines both anatomic and orthopedic support into a mattress of pure comfort. While Memoform conforms anatomically to the body, Elioform offers the orthopedic support that keeps the spine in perfect alignment. The Airyform process promotes effective air circulation and also prevents the proliferation of bacteria and dust mites.

There are three versions of the Duoform model. They are the Duoform Classic, the Duoform Deluxe, and the Duoform Supreme.

The **Bluerest** features a Mais corn fabric cover over the technologically-advanced **Waterlattice** core. Finished with the Airyform process for ventilation, the 8" profile **Bluerest** is hypoallergenic and has three comfort zones to provide proper support.

The 10" profile **Naturcomfort Deluxe** is constructed with a core of Eliofoam, a more elastic and softer foam than the firmer Elioform. The medium-firm **Naturcomfort** offers a high level of anatomic support, which provides for a natural alignment of the spine and improved blood circulation.

**Olympia** features a core of Eliofoam treated with Magniflex's Airyform process to provide proper air circulation within the mattress and three distinct support zones. There is an 8" profile **Olympia** and a 10"



profile deluxe version. Both are covered with natural cotton on one side and 100% Merino wool on the other.

Fifty years ago, when Giuliano Magni began making mattresses at home he believed, "In the same way a good diet nourishes the body, rest nourishes the mind". The company has never lost sight of that original vision. Today, impeccable craftsmanship and genuine concern for the well being of their customers is as important at Magniflex as it was fifty years ago. According to WellRest

executives, the company is expanding in the U.S. and has open territories. Interested qualified sales reps should contact Irwin Pearl at: [ippearl@wellrest.us](mailto:ippearl@wellrest.us) or call: 1-(516) 369-6733.

*For more information, visit our showspace in Las Vegas at: P30801 or our websites at: [www.magniflex.us](http://www.magniflex.us) [www.wellrest.us](http://www.wellrest.us)*

*Also, call or write Irwin Pearl at [ippearl@wellrest.us](mailto:ippearl@wellrest.us) or: 516-369-6733 (cell) ✦*

## Comfor-Pedic to Introduce It's Most Luxurious Bed to Date at VEGAS Show

Not satisfied with triple-digit growth and a nation-wide product return rate of less than 1%, the Comfor-Pedic® team continues to push the luxury envelope. Comfor-Pedic® plans to further solidify its position as the "Leader in Luxury" in specialty bedding at the January/February Las Vegas Market.

"We will be unveiling the most exciting and luxurious bed we have ever offered," proclaimed Jack Squires, company president. Squires promised that the new bed, (the name to be unveiled at Market), will set a new standard for luxury specialty bedding. When pressed for more information Squires was tight-lipped. (Hint: take a look at the advertisement in this edition of BEDROOM Magazine. Editor.) "All I can tell you is that

this bed will allow our retail partners to offer a totally unique look and feel from anything currently on the market. And we have priced it strategically so that retailers can easily achieve well beyond their normal bedding margin." Squires further explained that this new bed will be slotted above the **Mystere** and will represent the new top-end of the Comfor-Pedic® line.

Since exploding onto the specialty bedding scene, (born from Comfor Products, Inc. a sixty year old specialty foam company) Comfor-Pedic® has firmly entrenched itself in the upper-end of the specialty market. "We believe the specialty consumer is geared toward the upper-end, and that those consumers are more than happy to pay for a bed in excess of \$3,000.00 if they believe they

are buying luxury, comfort and lifestyle," said Scott Smalling, CEO.

Smalling went on to say that the newest bed will incorporate all the innovations Comfor-Pedic® is famous for such as the exclusive Comfor® Material, which carries two U.S. patents, as well as their **EDGE®** support system. Plus, Smalling added that the new bed will feature a unique ticking cover and top comfort layer of natural fibers.

"We designed this bed from the bottom-up to be the most dramatic, luxurious and profitable slot on any retailers floor," concluded Squires.

*Visit Comfor-Pedic in Las Vegas at Pavilion 3, Show Space P30604  
Call: 1-888-291-1338  
[www.comfor-pedic.com](http://www.comfor-pedic.com) ✦*

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