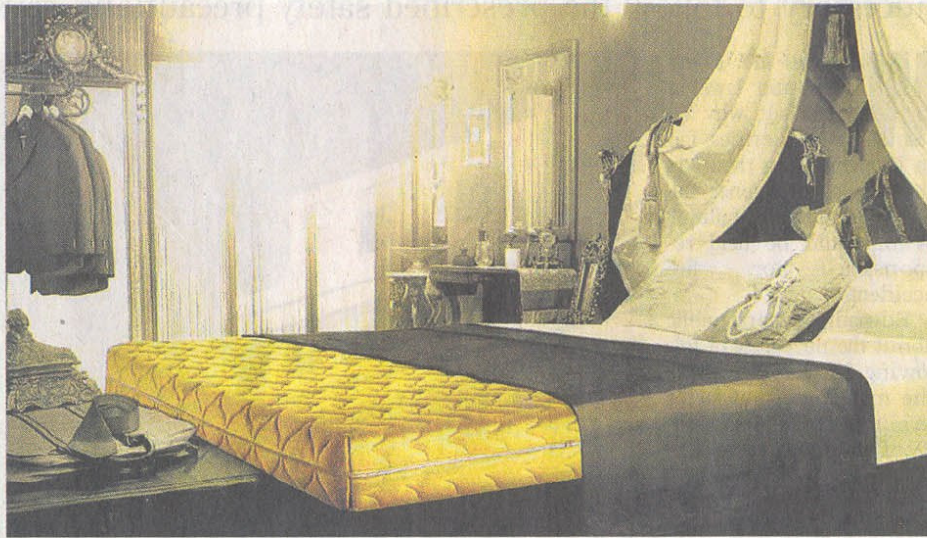


PUBLICATION	: The Hindu	DATE	: 14.01.2012
PAGE NUMBER	: 03	EDITION	: Andhra Pradesh

# Made to order mattresses with 22 carat gold yarn



**CUSTOM MADE:** *Magniflex launches the Gold Mattress.*

It is a precious mattress for sure. Lined with 22 carat gold yarn fabric, this ultra luxury product stands apart for a sheer line up of other features too.

Magniflex has launched the Gold Mattress which comes at a height of 24 cms/10 inches and also in 30 cm/12 inch, in the country and the same was unveiled by Soha Ali Khan recently.

Coming from Italy's largest foam mattress brand, the luxurious mattress is brought here in a tie-up with Polyflex India. Anand Nichani, Managing Director, Polyflex India describe the Gold Mattress as Magniflex's ultra luxury product and first of its

kind in the country. "The mattress is unique to each customer as it is made to order and available on request only," he says.

The mattress comes with an exclusive guarantee and a personalized ebony and gold label that has the customer's name embroidered on it in gold.

The gold fabric posses a bountiful of special qualities such as thermo regulating, anti-bacterial, odour proof, hard wearing, static free and anti-stress ensure that users are treated to the epitome of blissful relaxation, says the company.

The Magniflex products range from mattresses to ac-

cessories for sleeping and relaxing, covering different targets on both the national and International markets and comes in a price range that varies from Rs.60,000 to Rs.2.50 lakhs.

Adds Enrico Cenni, Fareast sales director India, Magniflex, "We have waited 50 long years and finally taken the bold step of foraying into the Indian luxury market for our range of luxury mattress. I believe and vouch that we are the world finest foam mattress brand and merging with Polyflex in India has only strengthened our commitment to truly world class comfort".

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