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Industry News

Magniflex unveils Magnigel bedding collection

By David Perry

AT THE MARKET — Italian bedding producer Magniflex is featuring its new gel-cushioned Magnigel collection of mattresses and pillows at the market here. Designed for maximum airflow and breathability, Magnigel is the result of years of research and development, the company said.

Created by using a pre-polymer that is added and “swirled” into the foam compound for greater coverage, Magnigel’s open-cell design provides breathability and a capacity to dissipate heat faster than other gel products currently on the market, officials said. This keeps temperatures stable and prevents the problem of “sleeping hot” that is often associated with traditional memory foam, according to the company.



Magniflex’s Linen Natursoft Deluxe bed has a layer of foam infused with mallow extract for soothing sleep.

“The specialty sleep category has been growing at a rapid rate, with gel offerings at the forefront of that growth,” said Magniflex USA President Marco Magni. “We knew we needed to take the time to create the most superior gel-foam option on the market. Our Magnigel mattresses and pillows allow consumers to sleep at their optimal body temperatures

from head to toe, providing them with a cooler, more restful night’s sleep.”

The Magnigel line also includes pillows, which enable retailers to sell a complementary accessory to the mattress that offers similar features.

The new Duogel and Duogel XS models are the first Magniflex mattresses to feature Magnigel. The high density, flexible composition

of Magnigel offers an ultra-plush feel that envelops the body for maximum comfort, the company said. The gel foam also responds rapidly and will return to its original shape quickly, even when compressed to 10% of its original size, officials said.

The Magnigel feature will also be offered as an option for many of the models within the Magniflex Collection.

Magniflex also said its Linen Natursoft Deluxe, an addition to its GeoEthic Collection, will debut at the Las Vegas Market. The Linen Natursoft Deluxe includes a layer of foam infused with mallow plant extract known for its soothing and healing qualities. Often found in beauty products, mallow has been used to reduce inflammation and soften skin, officials said.

All GeoEthic mattresses are

made with non-toxic, renewable and organic materials and feature a fabric covering with a renewable fiber sourced from plant or marine life. Magniflex has replaced a petroleum-based component found in other visco-elastic memory foams with a natural oil alternative. The results are soy and castor plant oil versions of Memoform, the company’s proprietary eco-friendly memory foam.

“For many years, Magniflex has been investing in bringing new technologies and ingredients in our tickings that provide better health and healing,” Magni said. “These sleep products are not only very popular with consumers, but our retailers love carrying the products because they have a real story to help them sell better, more restorative sleep to their customers.”