

## Industry News

# Magniflex repels bedbugs with Protecto Mattress

By David Perry

AT THE MARKET — Italian bedding producer Magniflex has come up with a novel way to repel bedbugs. The company, making its biggest showing here to date, is introducing what it calls “a

bedbug repelling” Protecto Mattress.

The mattress cover is treated with an EPA-registered, eco-friendly formulation of lemon and eucalyptus “to naturally repel bedbugs, mosquitoes, spiders, scorpions, moths and many other

insects,” the company said.

Officials said the Protecto Mattress should be well received, giving the growing concern about bedbugs in the United States.

Magniflex has moved its High Point showroom to the Design Center in the Inter-

national Home Furnishings Center, space D-843. The 4,000-square-foot space is three times bigger than its previous High Point space.

“We have experienced steady growth in sales across our entire dealer network in recent months, and coming

into this show we wanted to focus on the full breadth of our expertise and offerings,” said Marco Magni, global sales director. “We will have more new products debuting at this show than in our last several showrooms combined, as well as more promotions, incentives and merchandising programs to further support our retailers.”

The introductions include new options in Magniflex’s Quick Ship program, which doubles in size. More than 20 products are now available through the five-day drop ship program.

Additions to the company’s Magniflex Naturally collection, previously known as the GeoEthic line, include the EcoBamboo Firm, EcoBamboo Soft, EcoBamboo Memory and GreenCotton Deluxe.

Also launching in High Point is eMagniflex, a new product line for Internet retailers designed to meet their specific needs. The line includes two special models available in the Quick Ship program.

“Our new eMagniflex program provides online retailers with products that are different from what consumers can get in stores,” Magni said. “Retailers who rely only on their online business will now be able to offer Magniflex and benefit from a low initial investment, no inventory costs and our convenient, low-cost Quick Ship program.”

The producer also is expanding its Tonino Lamborghini by Magniflex Collection to showcase six designer mattresses and a full array of accessories, linens and bath towels, all featuring the brand’s signature red, black and white motif.

Magniflex, whose U.S. operations are based in New York, has recently begun shipping to Alaska, Hawaii and Puerto Rico. The company is promoting free shipping throughout the United States and Canada for 10-piece or-