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- Sports
- Nation/World
- Business
 - VC Notebook
 - Layoff Tracker
 - Bill Virgin
 - Personal Finance
 - Sci-Tech
 - AP Biz Wire
 - AP Tech Wire
 - PR Newswire
 - Boeing
 - Microsoft
- A&E
- Lifestyle
- NW Outdoors
- Photos
- Special Reports

COMMENTARY

- Opinion
- Columnists
- Letters
- David Horsey
- Saturday Spin
- Forums

COFFEE BREAK

- Comics & Games
- Mike Mailway
- TV Listings

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 - Jobs
 - Autos
 - Real Estate
 - Rentals
- NWsource
 - Shopping
 - Personals
 - Yellow pages
 - Maps/directions
- P-I Archives
- Obituaries

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- News Alerts
- PDA
- Cell Phones
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Italy's Largest Mattress Manufacturer to Open First U.S. Showroom in Manhattan's SoHo

Magniflex's \$24,000 22-Carat Gold Mattress and the World's Most Luxurious Pillow - at \$1,000 to Be Featured at Store

NEW YORK, April 11 /PRNewswire/ -- Magniflex, Italy's largest mattress manufacturer, said today that it would open its first U.S. showroom in early May at 59 Crosby Street in Manhattan's trendy SoHo district, home to some of the world leading quality retailers. The 2,025 square foot showroom will feature eight of its leading mattresses, including its flagship \$24,000 22-carat gold mattress and matching \$1,000 22-carat gold pillow.

Founded over 50 years in Prato, Italy, a suburb of Florence, 20 million people in 45 countries sleep on Magniflex mattresses. Known as the world leader in quality, comfort and innovation, its central manufacturing facility produces up to 10,000 mattresses a day, 80-percent of which are exported to countries such as Japan, Spain, Germany, Russia and now, the United States.

Magniflex already operates its own showrooms in Tokyo, Dubai, Florence and soon, in Singapore.

In addition to its Gold line, the New York showroom will feature the Argento sterling silver mattress, its Magnimodel Merino wool-topped mattress, and the new "GeoEthic" a soy-based organic mattress just introduced by the company. Except for its Gold line, Magniflex mattresses generally sell from \$1,299 to \$3,999 in Queen size. In addition to mattresses and pillows, the showroom will offer a full-range of Italian linens under the Casa Poggesi brand.

Magniflex was the first mattress company to be certified by Oeko-Tex to guarantee absence of allergenic substances harmful to consumers and the environment. Its Memofoam technology, unique in the market, enables its visco-elastic mattresses to relieve pressure and comfort faster, using weight-sensitivity rather than body heat to initiate conformity. That means consumers rest into their desired sleep position much faster than other popular brands that require several minutes of wait time because body heat triggers their mattresses body impressions.

Magniflex Airyform technology allows air to circulate freely throughout the mattress using "vent chambers" from top to bottom, so the sleeping surface feels cooler. The company has always maintained a high commitment to environmental responsibility and sustainability.

"For many years, we have looked at entering the U.S. market and felt that with consumers' increased interest in health and quality sleep, now was the right time to enter this important consumer market," said Magniflex Global Sales Director Marco Magni, son of the founder of the business who runs the company along with his two brothers, Fabrizio and Alessandro. "In addition to establishing a retail presence in New York and one or two other cities, we will reach consumers through a comprehensive dealer network throughout the country."

"Italian products are made with the finest craftsmanship and quality,

and interest in the Magniflex brand, both from consumers and the bedding industry, is quite brisk," said Henry Burney, who runs the brand's operations in the U.S.

Burney said that Magniflex's popularity is based on its quality and innovation, both in terms of the products and how it is delivered to the consumer. Many years ago, Magniflex created a patented vacuum packing system that shrinks and rolls the mattress to a tenth of its size, enabling easy one-person delivery and setup. This process also assures the consumers' mattress arrives in a more hygienic manner as a result of the process.

"Particularly in Manhattan, our mattress easily fits into an elevator or can be carried up staircases and through narrow doors," he said. "When the packaging is opened, the mattress returns to its original size within minutes."

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<http://www.magniflex.us>

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