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Magniflex To Introduce Line of Soy Based Memory Foams In Las Vegas

Monday, July 09, 2007

By: *Furniture World Magazine* [Print Page](#) | [Send This Article By E-mail](#) | [Click to Review](#)

Magniflex, Italy's largest mattress manufacturer known for its commitment to environmental responsibility and sustainability announced that they have introduced "GeoEthic," the world's first soy-based, organic memory foam mattress. The new line will be unveiled at the Las Vegas Furniture Market later this month.

"GeoEthic" has a soy-based visco-memory foam 10-inch mattress core, housed in a honey-colored, soy-based ticking. Available in all standard mattress sizes, the product retails for \$2,399 in queen size. The mattresses will be available at Magniflex's new showroom at 59 Crosby St. in New York and its U.S. dealer network.

Known for its quality craftsmanship and innovation, Magniflex has developed many unique mattress covers and cores that provide comfort and safety to consumers while helping the environment. For example, its 22-carat gold and sterling silver mattresses provide a natural barrier for dust mites and bed bugs. It was also 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 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 organic segment of the mattress market is growing very rapidly, as consumers today are as careful about what materials go against their bodies as inside them," said Henry Burney, who heads the U.S. operations for Magniflex. "We are very excited to add GeoEthic Soy to our mix of natural products that provide consumers with a comfortable, safe and restorative night's sleep." Founded over 50 years in a suburb of Florence, Italy, today 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 recently opened a showroom at 59 Crosby St. in Manhattan and a national dealer network throughout the United States. For more information on Magniflex products, please visit us at www.magniflex.us or call 1-888-642-4800.



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Decorating seminars are a fantastic way to get quality leads and referrals. They help customers to solve decorating problems, and they position you as a home furnishings expert

[Robert Finger CEO Of Finger's Furniture Passes](#)

Chairman and CEO of the six store Houston based furniture chain passed away at the age of 62.

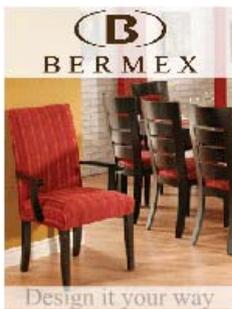
[Jennifer Convertibles Reports Third Quarter Decline](#)

Third quarter revenue drops by 6.3 percent following a return to profitability in the second quarter of 2007. Company opens first Ashley Furniture HomeStore.

[La-Z-Boy Names New Treasurer](#)

Michael S. Skrzypczak will be responsible for all treasury functions, including cash management, credit, and banking relationships.

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Poll

1) Which of the following is your most significant delivery problem?

- Wrong Item Shipped: The item delivered wasn't what was specified on the manifest.
- Damaged Product: Item was damaged.
- Reschedule: Delivery cancellation was received after the merchandise was pulled.
- Sales Error: Item was correct per the manifest but wasn't what the customer ordered.
- Customer Error: For example, a customer ordered

an item too big to fit through hallway.

- Back Order: Order not shipped complete.
- Miscellaneous: For example, could not deliver order because the road was closed due to traffic accident.

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Sales for the first six months of 2007 decreased 10.0%, but inventory levels remain "in check".

[cmi Appoints Thayer Sales Executive – Business Development](#)

Thayer's responsibilities include managing existing accounts largely throughout New England and the South.

[ASID To Host Design Seminars on Trends, Obesity, Hospitality, and Healthy Homes](#)

Seminars will take place at the first-ever Neocon® Xpress L.A., August 22-23, at The Los Angeles Convention Center.

[Sands Expo Welcomes 120 Global Exhibits to Las Vegas Market](#)

International exhibitors from Vietnam, Japan, Europe and Mexico will be among the 700 featured temporary exhibitors at Sands Expo.

[Kathy Ireland Home® Supports Boys & Girls Clubs With Donation](#)

Donated furniture helped furnish the new Conrad Prebys Boys & Girls Clubhouse in Santee, California.

[Magniflex To Introduce Line of Soy Based Memory Foams In Las Vegas](#)

"GeoEthic" has a soy-based visco-memory foam 10-inch mattress core, housed in a honey-colored, soy-based ticking.

[Study Looks At How Small Retailers Can Compete Against Discounters](#)

Among other findings, the study posted to www.informedesign.umn.edu shows that consumers like stores that are easy to navigate, have clear and consistent display of product and allow ample room to search or examine merchandise.

[Serta International Signs Licensing Agreement With Americana de Colchones](#)

Mattress brand will be sold in Colombia.

[Slumberland Marks 40th Anniversary With Month-Long Celebration](#)

Slumberland will be giving away one \$1,000 shopping spree for each of its 40 years in business.

[Rugmark Publishes Socially Responsible Rug Buying](#)

[Guide](#)

How to Buy a Rug guide makes it easier for individuals to buy handmade rugs that are both visually beautiful and ethically made.

[MGM Transport Extends Reach As Part Of CF Holding Company](#)

MGM will continue to operate as an individual operating company, but will extend coverages and offer a larger set of capabilities and services.

[Rediscover Your Retail DNA - Part 3 Signage - Online Article](#)

If your customer can't readily find what she's looking for, whether it's the location of the store, the entrance to the parking lot, the leather upholstery section or, yes, even the restrooms, she won't feel that her needs are being met.

[Feature - Benefit Statements - Online Article](#)

Customers tend to be won over only by personalized feature-benefit statements that are relevant to what really turns them on.

[High Point's Ecostyle Pavillion To Expand](#)

Merchandise Mart Properties again teams up with Sustainable Furniture Council to expand Green Pavilion at the Fall High Point Market.

[Avoid Six Common Furniture Sales Mistakes](#)

Slowing down and listening when you reach business relationship speed bumps works better in the long run than always trying to swerve around them.

[Healthy Back In Metro DC To Feature Magniflex](#)

Retailer to carry luxury brand that incorporates two interchangeable cores, each with a "softer" and "firmer" side to the blocks of foam.

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