



What are bedding producers introducing at High Point Market?

Posted 10.14.15

Mattress intros at High Point

Want to know what new bedding and mattress products are being introduced at this week's High Point Market? Check out the lineup below. (All prices retail except where noted.)

ENSO SLEEP SYSTEMS

Klaussner Home Furnishings, 101 N. Hamilton St.

Introducing two mattresses for spring promotions. One is a seven-inch, gel-infused memory foam model with a bamboo knit cover. It is designed to retail at \$399. The other is a 12-inch gel-infused mattress with five inches of memory foam. It is designed to retail at \$599 with generous margins, the company said.

Enso is also showing its En-Motion power base program. A new model offers a full-featured wireless remote with dual head and lift motors, "anti-snore" pillow tilt, dual massage, under bed lighting, flashlight in the remote, two USB charging ports on each side, personal memory set, and lie-flat and zero-gravity settings. The base is designed to retail at \$999.

FIVE STAR MATTRESS

IHFC M-530

Newly designed Pro Comfort Collection offers multiple comfort levels at each price point from \$299 to \$799. Several models are upholstered with new Gel Active foam as well as Gel Active memory foam. Models with a 532 Mira Coil foam encased unit start at \$399.

Other new \$399 to \$499 offerings have been upgraded to a new 520 Mira Coil unit with Gel Active foam and a 10 year non-prorated warranty.

The Gel Active Collection has been revamped and now offers five models from seven-inch to 14-inch profiles and utilizes Gel Active memory foam and foam-encased foam cores for added profile and support. The top models are now enhanced with a channel quilt for added comfort and visual appeal. Retail price points have been reduced to \$499 through \$999.

Also introducing its True Luxury Collection Hybrid series. The three-bed line uses combinations of Gel Active Memory foam and Cool Form memory foam over an 825-individually wrapped coil unit with foam encasement. The series offers multiple firmness options.

Common foundation choices are offered throughout the line.

GOLD BOND

IHFC M-610

The producer is adding a hybrid model to the Brilliance Collection. The new mattress model features the same comfort and cooling features of Vytex latex, but adds the support of innersprings, the company said.

The new model is made with two inches of soft Vytex Organic latex, creating a more breathable mattress to help keep consumers cool while sleeping, officials said.

With 804 encased coils and steel edge supports, the new model ensures maximum support and reduced motion transfer. The bed features a premium stretch knit cover made with Tencel for natural cooling, and high resiliency convoluted foam for a long lasting, softer, more comfortable feel, officials said.

LEGETT & PLATT

IHFC H-1141

Showcasing its line of SN@P beds, which snap together for quick and easy assembly. They are available in a variety of styles in all-metal frames, and come with a headboard, footboard and decorative folding frame. Retailers range from \$399 to \$599.

The company is also introducing the Solutions universal bed frame. It comes in a foldable design that is easy to ship, set up and store. It will retail from \$99 to \$129.

New sleep accessories include the Aere Gel memory foam pillow, which includes a breathable layer of surface-infused gel, and the Aere Crystal Gel mattress protector, which uses crystal gel-infused fibers for a comfortable and breathable surface that is cool to the touch.

MALOUF

IHFC M-633

Convoluted Contour Latex Pillow by Z is made of Dunlop latex. The pillow features a convoluted surface for a natural massage effect and improved airflow. The classic contour shape and mid loft is specially shaped to align the neck and spine. An ultra-soft, breathable bamboo velour cover accompanies the pillow. Suggested retail is \$119 for a standard size.

Lavender Aromatherapy Spray by Z brings the relaxing aroma of lavender to bed. Z aromatherapy spray contains real lavender oil, with no artificial fragrances or colors. High-quality lavender oil has a sweet, floral and slightly woody scent and is known for its natural calming effects and ability to reduce tension. Suggested retail for a two-ounce spray bottle is \$49.99.

The producer is expanding its Sleep Tite mattress protector line, introducing three mattress protectors that present more options for its retailers. Complete with several protective technologies, the protectors are liquid-proof, breathable, quiet and cool. The 15-year warranty extends to the mattress it covers.

PARAMOUNT SLEEP

IHFC M-540

The A.H. Beard Signature collection features an updated coil system of 900 eight-inch, foam-encased, 14- to 17-gauge, zoned Combi Coils with the Q Spring in the center third. The beds also feature natural silk and wool blend quilting, full outer compression tufting, and offer high-end looks with luxury stretch knit panels and contemporary border treatments.

The A.H. Beard Classic collection uses the “Joey Coil” innerspring system with up to 977 coil-in-coil pocket springs. The beds feature 100% natural latex lumbar quilting, quilting with cooling gel comfort foam and 100% natural New Zealand wool, are upholstered with layers of natural latex and cooling gel memory foam, utilize stretch panel designs and classic border treatments, and feature full outer compression tufting.

The new Nature’s Spa Hybrid collection (foam and latex) and Nature’s Spa Eco-Superior collection (100% latex) feature all-white looks with nature-inspired color accents, organic cotton covers and borders, and an inverted seam stitching design that eliminates the tape edge on the top of the mattress. There is silk and wool blend quilting in the Hybrid collection, while the Eco-Superior line features 100% New Zealand wool quilting.

Paramount Sleep is also showcasing two recently debuted collections: its Hypnos line of luxury British bedding and its newly revamped HD Super Duty collection.

PROTECT-A-BED

IHFC M-607

Introducing REM-Fit REST collection of hybrid adjustable pillows. The REM-Fit REST collection is part of the expanded REM-Fit collection and features three types of adjustable pillows: Micro Fiber Fill (200 Series), Memory Foam (300 Series) and Gel Top Memory Foam (400 Series). The REM-Fit REST collection’s hybrid adjustable pillows feature technologies that regulate body temperature during sleep, and protect against allergens and dust mites. The pillows adjust to the consumer’s preferred sleeping style, including back, side or stomach. The REM-Fit REST collection’s hybrid adjustable pillows are available in the 200, 300 and 400 Series and retail for prices ranging from \$119 to \$159.

PURE CARE

IHC M-531

Entering the kids market with its PureCare Kids line, which includes four growth- and wellness- focused youth pillows, custom-fitting antibacterial silver- treated pillow protectors and pillowcases, and a five-sided mattress protector.

The PureCare Kids pillow collection includes four youth pillows offered in two styles, each specifically designed to provide different support options as the child grows and their sleep needs change.

The company is expanding its technical textile-focused Elements sheet collection with the launch of Glacies “of the ice” premium sheet line. Featuring a blend of mineral-based FRiO Rapid Cooling Fibers and Tencel, Glacies offers consumers a responsive textile that is more absorbent than cotton, softer than silk and cools five times faster than traditional polyester.

New SUB-O hybrid pillow collection features a triple chamber design that combines technical textiles and premium fills. The covers combine FRiO fibers and Tencel threads in a design that is soft, breathable and cool.

RESTONIC

IHFC M-508

Unveiling a consumer-focused interactive marketing program that includes a downloadable, interactive app and video series that complements the company’s digital strategy.

The program offers “infotainment” in video and in a downloadable app. Mattress shoppers can select the content they want and can access it in a form that is easy for them to process when they want to improve their current sleep situation.

Producer is offering a “Black Friday Hot Buy” bed, a \$799 bed that is part of the ComfortCare Hybrid Signature line, which features the Marvelous Middle construction and a layer of TempaGel, gel-infused memory foam, along with Outlast technology. The company is also working with retailers to offer them a gift-with-purchase program for Black Friday.

RUSH FURNITURE

118 N. Wrenn St.

GameChangerMattress is a 90 SKU offering that gives traditional and non-traditional mattress retailers opportunities in OEM, store, and private label branding. Technically advanced and innovative product, construction, and packaging results in up to 73% space savings on the retail floor, simplifies distribution dramatically and offers cash and carry convenience to the consumer. This process allows GameChangerMattress the ability to package a premium quality, 10-inch thick king size mattress into just a 19-by-19-by-44 inch box, the company said.

SEALY

One Office Parkway, Archdale, N.C.

Sealy’s flagship Posturepedic line is celebrating its 65th anniversary with a special series of sleep sets.

The 65th anniversary series includes three mattresses “inspired by our legacy of unsurpassed back support but engineered with the latest Posturepedic technology and aesthetics,” Sealy said.

The beds are being offered at prices and profiles that will make them strong sellers, the producer said. Retails range from \$599 to \$799.

The beds feature a durable knit fabric with spun yarns for a soft feel. The quilt and comfort layers feature the company's SealyCushion foam.

The three models include a tight-top mattress retailing at \$599, a EuroTop mattress retailing at \$699, and a pillowtop model expected to retail at \$799.

The Anniversary Series features a profile range of 12 inches to 14 inches. The company's open coil unit helps provide those higher-profile mattresses at attractive price points, officials said.

SHIFMAN MATTRESS

310 N. Hamilton St., 301

The Vintage collection, designed with customer feedback, features a new fabric color for a vintage look.

SIMMONS

IHFC W-746

Showcasing its January introductions, a four-line, cross category product introduction representing more than 70% of its product portfolio, the largest in company history.

Beautyrest Recharge and Recharge Ultra feature Pocketed Coil technology, providing conforming back support and motion separation for undisturbed sleep. The line's 13 models are priced from \$699 to \$1,299 and offer multiple feel choices.

Beautyrest Recharge World Class combines the support of Beautyrest Pocketed Coil technology with the comfort of GelTouch and AirCool Memory Foam and temperature management of the new SurfaceCool Plus Fiber. The line's 10 models are priced from \$1,399 to \$1,999 and offer multiple feel choices.

Beautyrest Recharge Hybrid combines Beautyrest Pocketed Coil technology with AirCool Gel memory foam technology. Also featured is AirCool Max memory foam, using the conductive properties of Simmons' proprietary Micro-Diamond Technology to help move heat away from the body. The line's six models are priced from \$1,399 to \$2,499 and offer multiple feel choices.

Beautyrest Recharge Memory Foam Plus combines exclusive new technologies for conforming support, comfort and temperature management. Unlike most memory foam mattresses, this line offers a Dual Support System, topping its base support foam with the new Beautyrest Engineered Gel Support Layer. The line's five models are priced from \$1,399 to \$2,499 and offer several feel choices.

Simmons is also showing a new line of BeautySleep mattresses at entry-level price points. Select models feature GelTouch Foam and AirCool Memory Foam for comfort and freedom of movement. The line's seven models offer multiple feel choices.

Four pillows have been added to the Beautyrest offering. Retailing from \$69 to \$149, this line features AirCool Memory Foam, removable covers and travel cases in select models.

STEARNS & FOSTER

One Office Parkway, Archdale, N.C.

The high-end bedding producer is introducing a series of videos that put the spotlight on the craftsmen and craftswomen who make its beds.

The videos will be used on the company's social channels and in digital advertising. They will also be available to be used in retailer advertising.

The videos focus on the materials that produce the comfort that Stearns & Foster is known for, and highlight the importance of the craftsmen and craftswomen who are dedicated to S&F detail and quality.

TEMPUR-PEDIC

One Office Parkway, Archdale, N.C.

Introducing a collection of Tempur-Pedic shaped pillows. This collection builds on the successful launch of Tempur-Cloud pillows in 2014. The three Tempur-Contour pillows are built for specific sleep positions and, in an industry first, feature a Dual Feel by incorporating firm Tempur material for neck support and soft Tempur material for head comfort. It uses a new formulation of Tempur material designed specifically for pillows.

The producer is also launching the Tempur-Essential Support pillow, which features a new feel for back and stomach sleepers, retailing at \$79.

THERAPEDIC INTERNATIONAL

IHFC M-607

The producer is showing two "concept beds" to get retail feedback. One is a heavy duty model of the Medicoil line that features extra-strong materials for increased durability, stability, support and comfort. The other is the company's first open-stock mattress set, the EcoGelFLEX, which is designed to help consumers stay cool. That bed works with any adjustable bed base.

Link: <http://www.furnituretoday.com/article/524505-bedding-introductions-high-point?nid=2796>