

# Furniture News

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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.