

A modern bedroom interior featuring a bed with white linens, a lamp, and a vase of dried branches. The room is bright and minimalist, with large windows in the background.

SLEEP RETAILERS' MAGAZINE

Bedroom

www.bedroomretailers.com

2014

COMPANIES TO WATCH

Bedroom

SLEEP RETAILERS' MAGAZINE

Publisher **Christopher Schriever**
chris@bluehouse.us

Associate Publisher/
Sales Director **Kyle Harrington**
kyle@bluehouse.us

Assistant Editor **Gretchen Kast**
gretchen@bluehouse.us

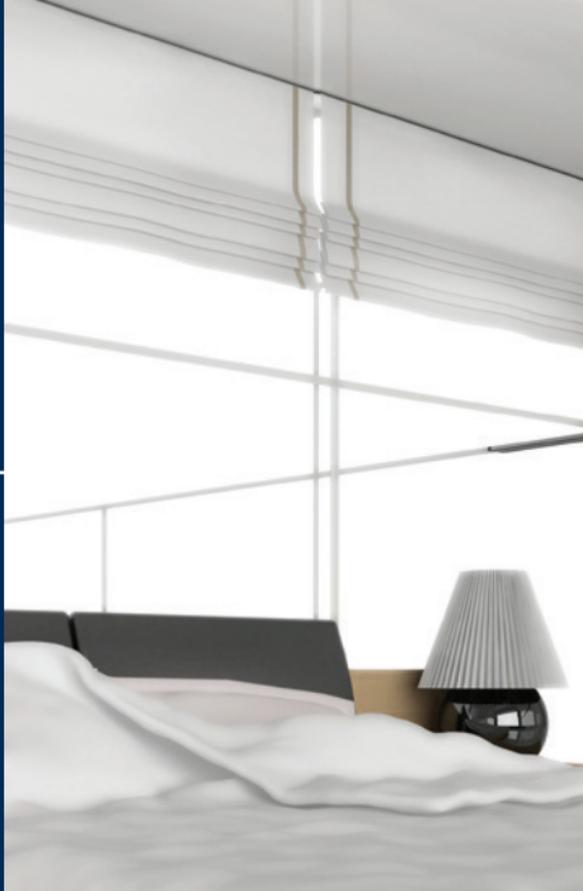
Creative Director **Katie Piwowarczyk**
katie@bluehouse.us

Design & Print Firm **Blue House**
www.bluehouse.us

Web Manager **Blue House**
www.bluehouse.us

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with information and insights
on a variety of Mattress
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companies

TO WATCH

Returning from a vibrant and busy Las Vegas Market, we are proud to release the fourth annual Companies to Watch. Be it their longevity or ingenuity, their latest innovation or marked success, these companies showcase the exciting direction in which the bedding industry is heading.

Blu Sleep Products / Blu Sleep Products will not only expand its American distribution this year, but its brand portfolio as well! The new Somni Specialty Sleep mattress collection is made from the same Blu Adaptive Foam that is featured in the company's popular pillow line-up. Designed to adapt to the sleeper and accommodate a wide variety of body types and sizes, the uniquely formulated layers of foam utilize natural oils and components to maximize the collection's comfort and conformance. Special surface geometry, in addition to exclusive "air band" ventilation in the top models, promotes airflow throughout the mattress to maximize breathability and cooling. Each mattress also features a silver clear treated, removable cover, for a truly refreshing sleep experience. Visit blusleepproducts.com.

companies TO WATCH

The Thomasville Synchrony collection from Boyd Specialty Sleep offers superior customizable comfort.



Boyd Specialty Sleep / Boyd Specialty Sleep made a splash at last summer's Las Vegas Market with the introduction of 26 new beds under the Thomasville and Broyhill brand names. Along with the Boyd branded collections, the partnerships have been wildly successful, especially those in the growing air bed category. The standard two-chamber construction of the Thomasville Synchrony and Boyd Night Air line-ups offers superior customizable comfort, while the newly introduced six-chamber offerings provide additional personalized lumbar support. Both beds come with phase-change material covers and are available with a variety of different comfort layers to further diversify the air story for retailers. As always, Boyd's products are all UPS-shippable for added convenience for their diverse range of retail partners. Visit boydspecialtysleep.com.

Carolina Mattress Guild / Not only are all of Carolina Mattress Guild's products sourced and manufactured in the United States, but they also boast a wide variety of innovative materials. The newly introduced E-Z Sleep Collection is made up of six compressed mattress models (available in classic innerspring or specialty foam) that feature Repeve fabric covers—a woven material that is made from recycled plastic bottles, yet extremely soft to the touch. This unique collection provides a compelling (and quantifiable) environmental story, in addition to the convenience of an easy-to-ship, easy-to-store offering. Visit carolinamattressguild.com.

companies TO WATCH



The Dormeo Sérénité collection incorporates layers of latex for additional temperature regulation and support.

Dormeo / Dormeo N.A. is out to redefine the “hybrid” mattress with its patented Octaspring technology, which re-imagines the classic innerspring with honeycomb shaped, pressure relieving specialty foam. The new *Dormeo Sérénité* collection adds to this hybrid story by incorporating latex layers for additional temperature regulation and support, while air-mesh side ventilation maximizes airflow throughout the mattress for a truly unique feel. Visit octaspring.com.

E.S. Kluff / As a leader in the American-made ultra-luxury segment, E.S. Kluff has raised the bar once again with its latest sleep system: the Grande Nuit à Paris. This hand-tufted, upholstered headboard and divan set is made from the highest quality materials including Belgian Jacquard damask, natural cashmere, Joma wool, Talaly latex and Danish horsehair. Thousands of hand-sewn English springs encased in calico cotton to minimize motion transfer and provide superior support. When upholstered with 100% silk French velvet fabric, the Grande Nuit à Paris will retail for up to \$65,000, making it the most expensive American-made sleep system! Visit kluffmattress.com.

companies TO WATCH

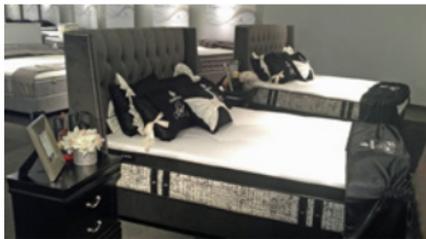


Glideaway's CG Sleep Pillow features clusters of gel- and charcoal-infused memory foam to maximize cooling.

FXI / At the forefront of proprietary foams and material innovation stands FXI. The brand has pioneered the “thermal reticulation” process, which creates a blown-open cell-structure to its polyurethane foams to allow for increased airflow and durability. Their new three-point Temperature Regulation Factor classification system exemplifies the company's commitment to foam innovation and clear messaging. Each step of this system builds upon the one before: level 1.0 indicates airflow, while 2.0 adds heat dissipation and 3.0 provides the ultimate cooling with additional moisture wicking. With a new app that explains all of the details and benefits of each foam, FXI works closely with its customers to fulfill all of their needs. Visit fxi.com.

Glideaway / Glideaway has yet again expanded its popular Sleepharmony line with the introduction of a new memory foam pillow collection and its first ever hybrid mattress. The unique, dual-sided CG Sleep pillow features clusters of charcoal and gel-infused memory foam to maximum cooling on one side, while the other side contains luxurious fiber-fill. The 13-inch Endeavor mattress features CG Support, a charcoal and gel-infused memory foam core, combined with a zoned Synergy Support System that consists of seven-inch, heat-tempered, pocketed coils. This is the first time Glideaway has introduced active charcoal components, which work to combat bacteria, allergens and odors. Combined with the company's Five Good Sleep Components Guide packaging and POP, Glideaway provides retailers with the necessary products and information to help consumers create an optimum sleeping environment. Visit glideaway.com.

companies TO WATCH



With modern styling, exquisite tailoring and premium components, Kingsdown returns to the luxury mattress segment with the Haute Couture Collection

King Koil / King Koil recently unveiled one of its broadest product launches ever, a move that fulfills a wide variety of retailer needs and “anticipates strong business years ahead,” COO Dave Roberts notes. The World Luxury Series combines the elegant craftsmanship of the luxury segment with the popular price point of introductory models. For retailers looking for a step-up, the designer-level Sleep Couture is a luxury innerspring collection intended to help raise and maintain high mattress tickets. And appealing directly to young consumers, King Koil offers quality innerspring designs, specialty components and phase-change materials with the new Z Tech Collection, which boasts a starting retail price of only \$399. Visit kingkoil.com.

Kingsdown / Expanding upon its already expansive brand portfolio, Kingsdown is returning to the luxury mattress segment with the introduction of its Haute Couture collection. With price points ranging from \$9,999 to \$25,999 in queen, Haute Couture features modern “Parisian Chic” styling, exquisite tailoring and premium components. A unique system of multiple, vertically-zoned wrapped coil units, combined with the foam-encased wrapped coils of the foundation, provides superior support, comfort, and overall durability to the entire sleep set. Visit kingsdown.com.

companies TO WATCH

The Certified Organic Mattress Collection offers a healthy alternative with a variety of comfort options.



OMI / As the first mattress manufacturer to offer GOTS-certified organic latex, OMI has made yet another significant achievement with its new Certified Organic Mattress Collection. The first and only fully certified organic collection in the industry, every component, from the Dunlop latex core to the woven yarn ticking, is third party certified organic. “As the growth of the organic segment continues,” President Walt Bader explains, “we felt consumers deserve to have organic bedding options that would meet their individualized needs.” Stunningly designed, the Certified Organic Mattress Collection offers a healthy alternative with a variety of comfort and support options. Visit omimattress.com.

Leggett & Platt / Leggett & Platt continues to grow its adjustable bed base offerings with the Premier Series. Boasting significant technological and comfort upgrades, this new base is positioned as the “center of the bedroom” and features more precise adjustment and personalization options. The LPConnect technology integrates the entire bedroom by allowing the consumer to connect and control electrical items (including lamps, fans, etc.) with the same tablet that controls the adjustable base. Advanced LPSense technology senses when people or pets are present, which allows the consumer to automate under-bed lights to turn on when they get out of bed in the night, in addition to reinforcing safety precautions by stopping any adjustment movements if there is anything under the bed. Visit leggett.com.

companies TO WATCH



The PureCare One Pillow defies convention to offer unmatched comfort and support.

PureCare / Fabrictech International has embarked on new era with its official name change to PureCare and the introduction of its revolutionary PureCare One pillow. The pillow collection's patented three-piece construction contours with the curvatures of the head, neck and spine to provide unmatched comfort. Two Dual Silhouette Supports (made from latex, memory foam or gel-wrapped memory foam) provide support for all sleep positions, while the Soul Center provides the comfort of down, without the drawbacks of down allergens. "Never before has a pillow collection dared to defy convention quite like the PureCare One," explains CMO Sean Bergman. Visit purecare.com.

Pure LatexBLISS / Pure LatexBLISS is successfully expanding its market reach to include the growing "casual organic" segment. Building upon the company's history of luxury latex offerings, the new All Natural collection provides the comfort of a traditional mattress with a buoyant Talalay latex core, but comes with a GOTS-certified organic cotton stretch fabric and an organic wool FR layer. With this new line-up, the company is targeting casually organic consumers who are willing to pay a bit more for organic, but do not want to sacrifice the look and feel of other popular collections. Visit latexbliss.com.

companies TO WATCH



Reverie's 8Q Series revolutionizes "bedroom automation" with state-of-the-art technology and personalized, adjustable comfort.

Reverie / The new 8Q Series adjustable base from Reverie further revolutionizes "bedroom automation" with state-of-the-art upgrades and high-quality styling. With exciting new features, including the four-speaker surround sound system with Bluetooth technology, easy-to-use remote and USB iPad docking station, and independent head tilt adjustability, this new series marries the convenience of high-quality digital technology with maximum personalized comfort. Visit reverie.com.

Royrack / Royrack is bringing shelving to the mattress industry with the new Select-a-Mat Mattress Display and Storage System. Traditional storage displays often require consumers to test a plastic wrapped mattress directly on the concrete floor—but the Select-a-Mat system features a built-in frame and fold out legs, which allow bedding retailers and big box stores to offer a convenient, more productive rest-test experience. Its unique engineering maximizes floor space and includes an adjustable piston to accommodate different size mattresses. Visit royrack.com.

A stack of folded white linens, possibly towels or sheets, is shown in the foreground. The linens are neatly folded and stacked on top of each other. The background is a light-colored surface with a subtle, repeating pattern of small dots or squares. The overall lighting is soft and even, highlighting the texture of the fabric.

The National Retail Federation forecasts a 4.1% increase in retail sales in 2014. We look forward to seeing how these companies and the industry performs.

companies TO WATCH

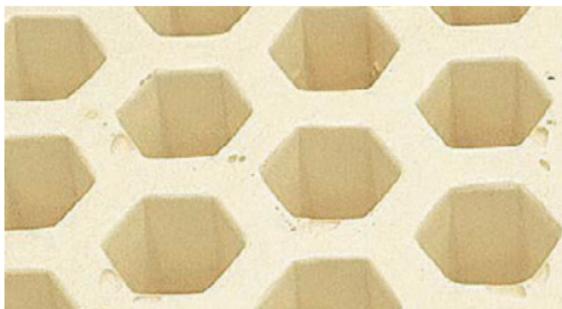
Simmons' Beautyrest Black Collection features diamond infused memory foam to diffuse heat away from the body.



Sealy / With a staggering 36 new SKUs unveiled at the Las Vegas Winter Market, Sealy has listened to retailer feedback to provide creative sleep solutions. The company is focusing on handcraftsmanship with its updated Stearns & Foster line-up. The new Signature and Estate collections feature specialty foams across all price points, gel-infused foams and air vents for added cooling and breathability. The unique IntelliCoil system features a “coil-within-a-coil” construction for added structure and flexibility. To streamline the retail selling experience, all Stearns & Foster models are now available with one common box-spring. Visit sealy.com.

Simmons / Simmons continues to lead the charge on mattress innovation with two new technologically advanced sleep systems. The new Beautyrest Black collection integrates sleek styling, modern technology and unique materials. Layers of Dynamic Response Memory Foam and Advanced Pocketed Coil Technology offer superior back support, while the top models offer enhanced cooling properties with a top layer of Micro Diamond Infused AirCool Memory Foam, which utilizes diamond particles to diffuse heat away from the body. Also new this year is the innovative Comforpedic iQ collection, which places health and wellness at the forefront by providing personalized support and support throughout the night. The Smart Response foam chambers automatically calibrate and adapt to the sleeper's weight and position, while layers of memory foam provide cooling, conforming comfort. Visit simmons.com.

companies TO WATCH



The honeycomb shape of Spaldin's SNaturComb latex promotes greater airflow and offers superior structural support.

Spaldin / Spaldin Sleep Systems continues to push the envelope with a wide portfolio of unique bedding offerings. Following the success of the Gemma collection and its gem-like foam construction, Spaldin introduced the new S NaturComb, made from 100% natural rubber and featuring an innovative, zoned honeycomb shape to provide greater structure and airflow. For those looking for a new take on the traditional innerspring, the S MoreLife collection utilizes an original “spring” system made from renewable plastic polymers. Visit spaldin.com.

Spring Air / In addition to the successful introduction of the new Sleep Sense hybrid and Back Supporter 700 series, Spring Air has also reintroduced one of its most successful mattresses: the Four Seasons Collection. The completely re-designed line-up combines a foam-encased Back Supporter spring unit with a four-inch, flappable mattress topper, made from a choice of four ultra-premium comfort layers. With Joma wool on one side for added warmth and cooling gel foam on the other, the topper provides a convenient solution to superior year-round comfort. Visit springair.com.

companies TO WATCH



The EcoGel² series from Therapedic International offers a unique gel-on-gel foam story for added cooling benefits.

Tempur-Pedic / Following the company's 20th anniversary last year, Tempur-Pedic has re-envisioned its core collections, unveiling the updated TEMPUR-Contour and TEMPUR-Cloud. Enhanced core materials are now covered with a new moisture wicking SmartClimate System and the EasyRefresh Top Cover is both removable and washable, ensuring a cool, clean mattress. Visit tempurpedic.com.

Therapedic International / Last year, Therapedic International launched the EcoGel series, the first gel-on-gel foam mattress. Building upon its success, Therapedic introduced the updated EcoGel² series at the Winter Las Vegas Market. This collection reimagines the proprietary HourGlass Back Support System with a solid layer of gel fused on top of ventilated, swirled gel memory foam to boost the cooling benefits and features DynaFlow Cooling Fabric for enhanced breathability. Visit therapedic.com.

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