

BedTimes

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WorldReport

Italian bedding making style strides Milan fair showcases innovation, high-end offerings

Magniflex

The company, which manufactures a wide range of roll-packed mattresses, showed off its luxurious Gold bed, which includes 22-carat gold thread in its ticking. In the past year, the company has been using the pricey bed (\$24,000 U.S.) to draw people into its showroom, but it does expect to produce and sell 100 of them. For more typical consumers, Magniflex offered the GeoEthic, an environmentally friendly line made with bio-based foams, cotton, cashmere, linen and other natural materials.

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IndustryNews

Italian maker opens U.S. showroom

Magniflex, a major mattress manufacturer based in the Florence, Italy, suburb of Prato, has opened its first U.S. showroom in Manhattan's trendy SoHo district.

The 2,025-square-foot showroom highlights eight of Magniflex's best-selling mattresses, as well as its flagship 22-carat gold mattress and matching 22-carat gold pillow, which retails for \$25,000 for the set. In addition to the Gold line, the initial lineup at the New York City showroom includes the Argento sterling silver mattress, the Magnimodel Merino wool-topped mattress and the new GeoEthic, an organic mattress made with soy-based foam.

"For many years, we have looked at entering the U.S. market and felt

that with consumers' increased interest in health and quality sleep, now was the right time to enter this important consumer market," said Marco Magni, Magniflex's global sales director and son of the company's founder.

Magniflex also operates show-

rooms in Tokyo, Dubai, Florence and, soon, Singapore.

Though Magniflex sells directly to consumers through these showrooms, the company is seeking dealers in the United States and has been exhibiting at trade furniture shows in Las Vegas and elsewhere.