

MARKET SCENE

highlights of High Point

Many mattress makers were on hand at the October High Point Market, showcasing their lines for the benefit of East Coast and international retailers. Although the market was not a major staging ground for introductions in the bedding category, *Sleep Savvy* spotted an array of interesting new products. There were an equal number of new offerings in innerspring and foam, with particular attention paid to stylish border treatments and cool accent colors. Accessories and point-of-purchase materials were also market stars. *All retail prices are for queen size.*



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1 **Magniflex** gauged retailer reaction to its new Protetto bed, priced at \$979. The mattress' special ingredient is ticking made with yarns that repel bedbugs, said General Manager Andrea Mugnal.

2 **Gold Bond** President Bob Naboicheck touted key features of the new two-sided Westminster, part of the Sacro-Support Encased Coil group. It features 804 encased coils and a 1.5-inch super-soft HR foam quilt, retailing for \$899.

3 **Southern Textiles by Leggett & Platt** introduced the new mattress encasement Invisicase with Easy Zip. The bedbug-proof cover, demonstrated here by Vice President Rob O'Neill, retails for \$99 in queen and has a zip-off top panel for easy laundering.

4 **Carolina Mattress Guild** owners Neil and Kathy Grigg were excited about their new Flex collection, an all-foam group with a latex story. The zoned beds have a stretchy knit cover with an aqua blue inset and retail for \$1,299 to \$1,699.



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5 **Jamison** accentuated the feminine with its Resort Collection. Priced from \$699 to \$1,899, the all-foam beds are wrapped in fleur-de-lis ticking styled with aqua accessories. The color palette and POP will change with the seasons, said Senior Vice President Ken Hinman, pictured here with President Frank Gorrell (left).



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6 **Restonic** licensee Alliance Sleep spotlighted the benefits of the new price point in the Grand Palais collection. At \$1,999, it boasts encased coil-on-coil construction topped with specialty-foam comfort layers, said Executive Vice President Laurie Tokarz.

7 **Paramount** introduced the designer HD Platinum, part of a new high-end, three-bed group added to the Heavy Duty line. The beds have encased coils, specialty foams and micro-coils. Retails are \$2,499 to \$2,999, said Executive Vice President Richard Fleck.

8 **Zedbed** showed off the Aero, a two-model foam bed collection with bubble-wrap-inspired knit ticking, layers of latex and proprietary ZX Material memory foam. Retails are \$1,999 and \$2,499, said Marketing Director David Gellinas.



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9 **Hickory at Home** introduced the Final Touch accessories and fixtures program that helps retailers take advantage of the bond they've forged with customers to sell a full complement of sleep accessories, said General Manager Niles Comellius. Program prices for retailers range from \$3,300 to \$7,300.

10 **Five Star Mattress** added four new models to its well-received TLC collection, said President Jim Nation. The new beds have specialty foam comfort layers. The entire group, launched in January, ranges in price from \$499 to \$1,299.