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Anand Nichani, managing director of Polyflex India talks about bringing one of the coolest mattresses into the Indian market and why it's important to choose carefully...

Don't MESS with your SLEEP

Priyadarshini Nandy

What exactly is Magniflex and why should we buy it?

Magniflex has been around for the last 50 years catering to about 78 countries. One of the reasons why it's become the preferred choice when it comes to buying mattresses is the extensive research that's gone into the development of its technology that provides maximum comfort for the person lying on it.

What apart from comfort does it provide?

Among some of its qualities, Magniflex uses pure foam that is breathable; this means you won't sweat when you're lying

on it. The mattress also is thermo-regulation, which means it can relate to your body temperature and is made of NASA specific fabric. Therefore, if it's too hot outside the mattress cools down and if it's cold, it warms up to make you com-

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fortable. The other advantage of this mattress is that it's eco-friendly; in fact, we have mattresses made of bamboo, green tea and even one that uses 22kt gold yarn fabric. As we all know gold comes with many benefits; it's anti-ageing and anti-bacterial as well.

Do you think Indians are careless when it comes to buying mattresses?

Not really - I think people have started to realise the importance of having a good mattress. The problem is with availability.



ty. When we were doing our research, we noticed that consumers don't have too many options available to them. And it's really important to have the right kind of mattress because it affects your health. Bad mattresses will ruin your back and by the time you realise the cause, it will be too late.

What are some of the things one must keep in mind while buying mattresses?

The key rule to picking the right mattress is to know what your body needs; do you need a soft, hard or a medium mattress. I don't think people actually take all these things into consideration when they're shopping for mattresses but it's important. Secondly, you need to figure out what you want your mattress to do -

for instance, do you want memory foam or not etc... And the other thing you have to be sure of is comfort - are you comfortable with the mattress that you have? Also, if a mattress deforms after a few years, it's no good; it makes sense to go for foam mattresses instead of coir that way.

How does one take care of a mattress?

On a domestic level, there's very little one can do to make sure your mattress is fine; you can dust it occasionally and perhaps put it out in the sun. But for instance, Magniflex comes with a zipper on the mattress where you can take out the fabric, dry clean it and it's as good as new.

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