

## hfnew | PRODUCT ROUNDUP

**THE COMPANY'S NEW NATURAL COLLECTION** is an expansion of its patented Aireloom line into "greener" territory, with more natural and environmentally friendly materials to appeal to the eco-shopper. The Natural models, a trademarked collection, is being marketed alongside the trademarked Hybrid grouping, also under the Aireloom brand. These beds feature either bamboo or certified organic cotton ticking, and offer bio-foam encasement, bio-foam upholstery layers, talalay latex and visco foam. Available fabrics include those made of sustainable forest lumber and Forestex- and Oeko-Tex-certified fabrics. In addition, the beds are available at price points that start at \$1,499 for queen. "Now even the organic and natural (products) shopper can sleep on the finest bed while remaining true to their environmental commitment," said Earl Kluff, president and chief executive officer of E.S. Kluff. "Consumers can positively affect their lives and the world they live in with this new generation of luxury eco-bedding, without sacrificing a good night's sleep." Kluff also said the company's beds "breathe easier" and regulate body temperature to improve sleep, while offering the balance and comfort needed for proper rest. [kluffmattress.com](http://kluffmattress.com)

### E.S. Kluff & Co.



### Magniflex

#### WHAT THE COMPANY CALLS A "ONE-TWO PUNCH"

of Italian craftsmanship and heritage, the recently launched Tonino Lamborghini bed joined the Magniflex mattress lineup at the Las Vegas Market. The new mattress, which is designed with the Tonino Lamborghini logo, has a ticking designed in splashes of red, black and white. The mattress also features the performance elements found in other Magniflex mattresses—including a temperature-regulating fabric and Memoform, the company's proprietary open-cell memory foam. The collection also follows in the prestige orientation of Tonino Lamborghini products. Lamborghini first launched the brand bearing his name in 1981 with his first watch design. Since then, he has extended the concept to include sunglasses, perfumes, leather accessories, furnishing items and clothing. The new mattress is customizable, with dual cores that allow a couple to tailor their side of the bed to "soft" and "firm" feels. As with all Magniflex mattresses, it's made with materials that are non-toxic and highly durable. Magniflex USA's president, Marco Magni, said the Tonino Lamborghini mattress is "designed to appeal to both sexes—a high-performance bed that is at once stylish, technologically driven and expressly Italian." [magniflex.com](http://magniflex.com)

**DURING THE LAS VEGAS MARKET IN FEBRUARY**, the company unveiled an enhanced version of its hand-tufted Sierra mattress, which joins the OrganicPedic by OMI patented collection. The new version of the Sierra offers updated looks and features. It is a conforming, organic, two-sided, 8-inch mattress produced with 100 percent certified organic cotton, 100 percent premium Eco-wool and 100 percent virgin natural-rubber talalay latex. It's being offered at a suggested retail price of \$1,695. "Even though our original (Sierra) was very well received, we wanted to also offer a bed that looks

### Organic Mattresses

more like a mattress than a futon," said Walt Bader, OMI's president and CEO. "With the improved features and stylish design enhancements, consumers do not have to sacrifice luxury for purity." As with all OrganicPedic by OMI mattresses, the Sierra has the same purity guarantee, which states, "if a customer can find another organic mattress purer than ours, we will give the customer our mattress for free." [organicpedicbyomi.com](http://organicpedicbyomi.com)



**NEW TO THE COMPANY'S BASIC-BEDDING LINEUP** is a line of patented ViscoFresh-enhanced memory foam pillows and mattress toppers (pictured here) under its new patented SleepJoy brand. Marketed under the tagline, "Wake up happy," all of the toppers in the new line are 3 inches thick, ventilated to eliminate overheating and made with ViscoFresh, which is produced with a natural blend of green tea and plant-based ingredients.

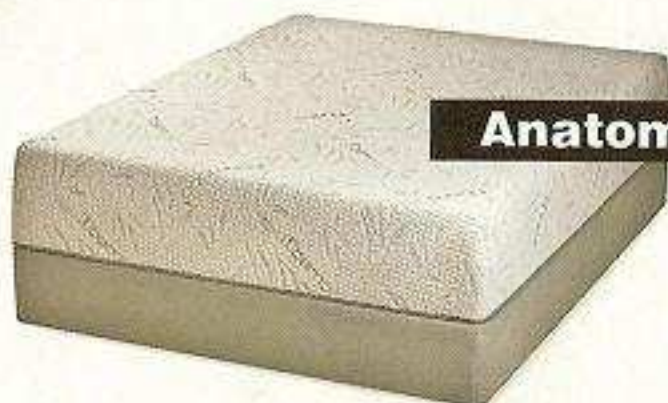
This blend naturally eliminates odors and reduces the products' impact on the environment. The ViscoFresh memory foam in the toppers is the same used in Sleep Studio's lines of mattresses and pillows. The toppers also come in three different levels of firmness. The Carees Topper (plush feel) starts at a suggested retail price of \$99.99. The Vitality Topper (medium feel) starts at \$149.99, and the Performance Topper (firm feel) starts at \$199.99. "Combined with our mattress program, we offer a very similar approach ... to sell the benefits of enhanced memory foam to the consumer and deliver higher tickets and close more transactions," said Michael Rothbard, president and CEO of Sleep Studio. [sleepstudio.com](http://sleepstudio.com)

### Sleep Studio



**THE NEW PURE7 LINE OF MATTRESSES** takes the company's trademarked EcoMemoryFoam technology to a whole new level. The collection is the latest addition to its Ecomfort Mattress line

### Anatomic Global



made with EcoMemoryFoam, which Anatomic Global said is the first plant-based memory foam developed in the United States. The Pure7 Series combines a top comfort layer of a new, 7-pound, extreme open-cell, high-density EcoMemory Foam with a second support layer designed to give a person proper anatomic support. The bed is made of 100 percent bio-based foams and is covered with MemStretch, a trademarked bamboo stretchable fabric with a high content of recycled materials. The ticking works with the memory foam to better conform and adjust to the body. Also, the bed is manufactured to keep the sleeper cool and dry for longer periods of uninterrupted sleep. The Series comes in three models that top out at \$2,299 suggested retail for queen. "The Pure7 Series addresses the varying sleep needs of the consumer and allows for the body to sleep deeper into the mattress for more of a custom fit," said Jeff Scorziell, president of Anatomic Global. [anatomicglobal.com](http://anatomicglobal.com)

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