

Bedding Today

David Perry
Executive editor



High Point will offer treats, but we'll see about tricks

Recognizing that Halloween is just around the corner, we kick off the High Point Market with a couple of key questions:

Will bedding retailers find some nice treats in mattress showrooms? Or will the retailers be playing tricks on the bedding exhibitors?

Having surveyed the product offerings of a couple of dozen key bedding producers, we can answer the first question. Yes, retailers will find a variety of products that can help them boost their business in the coming months. As for the prospect of tricks, I guess that depends on what happens with business in the coming weeks.

It is worth noting that the fall months are not strong ones, traditionally, for mattress sales. According to the International Sleep Products Assn., bedding shipments in October, November and December are generally the weakest of the year, far below the key summer selling months. We will have some thoughts on what we can do to change that trend in a future column.

That doesn't mean that good business cannot be achieved in the months to come; it most assuredly can. As usual, the gains will go to those who go after the business. Success in retail is not for the faint promoters.

Many bedding exhibitors are reprising earlier introductions with their High Point showings, but there are some new products. International Bedding has five new foam models in its Origins line, and also is showing two new "bed in a box" models. Enso Sleep Systems, Klaussner's new bedding unit, is adding adjustable beds to its offerings. Restonic has a new Hybrid line of sleep sets featuring encased coils, memory foam and latex foam. Jamison has revamped its Arbor Collection with some good new looks.

On the showroom front, Serta will be making news with the unveiling of its expansive new International Home Furnishings Center showroom, where its assortment of brands will be well displayed. Classic Brands and Magniflex both are moving into new showrooms in the IHFC, and specialty bedding producer Reverie enters the High Point Market with an IHFC showroom.

There's enough bedding on display in High Point to keep any bedding buyer occupied for at least a couple of days. And that's true for bedding writers, too. I'm looking forward to checking in with my producer and retailer friends this week. See you in the hallways at High Point.

And if you have any Halloween candy available, so much the better. Save some M&M's and candy corn for me.

Contact David Perry at dperry@furnituretoday.com
www.furnituretoday.com