

Shorts

Magniflex targets designers
Mattress maker Magniflex, which has headquarters in Prato, Italy, announced that 100 designers have enrolled in its new Interior Designer Affiliate Program, which gives the design community and its affiliated retailers special pricing on the full range of Magniflex eco-friendly mattresses. Designers and retailers receive wholesale pricing for three months, followed by a 30% discount thereafter. Participants in the contiguous United States receive five-day delivery directly to their client's home for a flat rate of \$45 for a queen-size mattress.