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Las Vegas Bets Big on Beds

A look at new products introduced at February's bed-heavy Market.

By Howard Whitman

Bedding finally got its due—in a big way—at February's World Furniture Market in Las Vegas, which promoted the often-overlooked sector as its focus of choice for this show. Not only did the Market include bedding-themed events such as a breakfast and "Kickoff to Bedding" party, but beds were everywhere—including displays in the courtyard between the World Market Center buildings.

Of course, in addition to this concentration on bedding, a wide variety of mattress makers—major and specialty, big and small—were on hand to show new and current products, which for this show placed emphasis on customized comfort for sleeping partners, in addition to a continuing focus on natural materials and manufacturing practices, and a growing trend of licensed property use to sell beds.

Here's a look at bedding products featured at Market to consider for your stores in 2010 and beyond.

Sealy

Set to ship in April, Sealy's new Embody line is a series of eight beds—four memory foam and four latex foam models. Aimed at a more upscale buyer, Embody is priced from \$1,699 to \$2,799 in queen, and is intended to simplify the selling process. Each model in the line has a new Interlock system to provide support and resist body impressions. "Customers are increasingly looking for simplification, in other words, 'less is more'," said Sealy President and CEO Larry Rogers. "The Embody line was inspired by the simplicity and health-promoting properties of foam mattresses that support the body in all the right places."



The new Embody bed from Sealy.

The company is also celebrating the 60th anniversary of its Posturpedic line by rolling out eight models with upgraded features including memory foam and improved knit fabrics. The new Posturpedic beds will retail from \$799 to \$1,299.

Serta

Serta's big news in Las Vegas was its exclusive licensing deal with children's cable channel Nickelodeon to produce kids' mattresses using its popular characters. Serta will produce two beds—one featuring Spongebob Squarepants, and the other combining the lead characters from the younger-skewed "Dora the Explorer" and "Go Diego Go!" shows—in a variety of styles. Serta is confident these beds, which will feature full-color imprints of the characters, will get kids excited about mattresses.

"They're adult-friendly mattresses dressed in a kid-friendly package," said Serta Vice President of Brand Management Maria Balistreri. Serta plans to make the beds available to retail April 1st. Anticipated price points are \$199 for the innerspring models and \$299 for the foam versions.



The Spongebob bed from Serta.

Serta also premiered its higher-end Perfect Day line, which will retail from \$1,599 to \$2,999. The beds feature the company's proprietary FreeFlex 3D Support System with PillowSoft coils, Total Edge foam encasement, memory foam, Cool Nature temperature-regulating latex, and redesigned inlaid bed handles.

Simmons

To celebrate its 85th anniversary, Simmons has redesigned its Beautyrest line. New models in the retooled series, all of which feature the company's individually encased Super Pocketed Coil springs, include the Classic (with 800-density springs); the Anniversary (with 850-density springs and enhanced edge support); WorldClass (offering 1,000-density springs and AirFeel quilting foam). The beds also feature improved aesthetics, with new color schemes and colored tape edging to increase visual appeal.

Simmons has also retooled its point-of-purchase materials and will roll out a marketing push to promote the anniversary line based around the tagline "It's not just sleep, it's Beautyrest", in 2010.

Tempur-Pedic

The foam giant will focus on improving its retail outreach in 2010 with a marketing campaign based on the slogan "Ask me" that will emphasize customer endorsements to promote the company's newly complete TEMPUR-Cloud collection. That line's inaugural bed, the TEMPUR-Cloud Supreme (which came out in 2009), will be joined by the more basic TEMPUR-Cloud (set to hit in late February); the upscale, plusher TEMPUR-Cloud Luxe; and the TEMPUR-Cloud pillow (both due this summer). The company will also introduce its TEMPUR Ergo System adjustable bed, a downscaled version of its Advanced Ergo System beds with a lower price point.

Tempur-Pedic will also introduce its product collection tags to help simplify the buying experience for consumers. The three tags will also be color-coded (ES—TEMPUR-Cloud, blue; T—TEMPUR Collection, orange; and HD—Tempur-HD Collection, green) for easy customer recognition.

Comfort Solutions/King Koil

New products coming from Comfort Solutions include the sleep ID line, which is based around a touchscreen technology system that matches customers with their correct comfort settings based on their height and weight and can be customized with unique settings for two sleep partners; the Xtended Life line, intended for plus-size sleepers, which offers better construction to ensure better durability and longer life of the product; and the Angelic, an experimental line of gel beds. Comfort Solutions is continuing with its successful Laura Ashley licensed line, and its King Koil value line continues to appeal to value-minded consumers. The company is also rolling out its Natural Response beds, an environmentally friendly line made with natural components including cotton fabrics, soy-based foams and naturally derived latex.

Leggett & Platt

The Student Center is an exciting new prod-



Simmons updates its Beautyrest line.

uct Leggett & Platt previewed in Las Vegas. This innovative, compact unit combines a bed, shelving and work station in a fold-out design that allows the work area to be stowed away at sleep time. Although it's aimed at the institutional market, it will be available to retail at around \$800.

The company is also rolling out the next generation of its popular series of adjustable beds, the Prodigy, which can be controlled via iPhone and iPod Touch devices, and offers anti-snore repositioning, sleep timer, wake alarm and remote control locator functions. The intention with this product is to

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Magniflex's romance-themed Baci bed.

make adjustable beds more appealing to younger consumers, changing the common perception that adjustables are only for older users and hospital patients.

Anatomic Global

Specialty sleep merchandiser Anatomic Global's public profile should grow in months to come through its World Bed project, which is intended to provide the company's portable World Beds to those displaced by the Haiti disaster.

The green-skewing bed-maker also revealed its new Pure7 Series beds, a version of its Ecomfort Mattress collection made with seven-pound high-density EcoMemoryFoam, which the company claims is "the first plant-based memory foam developed in the United States." The denser foam is billed as providing a more conforming, custom-fit sleep experience. This line will be available in three models topping out at \$2,299 retail in queen.

Classic Sleep Products

To better service the growing Internet bedding sales channel, Classic Sleep Products has introduced a line of Internet-only private label drop-ship mattresses. This "plug and play" line will enable any retailer selling beds online to sell them under their own name. The three visco and three latex mattresses come vacuum-packed and rolled in a box, and can be shipped directly to consum-

ers, so a retailer need not invest in inventory. It's expected that most retailers will offer the products between \$499 and \$1,299 in queen.

Gold Bond

As more consumers embrace the long life and durability of two-sided mattresses in the current economy, Gold Bond is hoping to appeal to this buyer with its new Anniversary Series bed. Featuring Belgian damask quilted fabric, it is available in firm, plush and pillow top, ranging from \$599 to \$999 in queen size.

E.S. Kluff & Co.

The upscale bed-maker will build on the success of its eco-friendly mattresses with its new luxury line, Aireloom Naturals Hybrid, which will combine latex and individually wrapped coils with organic cotton ticking.

Magniflex

The Italian specialty sleep manufacturer jazzed up its Market showroom with its Color Line, which, as the name implies, adds heavy doses of color to the company's mattress offerings. The line consists of two collections: The Love collection includes the "Baci" (Italian for "kisses"), "100% Love" and "Love Sex" models; while the Fantasy collection offers the "Flower Power", "Peace" and "Fantasy" designs.

Mattress Development Co.

Playboy Magazine is the latest popular brand to become a licensed bedding product. Mattress Development Co. is introducing a line of Playboy beds designed to enhance sleep and (ahem) intimacy. Set to retail from \$699 to \$2,999, the beds will ship in spring.

Natura World

Green Spring is the new offering from eco-minded Natura World. The line has a coil system made from 95-percent recycled steel and natural wool top. Its nine models range from \$799 to \$1,599.

The company also showed its innovative Medi Wedge foundation product, which gives any bed a four-inch incline to help sleepers with breathing or acid reflux problems. The Medi Wedge retails for \$349 (queen) and \$599 (king).

OrganicPedic

Organic Mattresses Inc. is expanding its OrganicPedic product line with what it's billing as the first 100-percent organic pullout bed, the "Natural Latex Organic Hide-A-Bed Mattress." Designed to provide comfort uncharacteristic of a pull-out, the bed features a 4-inch 100 percent natural rubber core, is covered with certified organic cotton and Eco-Wool quilted between two layers of certified organic cotton fabric. The bed will have a \$1,299 SRP for queen.



The sleep ID bed from Comfort Solutions.



Comfort Solutions' Xtended bed for plus-size sleepers.

Sleep to Live

The My Side sleep-profiling system is the key component of Sleep To Live's new diagnostics center, which was introduced during Market. The company claims this new system gets a more detailed and accurate reading of individual's unique comfort needs than any previous diagnostic program. The company will offer units of varying sizes enabling retailers to use the technology in their available space. The centers are configured to diagnose which of the company's Sleep To Live mattresses will be right for each sleeper through 18 measurements and more than 1,000 calculations. **HFB**