

Bedding focused on sustainability, health and wellness in Vegas

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Executive Editor

LAS VEGAS — Zeroing in on the latest consumer buying trends, mattress and sleep manufacturers showing here at this week's Las Vegas Market are hyper-focused on sustainability, more natural materials, healthy builds and meeting the continued demand for products.

Bedding buyers at the market will see a continuation of copper-infused materials in sleep products from previous seasons. There is also an abundance of mattresses designed with natural materials, including wool, cashmere, certified cottons and other components used to meet consumers' ongoing appetite to incorporate fewer chemicals in their homes.

Many executives are bullish on the Winter Market — traditionally the stronger of the two events for the category — and see the opportunity to gather with retail partners in person given the challenges of the pandemic over the last nearly two years.

"We're coming off a fantastic year with great success of the new collections launched in 2021," said Jon Stowe, managing director of E.S. Kluft & Co. "In spite of the issues the industry faced this year, such as supply chain delays, increased costs and labor shortages, our year has been exceptional, possibly the best we've ever had.

"We're grateful for the great relationships we have with our retailers, and we've worked hard to ensure our partners



The Grandeur collection from Shifman Mattresses offers luxury in its double-sided construction.

have everything they need to fulfill the high demand from the increasing number of consumers who are looking for high end bedding products."

Like others, the Kluft group of brands sees a continuation of consumers and retailers zooming in on health and wellness, and improved sleep quality plays into that storyline.

"We're seeing a growing interest for clean products with antiviral, antimicrobial and hypoallergenic qualities," said Magali Castillo, vice president of marketing for the company. "Our bedding products, made with natural components, meet these consumer expectations."

Spring Air International is showcasing its redesigned Chattam & Wells luxury brand that features high-end natural materials including silk, cashmere, a cotton velvet, wool, Talalay latex and horse tail. The introduction marks the brand's 25th anni-

versary and targets the luxury sleep consumer.

"The re-introduction of Chattam & Wells has been an evolution that has culminated in the next generation of the brand," said Nick Bates, president of Spring Air International. "We spent a lot of time with our product development and branding teams and collaborated with our key stakeholders to evaluate every aspect of Chattam & Wells to offer enhancements that would not only reinforce the true luxury that exists in every detail, but also to appeal to what today's luxury consumer is looking for in their mattress."

Paramount Sleep Co. is returning to Las Vegas Market after taking a pause during the pandemic. Armed with its Nature's Spa hybrid selection featuring environmentally friendly materials such as recycled cotton, natural latex, fiber pad crafted from 60% recycled bottles and cork labels, the company expects consumers to continue their journey toward more sustainable goods.

"These are just the latest updates to the Nature's Spa collection," said Richard Fleck, Paramount president. "We will continue to use natural silk, wool, cashmere and rayon fibers; recycled densified fiber pads; and CertiPUR-US certified foams."

McRoskey Mattress, manufactured by independent producer Pleasant Mattress Co., is

making its debut at the market as the company prepares to roll the line out nationally. The brand's new luxury line, available in two collections — Modern and Classic — is crafted with cashmere, Alpaca, wool, Talalay latex, EcoWool and other natural materials.

Other natural-focused lineups come from Bedding Industries of America with its Ernest Hemingway Adventure featuring Oeko-Tex 100 certified Talalay latex that is free of any unhealthy or harmful chemicals; King Koil's Natural mattress collection with layer of natural materials; and Magniflex's Dolce Vita line designed with eco-friendly materials like Seaqual Yarn and manufactured in the company's low-emissions factory.

Focusing on health, Therapedic International's Immunity collection is designed with a cover that features copper fibers woven throughout and a copper-infused foam. Research has shown copper to be antibacterial, anti-microbial and anti-fungal, inflammation reducing and circulation increasing.

"In addition to strong research supporting the efficacy of this copper-powered product, it's equally important to note that Immunity has been tested in a couple of major markets under a different name with positive results," said Gerry Borreggine, Therapedic International president and CEO.



Therapedic International's new Immunity collection of six mattresses boasts the highest copper content currently used in a bed.

The cover of the six-model mattress collection is by NatuVerex and is made with a minimum of 30% of the patented copper yarn shown in tests to be transferrable through bedding and absorbable by the skin. NatuVerex officials said tests of the patented yarn show no loss of efficacy through more than 50 home launderings.

In addition to the flood of new products, the bedding segment is undergoing a showroom shuffle within the World Market Center with a number of key players relocating to new, expanded spaces.

Corsicana is now showing in B-1280 in a larger space that allows it to comingle the Symbol lineup of mattresses with its other brands. The company acquired Symbol Mattress last year.

King Koil has moved from its longtime space in Building A to flank the escalators in Building B in showroom B-1200.

Spring Air International has left Building B to secure its new 9,000-square-foot Building A showroom, A-701, that previously housed Serta Simmons Bedding prior to that brand's 2020 departure from the market.

Bed Tech is moving into a larger 3,400-square-foot space at C-1564, joining a floor surrounded by bedding manufacturers. Previously, the company had shown for eight years in its showroom in Building A. **11**



Marking its 25th anniversary, the Chattam & Wells line from Spring Air International has undergone a dramatic redesign.

Bedding

PRODUCT HIGHLIGHTS



Diamond Mattress, B-950



Ergomotion, B-1380

Aireloom C-1501

Showcasing the Aireloom Preferred collection with three distinctive lines and 30 models featuring the company's patented Aireloom Lift technology and crafted with natural components. The Aireloom Karpen collection offers a natural story designed with materials including Terrapur Natural Latex, wool and a blend of natural fibers. Other materials include a Belgian jacquard designed with SeaCell, made with renewable resources, cellulose and seaweed.

Bedding Industries of America B-1118

The company has introduced the Adventure Series to the Ernest Hemingway brand of mattresses. Handcrafted in the U.S., the Adventure Series features Oeko-Tex 100 certified Talalay latex, which is completely free of any unhealthy or harmful chemicals. The collection is hand-tufted with a 100% cotton damask imported from Belgium. The cover acts as a thermal barrier to dissipate heat while also including an additional comfort layer. Available in firm, plush and pillow top, the Adventure Series will begin at popular price points and expand into the luxury segment.

BedTech C-1564

Introducing the flex head mattress collection with three options: the flex head one-piece adjustable bed base with remotes for each side; a pocket coil mattress; a selection of hybrid mattresses with updated fabrics; and a collection of premium sheets in choice of microfiber, bamboo and bamboo-polyester blend.

Blu Sleep B-960

Introducing the Conforma Plus topper, a 3-inch topper constructed with graphite gel foam to coordinate with Blu Sleep's Conforma mattress collection. Also featuring the

Prestige Pillow collection available in coconut, graphite, lavender, lemon verbena and sandalwood designed with a grid top surface to help with air flow.

Corsicana Mattress B-1280

In honor of its 50th anniversary and grand opening of a new showroom, the company will highlight several of its bestselling and strongest performing collections. Each section of the showroom will be divided in separate vignettes to showcase its house of brands strategy featuring American Bedding, J. Beckon, NightsBridge, RENEUE, SleepFresh, Sleep Inc., Symbol Mattress and Tommie Copper.

Customatic Technologies C-1428

Introducing a sleep monitoring system that automatically adjusts the bed in response to snoring. The SnoreSense monitor collects biometric data and uses it to trigger automatic adjustments in four-degree increments to the head of the bed to relieve snoring. The technology relies on a series of biometric readings of the sleeper's heart rate, breathing rate and movement to adjust the angle of the head up or down until snoring is no longer detected. In addition, a three-second pulsating massage may be triggered if snoring continues.

Diamond Mattress B-950

Introducing a customizable bedding bundle that includes two memory foam cooling pillows, waterproof mattress protector and sheet set. Packaged in a box that can be customized with the retailer brand, the products inside are packaged and ready to sell. The Diamond Mattress Bedding Bundle is priced to retail at \$245 in queen set. The twin bundle includes a memory foam cooling pillow. The waterproof protector can be sold separately for \$48 retail in queen.

Also showcasing the Ultra Cool mattress protector de-

signed with cooling technology fabric that will not wash out with a quiet waterproof backing. The protector offers a four-way stretch skirt that fits any mattress type to stay in place. Priced to retail at \$108 in queen.

Rally 3.0 is the new streamlined iteration to the performance mattress collection based on the best-selling builds from Diamond. Rally 3.0 offers a new look and is available in all foam or hybrid in plush, medium and firm. Every model features copper-infused foam and cooling fabric for cooler sleep benefits. Retail price for queen mattress is \$1,599.

Ergomotion B-1380

Introducing a sleep and furniture brand targeting the Baby Boomer. Dawn House is the first brand under the company's Wellness division. The Dawn House bed has been researched and designed to support aging safely in place and the independence that offers. The overall system — base, mattress and accessories — are designed to deliver comfort and control and the health benefits of a good night's sleep.

GhostBed B-980

Showcasing its new collaboration with tennis champion, entrepreneur and health advocate Venus Williams. The collection is designed to highlight the importance of recovery and rejuvenation through a healthy night's sleep. Along with her athletic accomplishments including seven Grand Slam titles, five Wimbledon titles and four Olympic gold medals, Williams brings with her more than 20 years of design experience to GhostBed through her full-service commercial and residential interior design firm V Starr.

King Koil B-1200

Unveiling a new and larger Las Vegas Showroom that gives

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PRODUCT HIGHLIGHTS



Lifeloom, C-1596



Malouf, B-1350

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the company more room to showcase its growing lineup of premium sleep products.

Introductions include the hand-crafted Landsdown collection including a focused assortment inspired by European luxury design.

SmartLife will also be on display with its patented body sensing technology and a design upgrade. A split-king mattress design and coordinating iMotion adjustable base for the SmartLife and updated iBed Mattress lines.

The Natural mattress collection will debut with layers of natural materials, and the new King Koil Signature line will be available in a value price range.

Kingsdown C-1588

The Sleep Smart mattress has a new design focused on customized support through zone air chamber technology with three reinforced air chamber support zones on each side of the mattress and a simplified app. A specialty foam layer with cooling gel is designed to conform to the body while dispersing body heat and relieving pressure points. Priced to retail at \$2,199 in queen, Sleep Smart includes a silent air pump for quiet operation.

The new model adjusts through an updated WiFi-based app available for iOS and Android that allows multiple users to connect to the mattress for customization.

Lifeloom C-1596

Introducing the Frictionless Sleep System sheets engineered with DermaTherapy technology to improve sleep quality.

The Frictionless Sleep System is a collection of sheets and pillowcases made from technical textiles and proven to improve the ability to keep cool and move freely in bed by more than 50%. Lifeloom with DermaTherapy recognized by the U.S. Food & Drug Administration as a Class I medical device for the treatment of certain skin conditions. Lifeloom sheets are woven using continuous filament fibers that do not protrude beyond the surface of the fabric, which virtually eliminates friction to prevent skin irritation and create a cooler surface. The fabric is designed to wick moisture, to control odors and bacteria on the fabric, and to provide a smooth sleep surface for people with sensitive skin.

Magniflex C-1532

The new Dolce Vita line bolsters Magniflex's commitment to its customers and the environment by practicing sustainable manufacturing practices and offering eco-friendly products. Each mattress within the collection is made with quality, durable eco-friendly materials and is manufactured in energy-efficient environments, low in CO2 emissions. The six model lineup features Seaqual Yarn, a high-quality 100% post-consumer yarn containing upcycled marine plastic. The material is available in a variety of sizes and finishes. All components are certified under the Oeko-Tex Class 1 standard, thus bolstering Magniflex's commitment to sustainable manufacturing practices. The Dolce Vita collection features Magniflex's exclusive Dual Core technology allowing for a choice between soft and medium-soft comfort on opposite sides of the bed. The mattresses also offer a removable cover designed with a cool-to-the-touch fabric. Using a phase-changing material fabric, the cover releases a cooling sensation when the energy from body heat meets

the new material. The suggested retail range for the line is from \$1,999 to \$2,999 in queen.

Malouf B-1350

Malouf Linen-Weave Cotton Sheets offer the look of linen, with a softness and versatility from pure cotton. Known for its softness and breathability, high-quality cotton offers extra durability and softness. With an open percale weave, these sheets are light and breezy like linen. Plus, the extra-deep pocket depth and oversized dimensions mean these sheets not only fit well, but also drape well.

The Malouf Peak mattress line is a performance sleep line available in two variations: ultra-plush CoolSync foam hybrids and ultra-breathable ActiveAir foam hybrids. CoolSync foam has a gel infusion, providing a soft plush cushion designed to contour the body and balance sleep temperature. ActiveAir foam is extremely breathable and responsive, with an open-cell structure for increased airflow. AltCoil comfort layer features miniature, individually-encased, steel coils for targeted pressure relief. HyperChill cover is cool-to-the-touch with engineered threads designed to offset excess body heat.

McRoskey Mattress

C-1566

Showcasing two rebranded McRoskey collections in its first Las Vegas Market showroom. The luxury line of mattresses is built by a dedicated team of specially trained craftsmen and features an abundance of natural fibers. Components include cashmere, Alpaca, hand-teased wool, horsetail, Talalay latex, hypoallergenic EcoWool and Supima Cotton, as well as pressure-relieving NanoCoils and a proprietary pock-

Bedding

PRODUCT HIGHLIGHTS



Spring Air, A-701



Therapedic, B-946

eted innerspring design. Covered in two different fabrics — Framing Fog and Timeless Tartan — in shades of blue gray, the mattresses include hand-tufted rosettes, matte black border airlets and reinforced handles.

The Modern collection offers an all-natural construction and is built on a proprietary pocketed-coil system. The Classic is constructed with the tried-and-true McRoskey proprietary open-coil. Each collection is paired with a working box-spring available in 6-, 8- and 11-inch heights. Prices range from \$6,500 to \$18,000 in queen.

Milly USA

B-900

Milly USA will spotlight its expanded PowerCool sleep system. With the addition to the line, the fan-cooled PowerCool is now available in plush and firm providing consumers a choice of comfort. Designed with strategically placed fans, the PowerCool base marries with the mattress to facilitate air flow for a cooler sleep experience. The base includes an articulating head and foot, LED underbed lighting and USB ports. It also has a pre-set zero gravity position to relieve stress on the lower back. The new, firm model features a blue tape-edge piping, while the original plush model has red piping. Priced to retail at \$5,999 for the set in queen.

The Fusion Luxe hybrid with memory foam, individually pocketed spring coils and a cooling cover also will be shown. This best-seller has a medium-plush feel that actively adapts to the contours of every individual, providing pressure relief to side sleepers. The Cooling Knit Fabric Cover breathes and allows for air flow to create a cooling sensation. The Gel AeroFusion memory foam layer promotes airflow and a cooler sleep all night long. Fusion Luxe is priced to retail from \$1,999 in queen.

Paramount Sleep

B-200-02

Featuring the redesigned Nature's Spa collection, the company's most sustainable line, featuring environmentally friendly materials selected to provide pressure relief, temperature regulation and support. The six-mattress collection now features recycled cotton panel fabric — certified by Global Recycled Standard; 100% natural latex — GOTS, GOLS and Oeko-Tex certified; recycled fiber pad made from 60% recycled plastic bottles; vertical embroidered handles covered under warranty; and designer cork label — natural, sustainable and PETA-approved. The new hybrid line includes three beds designed with compression hand-tufting, encased in natural latex, and features an 896-firm, 13.75-gauge, three-zone pocket spring. The original foam line was condensed from 10 beds to the three most popular comfort levels: Luxury Firm, Plush and Euro Top. The foam core beds now contain an 1,872 recycled steel pocketed micro coil transition unit for added support and reduced body impressions. All foam beds feature antimicrobial, natural latex.

Personal Comfort

C-1552

The company will feature its lineup of adjustable air beds, including the Original Numbered Air Bed. The model is the first to feature dual-air adjustability controlled by a dial indicator with a numbered sequence from zero to 10.

Pom Pom at Home

C-506

Introducing three duvet collections, a throw and two pillows: The Biscayne duvet collection features natural pinstripes

on one side and a stamped shell pattern on the other side. Made of 100% cotton, the duvet features shell button closures.

The Brighton duvet collection features a navy paisley print on a natural background with shell button closures and is made of 55% linen and 45% cotton.

The Luke duvet collection features stripes on both sides of an all-cotton fabric and a shell-button enclosure.

The Humbolt throw and pillow feature hand-loomed linen and cotton blend on one side and a fleece on the other side. The Ariel big pillow in terra cotta and blush shag offers a fun design.

Reverie

B-949

Introducing two power-base models designed to address current industry challenges and customer needs. Both the R480 and the R380 are foldable allowing for more product to be stacked per square foot in a shipping container or warehouse, and both have been engineered for a simple, quick setup process. Both bases are equipped with head-up and foot-up adjustability and the ability for users to save preset positions to their remotes. The R480 also includes 3D-Wave massage technology, Reverie's patented resonant-frequency massage function. Each of the bases have modular legs that can be removed depending on existing bedroom furniture. The two bases are also the first to come standard with Reverie's new Customer Convenience Hub, an attachment that provides a direct connection to the control box of the power base, allowing for easier remote pairing and power base diagnostics. The hub can be attached to the

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PRODUCT HIGHLIGHTS



Viscosoft, A-1529

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side of the power base or rest on a nightstand, and also includes USB ports with which consumers can conveniently charge their devices.

Southerland B-965

The company will showcase its redesigned Evolution collection featuring a tufted program for additional zoned support. The line features a perimeter active edge five-zone support system. Profiles range from 14.5-inches to 16 inches. Evolution's ticking includes cooling properties for a more comfortable sleep. Luxury foams include copper-infused visco and copper-infused latex. The five-model lineup offers a contemporary look with a traditional flair.

Spring Air A-701

Introducing the redesigned, seven-model Chattam & Wells brand. Four models are covered in a custom-designed silk damask and the other three beds feature a stretch knit panel. The collection features layers of Joma wool, cashmere, Talalay latex and multiple encased coil units. Upper-end models include horsetail fibers. Mattresses in the brand are

priced to retail from \$2,199 to \$6,999 in queen.

Introducing the Reserve by Spring Air, a five-model collection designed with natural materials, including an antibacterial cover with Tencel, New Zealand wool, Quiltflex high-density foam, Talalay latex and Serene foam. The collection features a zoned individually pocketed coil unit stabilized with a three-inch HD deluxe edge support foam encasement. The collection is priced to retail from \$2,499 to \$3,499 in queen.

Also showcasing the redesigned 2022 Back Supporter collection with Spring Air's zoned support with more than 700 encased coils. The new collection features gel memory foam, Serene foam and four-way stretch knit fabrics with cooling attributes. Priced to retail from \$599 to \$1,899 in queen, the new Back Supporter is dressed in dark gray and heathered gray fabrics.

Therapeutic B-946

Unveiling the Immunity collection designed with copper woven into the cover and infused in the mattress foam. Copper is antibacterial, antimicrobial and antifungal, and has been shown to reduce inflammation and increase circulation. The mattress collection is covered in NatuVerex, a soft, durable fabric made with a minimum 30%

of the patented copper yarn shown in tests to be transferable through bedding and absorbable by the skin. The mattresses also feature CertiPUR-US copper-infused gel memory foam for air flow and temperature regulation, and the Quantum Edge pocket coil spring unit for edge-to-edge support and durability.

The updated and expanded Tommy Bahama collection is dressed in earth tone fabrics with leather-like accents, and the new mattresses feature new textile technologies including Glacier Touch, Sanitize, Repreve and Exclusive iFlex. Many of the Tommy Bahama mattresses feature exclusive TheraCool Copper Gel Quilt, as well as Memory Touch Copper Visco Gel, Serene foam and edge-to-edge wrapped coils for support and durability.

Viscosoft C-1529

Offering the newly designed Edge Mattress with cooling fabric in both hybrid and memory foam models.

Featuring the Active Cooling + pillows with cooling fabric, mesh gussets, and a dual-comfort memory foam core. The collection offers four distinct lofts to provide the right pillow for different sleep positions. Active Cooling + includes matching mattress protectors that are 100% waterproof and available in twin, twin XL, full, queen and king sizes. 