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Gold Bond's Visco Coil Futon Makes High Point Debut

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Gold Bond Mattress, a leading independent mattress manufacturer, announced that it will present an expanded futon program in High Point that includes their new Visco Coil. Combining a best-selling innerspring futon with the addition of visco memory foam, Visco Coil is the latest premium product aimed at helping retailers expand upon futon programs which have performed well in this economy.

In a recent poll of Gold Bond dealers, more than 60-percent said they were enlarging their selection of futons; the trend is fueled by improvements made over the last several years to futon fabrics and frames which have become more decorative and durable, according to the company.

Gold Bond Vice President Skip Naboicheck developed the Visco Coil to meet growing demand with retailers seeking higher price point products that still deliver great value and enhanced comfort.

"Retailers have moved beyond carrying inexpensive \$199 cash and carry pieces to show the breadth of higher quality, more durable choices in futons," said Naboicheck. "With the Visco Coil's added level of softness and eye appeal of a variety of cover options, this product helps them make a good futon program even better."

At the core of the Visco Coil is Gold Bond's exclusive SuperCenter, a custom-designed innerspring unit that provides firm, restful support while allowing the futon to fold effortlessly. A plush, 2.5 inch thick layer of shape-conforming visco memory foam has been added to the top, while Gold Bond's custom-blended cotton batting provides soft cushioning support. Encased in a heavy cotton twill cover, it is also available through Gold Bond's microfiber program featuring six fashionable colors.

"Retailers need the right products, an easy shipping and fulfillment process, and a supplier that can turn on a dime when they need something. With my father and me making the decisions, we can rise to those needs more quickly than other suppliers. As we have done for generations, we continue to emphasize the much higher level of service retailers enjoy when choosing Gold Bond," added Naboicheck.

Gold Bond's Solid Oak frame program offers quality futon frames constructed of 100% solid oak available in two colors and four styles: Boston, Burlington, Portland and Manhattan. Coordinating accessories are available for all models and include drawers which go underneath the futon.

Its One Box program offers four additional frames constructed of all wood. This program allows any of four models: Albany, Bristol, Brunswick, and Sedona; to ship to retailers complete in one box.

To experience Visco Coil and other products handcrafted by Gold Bond, visit their showroom at High Point Market in space M-610 in the IHFC building, this October 16-21, 2010.

Founded in 1899, Gold Bond is one of the nation's largest family-operated independent mattress, specialty sleep and futon manufacturers. The company is a leader in mattress manufacturing techniques with more than a century of experience bringing product innovations, high manufacturing standards and executive leadership to the industry. Today, the company continues its tradition of producing hand-made mattresses, providing the marketplace with the highest quality mattresses and futons. Gold Bond currently ships to 40 states and 5 countries, and its products are available at more than 500 retail showrooms. For more information on Gold Bond and its products, visit www.goldbondmattress.com.