

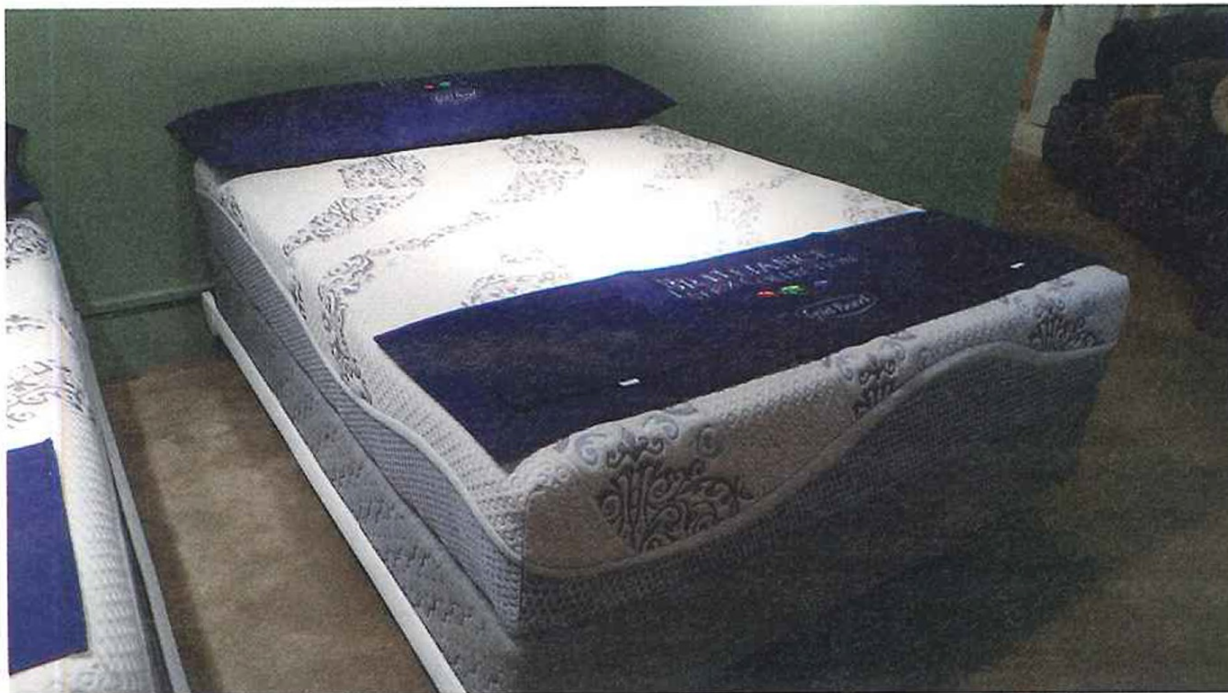
# FURNITURE TODAY<sup>®</sup>

THE BUSINESS NEWSPAPER OF THE FURNITURE INDUSTRY

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NOV. 2-8, 2015

BEST OF MARKET



## **GOLD BOND**

The company added to its Brilliance collection, which features Vytex natural rubber latex, with this hybrid model.



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## HIGH POINT MARKET HIGHLIGHTS

# Hybrids, high-end beds among mattress hits

BY DAVID PERRY

**HIGH POINT** — Bedding producers found some positives in a market that generally featured light attendance in bedding showrooms.

Some new products and promotions won good reviews from a limited audience of retailers. Adjustable beds, hybrids, high-end beds and sleep accessories were among the products drawing retail interest.

“We had a great market,” said Brad Rogers, senior vice president for Ashley’s SierraSleep bedding line. “We picked up incremental SKUs at \$1,200 and below. That will take us to the next level.”

He said SierraSleep has built trust with its dealers with strong values at velocity price points and is now building on that base.

Primo did well with its answer to a popular online mattress offering. Primo’s Whisper mattress beats the competition on price and comfort return period and is “a better bed,” said John DeFalco, executive vice president.

Primo offered a number of programs to help retailers boost their bedding business with deliveries to the store or to the home, DeFalco said.



Gold Bond got a good response to its new Serene bed, which uses Active Air Technology to provide an affordable alternative to memory foam beds, said Bob Nabocheck, president. “This is a new technology,” he said. “We are re-inventing the wheel, at a much better price.” Serene starts at \$599.

Bedgear continued to generate excitement with its dealers in High Point, said Eugene Alletto, CEO. “This is a great idea market and we are offering some great ideas to the retail community,” he said.

“Market is exactly what we

expected,” said Mark Akerman, president of Klausner’s Enso Sleep division. “Dealers are coming in for their appointments. The success of our Trisha Yearwood offerings in case goods and upholstery is drawing retailers in.”

Enso did well with new adjustable bases at \$499 and \$1,299.

Leggett & Platt’s Fashion Bed Group introduced a number of bedding products, including easy-assemble bed bases and frames. Some major retailers reviewed the line in early activity in the Fashion Bed showroom, said Ron Ain-

sworth, senior vice president of merchandising and procurement. Fashion Bed opened the showroom on the Wednesday before Opening Day, the first time it has begun the High Point show that early.

PureCare’s introduction of a line of sleep accessories for kids, featuring its technical textiles story, was well received, said President Jeff Bergman. “We had strong interest from Top 100 retailers,” he said. “This is definitely a furniture store market.”

Shifman got a good reaction to its new, expanded showroom, located at Sheraton Place in the design district.

“Traffic seems light, but the quality is fantastic,” said Bill Hammer, president. “We saw good dealers and good prospects.” Retailers liked Restonic’s aggressive Black Friday promotion, said Laurie Tokarz, president of Restonic’s Fayetteville, N.C.-based licensee. “We continue to give our retailers tools they can use to grow

their business. Black Friday is gaining importance and retailers realize mattresses can be an important product offering for that holiday.”

Paramount Sleep officials were pleased with the response to their high-end Hypnos line and other introductions. “It was a great market for us,” said Richard Fleck, president. “We are still a major supplier to furniture retailers and High Point is a furniture market. We debut new products and programs here to separate ourselves from our competition.”

Jim Nation, president of Five Star, described attendance in his space as “OK.” He said High Point “is still a very challenged bedding market because of the timing and the lack of attendance by specialty retailers. And by the time the market opens, big retailers are leaving.”

Magniflex said some top retailers saw its new Panama Jack bedding line, which made its debut with four beds in the Island Breeze collection, said Billy Curtright, national sales manager for Magniflex.

In addition, Therapedic continues to see interest grow in its Tommy Bahama line of casual bedding looks, said Gerry Borreggine, president.