

## IndustryNews

### Magniflex unveils all-season mattress

**BEDDING MAKER** MAGNIFLEX IS INTRODUCING the Superbo, a mattress designed to change with the seasons by incorporating a built-in, reversible topper.

The topper features Outlast, a high-performance temperature-regulating fabric, on one side and natural wool on the other, providing a cool sleeping surface in the summer and a warm one in the winter. The Superbo, with a suggested retail price of \$5,499 for a queen size, will make its debut at the Las Vegas Market at the end of this month.

"Consumers really enjoy changing home decor items, such as table linens, draperies and bed linens, with the turn of the seasons," said Marco Magni, global sales director for Magniflex, which has headquarters in Prato, Italy. "Now they can extend that same personalization to their mattress."

Both the Superbo's 10-inch mattress core and the 4-inch mattress topper are made of Memofom, Magniflex's proprietary memory foam created with soy and vegetable oils. The core offers seven zones of comfort to support the body's curves.

In addition to Superbo, the company will unveil its Riposo and Buongiorno collections, with opening suggested retail prices of \$999. The beds feature cores made of Eliosoft, the company's proprietary water-expanded memory foam.

Magniflex also has announced a new pricing structure for its GeoEthic collection, which incorporates memory foam made with renewable oils and tickings made of soy, bamboo, corn, crab shell and other natural fibers. The beds now have suggested retail prices from \$1,299 to \$5,499, with six models priced under \$3,000.

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# BedTimes

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## Short

### Magniflex starts magazine

Bedding manufacturer Magniflex, which has headquarters in Prato, Italy, has launched *Magniflex Today*, a magazine for its dealers. The 24-page publication features articles about the company's mattresses and accessories and its showrooms and manufacturing facilities around the world. It also includes pieces on the importance of sleep and sleep research. Articles are written in both English and Italian.

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