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## Magniflex – a family-run empire

### Italian mattress company is a global success

By Letizia Tesi

The name is also known abroad – and in Italy, Magni is synonymous with mattresses. Marco Magni is one of three children of the founder of Magniflex. The company is one of those entrepreneurial “self-made” jewels that spawn family-run empires.

The company, in fact, which today produces over 10,000 mattresses a day – 80% of which are exported to 72 countries – was founded in Prato, in the heart of Tuscany, over 50 years ago by Magni’s father. Today it is a leader in the sector, exporting to countries such as Japan, Spain, Germany, Russia, the U.S., and now to Canada.

For over a year now, Magniflex products – the company also has a New York headquarters – have been featured in Toronto at sector trade shows and are carried by 15 retailers, soon to be 40 as per company targets. And Marco Magni is the family member who does all the traveling since he is the one who began exporting, opening the Asian as well as North American markets to the company.

The secret of their success, according to him, is simple: “Quality, and a continuous search for innovation.”

For years, in fact, Magniflex has been investing in natural fiber, focusing on environment-friendly raw material that also “benefits your health.”

That’s how mattresses made using soy, lavender, and aloe vera were conceived, and which



Marco Magni of Magniflex

have now also been introduced to Toronto.

“They breathe better than traditional ones, they’re hypo-allergic, anti-bacterial, and adapt to the body’s shape by 40% more,” explains Magni, who knows full well that competition is fundamental in the international market. There are 30 million inhabitants in the world who sleep on a Magniflex mattress.

“In Italy,” Magni laughs, “consumers are more traditional and choose more ‘classic’ products, but abroad and in Canada, being environment-friendly is more of a focus.” ♦