

# HOME FURNISHINGS Business

Strategy For The Furniture Retailer

## Gold Bond to Intro Encased Coil at New Price Points

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[Mattress manufacturer Gold Bond](#) will debut a collection that introduces encased coils to two-sided mattresses priced under \$1,000.

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The new Sacro-Support Encased Coil line, launching at October's [High Point Furniture Market](#), aims to meet retailer demand for differentiating, value-oriented products available at strong margins. Gold Bond shows in IHFC-M610.

"Of the few two-sided mattresses available today, even fewer are encased coil versions because the cost of adding these components has pushed it out of reach for many manufacturers," said Gold Bond President [Robert Naboicheck](#). "We never skimp on the high quality raw materials used in our mattresses. Because of how we incorporated our encased coil system, we can bring our two-sided offerings to a whole new level while still offering tremendous value."

The Sacro-Support Encased Coil line expands Hartford, Conn.-based Gold Bond's offerings, which bring ingredients typically found in higher end bedding into the under-\$1,000 category. Three models in the line, Buckingham, Westminster and Camelot will range from \$799 to \$999 and feature a brand new, soft and luxurious rayon knit fabric accented by elegant medallions in rich gold and dark chocolate tones.

Also making its High Point debut is the newly developed super soft, Sacro-Support collection comprised of the Westport, Litchfield and Greenwich. Delivering much sought after softness in a long lasting, two-sided product, these address the needs of consumers who today want a softer, plusher, more responsive feel than in prior generations.

The line carries a suggested retail price of \$599 to \$849 in queen.