

The Interiors Business Weekly

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Put a spring in your sales with the latest innovations in mattresses

MATTRESSES FEATURE

Relaxsan specialised display galleries
www.relaxsanmagniflex.com



encasements and pillow protectors in all standard UK sizes. In addition, as part of their commitment to being an integral part, not in conflict with, the mattress sale, Protect-A-Bed uniquely offer a mattress warrantee when the cover is purchased at the same time as the mattress.

Carpenter, too is making significant developments as it unveils exciting new launches in its recently rebranded Sleepbetter range of sleep and travel accessories (which includes mattress toppers, pillows and neck pillows along with new ideas for the fast-growing Snugkids range).

Among the line-up of cutting edge new products being showcased is a range of toppers offering everything from anti-ageing covers to 'massaging finger' technology and all-year-round cool/warm comfort.

Along with a brand new, high performance grade foam – Viscolux – the company's new portfolio of products includes premium pillows that take neck and spinal support to new levels, 'Bed in a Bag' fun for youngsters and a roll pack mattress for young adults.

Relaxsan is bringing a constructive and proactive approach to sales. Intended to grab customers' attention, the Italian company has launched specialised display galleries. Offered free to when orders are placed, the corporate merchandising allows the pillows to be displayed neatly and to their maximum benefit.

A positive move indeed

and one that can be said to reflect the thinking right across the entire gambit of the mattress industry. Confident, moving forward and always aimed at providing the best possible product, mattresses are a buoyant and optimistic sector that is well worth the investment. ■

SUPPLIERS

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