

January. Prices range from \$499 to \$1,299.

Gold Bond



Packed with premium features Gold Bond's Bob Naboichek gives retailers reasons to return to two-sided mattresses.

Futon and mattress producer Gold Bond showcased the new two-sided Westminster bed, part of the Hartford, Conn.-based company's Sacro-Support Encased Coil group. It features 804 encased coils and a 1.5-inch super-soft, high-resilience foam quilt. It retails for \$899. "Today, you have to dazzle consumers with looks, feels and values that convince them to part with their precious dollars," said Gold Bond President Bob Naboichek. "We've had a very positive response from retailers on our newest two-sided mattress and our higher ticket futons."

Hickory at Home



Add-on sales Hickory at Home's Niles Cornelius offers retailers an array of ways to sell accessories.

stocked with pillows, linens, comforters and protectors are priced at \$3,300 to \$7,300. "It allows retailers to take advantage of the bond they've forged with customers to sell a full complement of sleep accessories," said General Manager Niles Cornelius. "We had a huge first day at market after having done lots of calling to drive traffic." The company also introduced Panama Jack futons retailing for \$749 to \$999 in full size.

Hollandia/Therapedic International



Tuned in and powered up Rami Gabay of Hollandia (left) and Therapedic's Gerry Borreggine point out the iCon bed's new docking stations for iPad and iPhone.

Hollandia, a mattress manufacturer with headquarters in Sderot, Israel, made its first High Point appearance. As part of an ongoing partnership with Princeton, N.J.-based Therapedic International, Hollandia showcased updates to the iCon bed at the Therapedic showroom. The bed, which was introduced in Las Vegas in August, now offers two docking station for iPads and iPhones and an improved sound system.

International Bedding

Fort Lauderdale, Fla.-based mattress manufacturer International Bedding added five visco-elastic models to its

ultra-premium Origins brand at very competitive price points," said Scott O'Bryant, IB marketing manager. The company also introduced Easy Rest, a line of rolled and boxed foam beds.

Jamison Bedding



Changeable point of purchase Frank Gorrell (left) and Ken Hinman show off the feminine side of Jamison's Resort collection.

Jamison Bedding focused on the feminine with its restyled Resort collection. Priced from \$699 to \$1,899, the all-foam beds are wrapped in fleur-de-lis ticking and styled with aqua accessories. The color palette and point-of-purchase items will change with the seasons and are designed to touch all the senses, said Ken Hinman, senior vice president of sales and marketing for the company, which has headquarters in Brentwood, Tenn. The company also launched TLC—the Talalay Latex Collection. The three beds with knit covers retail for \$1,699 to \$2,499.

Leggett & Platt Consumer Products Group

Soft goods supplier Southern Textiles by Leggett & Platt introduced an improved mattress encasement, Invisicase with Easy Zip. The Carthage, Mo.-based company retails the bedbug and dust mite barrier for \$99 in queen. The encasement has a