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Polyflex rolls out 'sleep-friendly' products

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Luxury sleep products company Polyflex Enterprises has introduced 'sleep-friendly' products built with new technologies such as a memory foam (foam that takes the shape of the body), made with fabric that is generally used in astronaut suits (fabric that cools the body in summer and warms it in winter) and mattresses that come minus the sagging factor noticed in other products. The company has partnered with Italy-based Magniflex to bring the same to India.

"The Indian sleeping products market is essentially dominated by the unorganised players that make cotton mattresses or coir mattresses. It's only of late that the consumer has realised the benefits of the polyurethane foam-based sleeping products," said Mr Anand Ni-

chani, Managing Director, Polyflex Enterprises.

The Indian sleeping products market in the organised segment, estimated to be worth about Rs 1,800 crore, has four to five large players. While coir mattresses takes up most of the segment's sales, industry estimates point out that the polyurethane foam-based mattresses and pillows have a share of 35 per cent, growing at 12-15 per cent annually.

The unorganised sleeping products market is as large (about Rs 2,000 crore) as the branded category. "We want to have at least a five per cent share of the organised segment by the end of this fiscal," Mr Nichani said. Polyflex Enterprises, a Bangalore-based company, started 40 years ago by manufacturing two-wheeler seats and later moved to supplying seating to four-wheeler manufacturers.