

## Magniflex cuts prices for designers

By David Perry

NEW YORK — Italian bedding producer Magniflex has developed an Interior Designer Affiliate Program aimed at giving a boost to designers and retailers.

Designers can pay wholesale prices on the company's eco-friendly mattress collections for three months, and Magniflex will guarantee five-day delivery to consumers' homes, company officials said.

After the initial three months, designers will receive a discount of 30%.

"In the past few months we tested this program with 30 leading New York-area designers, and based on that success we are extending the program to the broader design community," said Marco Magni, president of Magniflex. "We based it on what leading designers have told us they need in terms

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Marco Magni,  
Magniflex

ny's range of environmentally friendly, specialty mattresses and pillows.

Once an order is placed, Magniflex delivers the mattress to the consumer through its quick ship program, which charges \$45 for delivery of a queen mattress to the 48 contiguous U.S. states. The company also has begun shipping to Alaska, Puerto Rico and Hawaii, and is promoting free shipping to all of the United States and Canada for any 10-piece orders.

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hard hit during the recession," added Magni. "When orders are placed, we can have product delivered to customers' doorsteps within a week. This not only offers savings to retailers who do not need to stock product, but is also in line with our philosophy to continuously implement greener and greater efficiencies company-wide."

All Magniflex mattresses may be shipped vacuum-rolled and compressed by up to 90%, officials said. Besides saving money during shipping, vacuum-packing significantly lowers the product's carbon

of premier furniture products designed with sustainability to health and to the environment, and at the best values available in the industry."

Designers are invited to visit the Magniflex showroom at 59 Crosby St. in Manhattan with their clients to see the compa-