

MARKET SCENE

highlights of High Point

Many mattress makers were on hand at the October High Point Market, showcasing their lines for the benefit of East Coast and international retailers. Although the market was not a major staging ground for introductions in the bedding category, *Sleep Savvy* spotted an array of interesting new products. There were an equal number of new offerings in innerspring and foam, with particular attention paid to stylish border treatments and cool accent colors. Accessories and point-of-purchase materials were also market stars. *All retail prices are for queen size.*



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1 **Magniflex** gauged retailer reaction to its new **Protetto** bed, priced at \$979. The mattress' special ingredient is ticking made with yarns that repel bedbugs, said General Manager Andrea Mugnai.

2 **Gold Bond** President Bob Naboicheck touted key features of the new two-sided **Westminster**, part of the **Sacro-Support Encased Coil** group. It features 804 encased coils and a 1.5-inch super-soft HR foam quilt, retailing for \$899.

3 **Southern Textiles by Leggett & Platt** introduced the new mattress encasement **Invisicase with Easy Zip**. The bedbug-proof cover, demonstrated here by Vice President Rob O'Neill, retails for \$99 in queen and has a zip-off top panel for easy laundering.

4 **Carolina Mattress Guild** owners Neil and Kathy Grigg were excited about their new **Flex** collection, an all-foam group with a latex story. The zoned beds have a stretchy knit cover with an aqua blue inset and retail for \$1,299 to \$1,699.