

## Magniflex models dispense with fitted sheet

By David Perry

**AT THE MARKET** — Italian bedding producer Magniflex poses a provocative question for U.S. mattress consumers: Why not dispense with the fitted sheets and sleep directly on the mattress?

That's not the norm in the

United States, the producer acknowledges. But it is introducing new bedding models at the market here that it says give consumers some health benefits — without the fitted sheets.

Magniflex, which shows in the International Home Furnishings Center, space M-309,

says its new beds come with removable, washable covers, so that consumers can enjoy the benefits of aromatherapy or temperature regulation that are built into the ticking.

"Sleep attitudes and behaviors still differ greatly between consumers in places like Europe and North America, but

as a result of a more global marketplace, consumers are opening up to the benefits of new concepts, such as sleeping directly on the tickings to get the maximum aromatherapy, temperature regulation or anatomic benefit offered by the mattress," said Marco Magni, global sales director

for Magniflex.

The Bellagio Lavender mattress, retailing at \$2,699, features a removable cover infused with lavender oils to contribute to a deep, relaxing sleep. Using nanotechnology, millions of microcapsules of lavender are infused into the fabric. Upon contact with the body, some of those capsules break, releasing the soothing aroma of lavender, the company said.

Also new is the Duoform XM, retailing at \$2,299, which features a removable cover with temperature-regulating Outlast quilted with Memoform, Magniflex's exclusive water-expanded memory foam.

Both the Bellagio Lavender and Duoform XM are reversible to suit either firm or soft feels. And the covers on both have zippers so they can be easily removed for laundering, the company said. Magniflex calls that construction "another pioneering design" for the company.

But Magni knows that fitted sheets remain prevalent in most U.S. homes.

"Many consumers will continue to prefer to use fitted sheets," he said. "And, in fact, we recently introduced our own a la carte linen line which includes the traditional bedroom staple. As we are located in Prato, Italy, one of the great textile capitals of the world, we have a long history of developing many fabric technologies that work together with our mattresses to offer unique health benefits and a comfort all our own."

Magniflex produces its mattresses in Italy and has a vacuum-packing system that shrinks and rolls the mattresses to a tenth of their original size. That system saves money during the shipping process and significantly lowers the product's overall carbon footprint, according to Magniflex.

The new beds are included in Magniflex's quick-ship program, which guarantees delivery in five days at a flat-fee shipping cost.



Magni