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MAGNIFLEX OPENS NEW PREMISES IN INDIA AT BENGALURU

Magniflex, the Italian luxury mattress company, has recently opened its first premises in India, located at Koramangala's 100-Foot Road in Bengaluru.

Present on the occasion was eminent architect Karan Grover, along with Marco Magni, global sales director of Magniflex, and Anand Nichani, the MD of Polyflex India – which is Magniflex's sole marketing partner in the country.

Magniflex 22-carat Gold Mattress, Fresh Touch, Lavender Comfort, New Duoform, Duoform XS Firm and Duoform XM are some of the most popular



Anand Nichani, MD of Polyflex, lights the ceremonial lamp, while prominent Indian architect Karan Grover applauds.

products that Magniflex has to offer its customers in India.

As part of his opening speech, Nichani told those assembled: "We spend a third of our life sleeping – yet we give the least attention to the features of a mattress while we shop.

"At Magniflex, we understand the needs of our customers and have designed exclusive products that are backed by constant research for new wellness ideas. With our first exclusive store in India we aim to provide customers with an exclusive range of the finest sleeping and relaxation products under one roof."



Anand Nichani, MD, Polyflex India

4 Choose a foam mattress: Good quality foam mattresses especially that are made of memory foam, distribute body weight evenly, giving complete cushioning and support you require during sleep. Pressure points are completely reduced i.e. Zero Pressure Points, thus reducing the tossing and turning, the leading cause of a poor night's sleep, with a memory foam mattress. Pure foam mattress have a lot of breathability which reduces sweating on the mattress, hence, your sleep is comfortable and undisturbed.

5. Mattress' lifespan: Buy a mattress that has a long life. Although cheap mattresses are a great deal now, they may be more expensive in the long run because you'll have to buy a new one sooner. Ask for mattresses with atleast 10 years warranty, even against sagging.

Selection of a Pillow

- Temperature changes, long periods sitting in front of the computer and little physical activity can bring our body to be more and more subject to cervical, lumbar and posture pain. An incorrect and prolonged position during the night can cause or bring about pain and discomfort. The perception of comfort is personal, but there are some rules valid for everybody:
- A good pillow should:
- Support the neck and cushion the head in order to guarantee greater comfort during rest.
- Get immediate comfort.
- Regain its original shape after you have used it.