

Cabinet Maker

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Mattress brand Relaxsan has hired **Gianfranco Bianchi** to lead its UK sales effort after deciding to sell direct to retailers earlier this year.



Gianfranco Bianchi

Mr Bianchi has established a number of Italian companies in the British market, including upholstery company Ferrari Divani.

Mr Bianchi said: "Our main objective is a medium term project. We want to build and strengthen our existing Relaxsan brand first and then, gradually, during the next three years, we will start introducing the other prestigious and innovative brands which belong to the Alessanderx Group. This is in line with the world-wide philosophy of the company."

Adrian Fytche is also joining Relaxsan as the company's agent for the East Anglia region. Mr Fytche has previously worked at Guardsman, Steinhoff UK, the Airsprung Group and German company Rauch.

Relaxsan is owned by the Alessanderx Group that includes mattress manufacturer Magniflex and bed retailer Materassi & Materassi. The company decided to go direct to UK retailers after its previous distributor, General Traders, went into administration.



Adrian Fytche

SATRA has confirmed that its divisional manager, Christine Ohren-Bird has been appointed as the new chairman of the British Standards Institute (BSI) committee TCI/69.

Christine Ohren-Bird replaces Richard Turner, who retired as SATRA chief executive in 2009 and was chairman of the TCI/69 for 34 years.