

Already widely popular and distributed in the UK since 1998, Relaxsan is part of the Gruppo Magni, Italy's largest mattress manufacturer, producing a broad line of mattresses and accessories for sleeping and relaxing, shipping to more than 70 countries around the world.

View some originals with Relaxsan

Founded over 50 years ago in Tuscany, Italy, the firm has built a reputation as the world leader in quality, comfort, and innovation, in particular in producing eco-friendly collections. Today, Relaxsan's main ethos is to provide and to be perceived as a responsible supplier and environmentally-friendly company, with its products having as little impact as possible on the environment.

Beginning in the early 1960s, Giuliano Magni, a mattress maker from Prato, a city 11 miles northwest of Florence and famous for its wool industry, began to make mattresses within his home.

Giuliano started with a small factory, but with the growth of his mattress business, he began adopting larger factories to accommodate broader manufacturing capabilities. It was then that he created the name of Magniflex – Magni from his last name and flex, which is synonymous with fine bedding around the world.

Throughout his experience in the mattress business, Giuliano Magni continued to struggle with the challenge of fitting a mattress into a small package.

Years of experimentation with different techniques brought Magni to a solution to his perplexing question. Ahead of the times and always thinking of innovative ideas, Giuliano Magni saw a growth spurt in his business after introducing a unique vacuum-packing system for his mattresses in the 1980s.

The firm's state-of-the-art factory could condense and flatten a mattress up to 90% of its actual size, then roll them into a special insulating film. The innovation recognised Giuliano Magni as the author, creator and innovator of vacuum-packing technology in mattresses.

As environmental concerns have been at the company's heart for decades now, this



Relaxsan's new Gallery Concept

ingenious approach saves space during the shipping process, which lowers the company's use of fuel for transport and overall carbon footprint. It also assures that the mattress arrives in a more hygienic manner.

The team at Relaxsan still holds the original patent on the vacuum-packing system that cleverly shrinks and rolls the mattress to a tenth of its size, enabling one-person easy delivery and set-up.

The company could then ship mattresses in a more cost-effective manner all over the world. This invention was a breakthrough for Magniflex, and helped launch Giuliano's business, which has grown into the bedding giant it is today.

In 2001, in order to accommodate its growth, Giuliano, along with his three sons, Fabrizio, Alessandro and Marco, decided to

expand the factory. They appropriated a 330,000ft² piece of land along the main highway near Florence. Today, the factory houses 180 employees and produces 10,000 mattresses a day.

Since its first introduction to the UK in 1998, many companies have tried to imitate the concept of vacuum-packing, but the firm strongly stands on its heritage of being first and the original one.

This month, Relaxsan will be unveiling two brand new ranges at the Manchester Furniture Show.

Its new Evolution and Premium collections include a first-ever 28cm deep range mattress, as well as innovative Bamboo and Silver fabric covers, which are all displayed in the company's brand new Gallery Concept which has been designed purposely for the exhibition stand.

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Stand E65



Relaxsan's new Evolution mattress in silver



Magniflex created the original vacuum-packed mattress