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| Newsmakers |

Magniflex hires U.S. sales manager



Billy Curtright

Mattress maker Magniflex, with global headquarters in Prato, Italy, has hired home furnishings industry veteran Billy Curtright as U.S. national sales manager. In the role, he is responsible for over-

seeing the company's efforts to expand retail relationships throughout North America.

Curtright has more than 20 years of sales management and marketing experience in the furniture industry. Before joining Magniflex, he served as director of sales for Human Touch. Prior to that, he was account manager for Ekornes and national sales manager for Standard Furniture.

"Billy brings a wealth of retail experience to Magniflex, particularly with quality furniture retailers who have

historically done well selling our brand," said Marco Magni, president of Magniflex USA. "He will play a crucial role in positioning Magniflex in the United States as the innovative mattress manufacturer synonymous with Italian craftsmanship and cultivate relationships with retailers who want to offer sophisticated consumers high-quality and distinctive sleep products."