

MARKET GUIDE PRODUCT STRATEGIES

BEDDING LINES REACH HIGH POINT

Vegas launches dominate offerings, but some products new

BY DAVID PERRY

HIGH POINT — Major bedding launches made by bedding's biggest players make their East Coast debut at the market here, along with a handful of new products introduced by other bedding companies.

New hybrid lines and new gel bedding lines are among the products featured in High Point. A number of sleep accessories, including adjustable beds, pillows and mattress protectors, are also highlighted.

So extensive were the new mattress lines introduced in Las Vegas earlier this year that the major brands continue to put their focus on those lines.

That means sales leader Serta is showing its revamped iComfort and iSeries bedding lines, designed to complement one another. The iComfort lines of gel memory foam bedding are a follow-up to the hugely successful original iComfort line, while the new iSeries lines aim to maintain the momentum in that hybrid bedding brand.

Simmons is continuing to spotlight its two major launches: the ComforPedic iQ line of self-calibrating memory foam beds, and new Beautyrest Black models, some of which use diamond particles to draw heat away from the sleeper's body.

Sealy is emphasizing its two major launches: a new high-end Stearns & Foster line that includes a hybrid offering, and a revamped Optimum line of gel memory foam mattresses. And Tempur-Pedic's major line additions — seven new beds — are on display in the brand's showroom on the Sealy campus in Archdale, a short drive from the main market district in downtown High Point.

Bedding buyers can find some brand new lines in High Point.

Top 10 producer Therapeutic, for example, is introducing a new EcoGel2 line of hybrids that is designed to complement the original specialty sleep EcoGel2 line. As the name suggests, EcoGel2 has two gel foam layers, one in a "swirled" gel memory foam and the other in an HourGlass shape that is fused atop the gel memory foam layer.

Bedding independent Gold Bond is adding several beds to its Smart Series, including one- and two-sided models, and has revamped some other lines.

Another bedding independent, Jamison Bedding, has completed the re-imagining and redevelopment of its bedding lines and shows six bedding collection this market, giving its dealers plenty of product

choices.

Pure LatexBliss is expanding its All Natural latex line and also introducing its Man Made Talalay Collection, which uses synthetic latex repurposed from virgin synthetic latex used to make 100% latex medical gloves.

Savvy Rest is introducing products made using certified organic knit fabrics, including a pillow made with formed Vita Talalay and a topper using a solid three-inch layer of Vita Talalay.

High-end bedding producer Shifman has a sweet message with its new advertising program: "Have Your Cake and Eat It Too."

"The bedding collection at Shifman Mattress offers fine home furnishing dealers the opportunity to be a part of an exclusive program," said Bill Hammer, president. "This program offers retailers exceptional hand-crafted products and an advertising program that will drive store traffic, sales and productivity, while also providing long-lasting customer satisfaction, elevating the store's brand image."

Shifman is showing its 2015 Concept Bed, made with an upholstered divan base, plenty of natural materials and five

inches of Talalay latex. The bed has a separate pillowtop.

Innerspring units are featured in a number of lines, including Restonic's Comfort-Care Signature line, which includes micro coils and TempaGel foam to provide a cooler sleeping environment, Restonic officials said.

And Symbol Mattress is showing its Signature Series, a coil-on-coil line utilizing two sets of enclosed coils in a foam-encased system. The 2,164-coil system is offered in firm, super supportive pillowtop and plush pillowtop models, officials said.