

beds are vacuum packed for shipment around the world, using a technology the company developed in the 1980s. The beds are reduced in size by 90% and sealed in a packaging film that keeps them clean.

U.S. consumers, particularly those whose living quarters might pose delivery challenges, should welcome the sealed and rolled mattresses, Magniflex officials said. Once the beds are opened, they take only a few minutes to regain their original shape and volume, according to the company.

Magniflex makes mostly foam bedding, with an eclectic mix of products topped by the flagship, \$24,000 retail, 22-carat gold model, which has a matching 22-carat gold pillow retailing at \$1,000.

The company's Memofoam visco-elastic technology is said to relieve pressure faster than competitors' models, using weight sensitivity rather than body heat to provide conformity. And its Airyform technology allows for better air circulation, promoting a cooler sleep surface, the company said.

Magniflex entered the U.S. market last year, but takes a new step with its store at 59 Crosby Street here. The grand opening is set for May 17. The company already operates stores in Tokyo, Dubai and Florence, and will open another soon in Singapore.

The company has a major retail presence in Italy, with 45 Materassi & Materassi (Mattresses & Mattresses) stores, most operated by franchisees. By the end of next year, the company hopes to have 100 stores in Italy.

Magniflex's U.S. dealer network is being developed by Henry Burney and Irwin Pearl, two U.S. sales veterans. They have a dozen U.S. sales representatives to build the brand.

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