

## Industry News

# Magniflex adds accessories line

By David Perry

**AT THE MARKET** — Sleep accessories are on the upswing and Italian bedding producer Magniflex is hoping to keep the growth going with a new accessories line and merchandising program.

The producer is showing that line in the Specialty Sleep Assn. showroom here, World Market

Center C-1350. Magniflex is introducing seven ergonomic Coolmax pillows for use at home, work or travel.

"More retailers are telling us that accessories are playing a more important role in sales, and we decided to take a different approach by offering a much more exciting product selection," said Marco Magni, global sales direc-

tor. "Our pillow program now offers 15 different accessories to extend beyond the bedroom and into living spaces, the office, even on vacation."

The new pillows are packaged in colorful boxes designed to help them stand out on retail floors.

The products, which include neck, seat, lumbar and

**This new Magniflex display unit can be adjusted to display a variety of sleep accessories.**

lower back models, have covers quilted with temperature-regulating Coolmax fabric, which can be removed and laundered. The pillows feature aerated cores of Memoform Magnifoam, the company's eco-friendly, open

cell, water-based memory foam. Retail prices range from \$89 to \$159.

Magni said that pillows are becoming more important items on retailers' floors, as they present high-margin selling opportunities. To support those opportunities, Magniflex is introducing new merchandising displays.

"Our sleep accessories can either complement a mattress program or stand alone using new customizable displays we are bringing to market, which can be reconfigured for future accessories we have yet to roll out," Magni said.

The new pillows join pillows in the company's Classic and GeoEthic pillow lines, which retail from \$99 to \$159. One of those pillows, the Comfort Plus Pillow, has won positive reviews in *The New York Times* and on NBC's "Today Show" for its temperature-regulating properties. That orthopedic pillow retails for \$99.

Magniflex is backing its sleep accessories with a full array of in-store signage that can be co-branded with retailers' logos.

The producer, based in a suburb of Florence, Italy, recently opened a sales and customer service center at 154 Grand St. in New York. The company formerly combined its back office operations with a retail showroom at 59 Crosby St. in the city's Soho area. But the company said its growth led to the opening of the new service center.

"U.S. and Canadian consumers have been responding very well to our unique product offerings, which has led to an expansion of our operations in North America," Magni said. "The new facility enables us to add more staff that can be more responsive to the needs of our dealers and their customers."

