

BedTimes



HIGH POINT

Bedding showrooms mellow, upbeat

Ferreting out interesting finds at a quiet show / BY BARBARA NELLES AND BETSI ROBINSON

The fall weather at High Point Market Oct. 18-23 was gloriously sunny and warm, perfect for leisurely strolling. “Leisurely” also is a good way to describe the tenor of the fourth major mattress market of 2014. This was a minor show in terms of bedding-showroom foot traffic, total number of mattress-industry exhibitors, as well as the scope of new-product introductions.

Major mattress brands Sealy, Serta, Simmons and Tempur-Pedic showcased offerings introduced earlier in the year and didn’t hold media briefings. Most hinted at big happenings in the works for the winter Las Vegas Market in January. (See sidebar on page 28.)

With the pressure off, the editors of *BedTimes* took their time ferreting out and learning about the handful of new products on offer from an array of regional and smaller industry players.

Bottom: **Gold Bond** Family-owned, independent mattress manufacturer Gold Bond, based in Hartford, Connecticut, added more two-sided beds to its value-packed Chelsea collection. Three new models—in firm, plush and pillow-top—round out the collection’s price points and feature edge-to-edge steel support, encased coils and updated fabrics. Two entry models, the Lenox and the Lenox Pillow-Top, retail for \$499 and \$549, respectively. As a step-up to the existing Chelsea Limited model, and retailing for \$799, the Northfield includes extra layers of polyester fiber, FR cotton fiber and high-density foams. “Retailers can now offer more models and a wider variety of price points without sacrificing quality,” Gold Bond President Bob Nabochick said.

