

# Furniture News

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## 76 MATTRESSES

Looking for consumer-pleasing mattress options? Ensure that the offering is on-target for comfort, construction and the consumer's constitution with this month's focus, and take a look at some new entries to the UK market.

## Sleep right

**Magniflex**, one of Italy's largest mattress manufacturers, has announced its full entry into the UK market. The company, known in the UK for its mid-market Relaxsan brand which it has distributed for the past 10 years, produces a broad line of mattresses and accessories.

Magniflex, also credited with inventing vacuum-packing technology for mattresses, was the first mattress producer to be certified by Oeko-Tex, guaranteeing the absence of allergenic substances harmful to consumers and the environment in its products.



Magniflex plans to bring a host of new products to the UK

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Marco Magni

## Magniflex enters UK market

Magniflex, one of Italy's largest mattress manufacturers, already known for its popular mid-market Relaxsan brand, which it has distributed for the past 10 years, has announced its entry into the UK market.

The company will lead with the Relaxsan brand, but will also introduce the rest of its product portfolio, which includes premium to high-end and niche products, under the Magniflex name.

Marco Magni, global sales director, explains: "At Magniflex we take great pride in our reputation for innovation, quality, and customer service, so we are delighted to be able to enter the UK market directly with our exclusive brands and extensive product range. Our aim is to introduce our unique products to British consumers so that they too can enjoy them, alongside our 30 million satisfied customers around the world."

Founded more than 50 years ago in Tuscany, Magniflex has built a reputation as a world leader in quality, comfort, and innovation.