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## Product Strategies

### Bedding introductions include latex, platform models

**HIGH POINT** – A line of natural rubber latex beds and two-sided mattresses designed for platform beds are among the new bedding products being unveiled here.

The natural rubber latex beds are being introduced by Gold Bond, the independent producer and is the first bedding maker to feature Vystar Corp.'s new Vytex latex. That natural rubber latex is free of allergy-causing latex proteins and non-rubber particles, the company said.

This is the market debut of the Vytex latex, a point of pride for Bob Naboichek, Gold Bond's president. He said retail demand for latex and eco-friendly sleep products are on the rise.

The new two-sided mattresses crafted for platform beds are being introduced by Shifman Mattress, the Newark, N.J.-based family-owned producer. Company officials said they developed the line

to meet the needs of their furniture stores, a number of whom are enjoying success with platform beds.

Bedding's majors are using this market to showcase the major introductions they made earlier this year at the Las Vegas Market.

That means Sealy is showing its new Posturepedic lines, Stearns & Foster is introducing luxury bedding lines, and Tempur-Pedic is showing its new Flex line, which combines springs and foam to give that brand a new "third feel."

Simmons is bringing its broad line of new Beautyrest beds to High Point. Four lines debut under the Beautyrest Recharge banner. Simmons is also showing a new line of BeautySleep mattresses targeting entry-level price points.

Therapedic is showing its three new Tommy Bahama Home lines in innerspring, specialty sleep and hybrid versions. The line has been a hit with retailers, said Gerry Borreggine, Therapedic's president.

And Restonic, another Top 10 bedding producer, is showing its luxury ComfortCare Limited Mattress Collection, topping out at \$3,999, and updated models in its ComfortCare Select line, retailing from \$799 to \$1,299, and its ComfortCare Mattress Collection, retailing from \$599 to \$999.

Tier Two bedding producers are also bringing their Las Vegas introductions to High Point.

Paramount Sleep, which previewed its luxury Hypnos line in Las Vegas, is showing eight all-natural Hypnos beds here, produced in partnership with British bedding maker Hypnos.

Five Star is showing its redesigned Pro Comfort Collection, offering multiple comfort choices at price points ranging from \$299 to \$799. That producer has also revamped its Gel Active Collection, offering five models retailing from \$499 to \$999.

And Five Star is also showing its True Luxury Collection Hybrid series, a three-bed line that uses combinations of Gel Active Memory foam and Cool Form memory foam over individually wrapped coil units.

Home furnishings supplier Safavieh makes its High Point mattress debut with a four-bed line of imported beds, the Dream Bed series of encased coil beds.