



materials — UPDATE

Gold Bond Unveils New Brilliance Collection Featuring Innovative All Natural Rubber Latex



“Aesthetically, the sleek Brilliance Collection is designed to stand out on the showroom floor.”

By Brooke S. Pisarsky

Responding to an increased interest in natural products that reduce chemicals in the home, Gold Bond will debut its new Brilliance Collection at the Spring High Point Market. The six-bed line-up is the first collection in the industry to feature Vystar Corporation's Vytex natural rubber latex (NRL). Vytex is the only NRL in which the proteins and non-rubbers have been physically removed from the raw material, maintaining its positive physical attributes and sustainable properties with little to none of the allergy- and odor-causing proteins of other non-rubbers.

“We are excited to be the first mattress company to develop a line featuring Vytex, one of the most cutting-edge components available on the market today. As more and more people are backing away from visco and gel, retailer demand for latex and eco-

friendly sleep products is on the rise,” affirms Gold Bond President Robert Naboicheck.

Aesthetically, the sleek Brilliance Collection is designed to stand out on the showroom floor. Its bold and dramatic styling features a luxurious, waffle-textured, stretch-knit cover embellished with a paisley design swirl inlay. The border and box spring use slate grey and baby blue upholstery grade fabric with a raised design for a contemporary look.

“One of the best known secrets about latex is that it is what bedding industry suppliers' sleep on because of its durability, resilience, comfort and support,” Naboicheck continues. “We are eager to introduce this extremely unique collection to our retailers and allow them another opportunity to differentiate themselves from competitors and operate at higher margins.” //

Visit goldbondmattress.com.