

Sleep Savvy

The magazine for sleep products professionals

May/June 2010

The cover story

There's money under the mattress

RETAIL ROAD TRIP

Ruby & Quiri's new
bedding department
rings up sales

BE MY GUEST

The 7 deadly sins
of mattress retailing
—an insider's view

CLOSING WORDS

Is offering so many
mattress choices
a good thing?

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WHAT'S NEW

for stores like yours

Mattress designed for children

Glideaway Sleep Products has a new memory foam mattress designed specifically for children. Jubilee uses 3-pound visco instead of the standard 5-pound, which makes it more responsive to a child's body, according to the company. "With the Jubilee, our research and development team specifically designed a mattress for children from the ground up," says Carmi Fredman, president. "Kids are smaller than adults and need a mattress construction better geared to their size and weight. We use memory foam that is less dense and this provides more support and comfort because the child's body conforms to the mattress." Available in pink or blue velour, each Jubilee mattress comes with a matching pillow and retails for \$399 in twin.

Call Glideaway at 800-428-3999 or visit the website at www.glideaway.com.

Two-sided bed under \$1,000

Gold Bond recently introduced its new two-sided Sacro-Support Imperial, a step-up model to the company's two-sided Chelsea, introduced earlier this year. The Imperial is available in a firm or plush 13.5-inch profile and a 14-inch profile for pillow-top. It features a stretch knit ticking in mocha with black accents on both sides and a latte colored linen border on both mattress and box spring. "The Imperial brings back the attraction of the hefty, heirloom-quality mattress that offers twice the bedding for your money," says Bob Naboicheck, president. The collection carries suggested retails in queen of \$799 for firm and plush and \$899 in pillow-top (shown here).

Call Gold Bond Mattress at 860-549-2000 or visit www.goldbondmattress.com.



Foam bed for visco customers

Jamison Bedding has unveiled the European-design Oceania, its first venture into an all-foam bed for customers who prefer the feel of visco. It integrates a high-resilience foam core, a layer of densified fiber, a 5-pound ventilated visco layer and a Belgian double-knit cover in a zippered, smooth-top design. Oceania is expected to retail at \$1,799 in queen. Jamison has also redesigned its two-sided, spring-based Vitapedic collection to provide more comfort choices and value to customers who like more traditional, firmer feels. The line offers a new selection of Smart Coil® LFK



innerspring designs—some with steel edge supports—with high-density foam toppers, densified fiber and damask or knit covers. Vitapedic beds are available primarily in plush designs from \$499 to \$799 in queen, and in a pillow-top (shown here) expected to retail at \$999 queen.

Call Ken Hinman at Jamison, 800-255-1883 (x228), email khinman@jamisonbedding.com or visit www.jamisonbedding.com.

Mattress with scented cover

The newest addition to the GeoEthic line from Magniflex is the Bellagio Lavender mattress, with a suggested retail of \$2,699 in queen. It's a step-up model to the Lavender Comfort introduced in 2009. The Bellagio is a two-sided, 10-inch mattress offering a soft feel on one side and a firmer feel on the reverse. A removable cover is infused with essential oils of lavender to support relaxation. Using nano-technology, micro-capsules of lavender are infused into the fabric; body pressure releases the aroma. Under the cover is a layer of water-based Memory Magni foam.

Call Magniflex at 646-330-5483, email the company at infousa@magniflex.com or visit www.magniflex.com.



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