

Furniture News

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TCS

Much more
than leather

interiors preview A comprehensive guide to the UK's leading trade event, featuring a hall-by-hall breakdown
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Plus Interviews with key industry furniture buyers Dave Brittain of John Lewis and Emma Rackley of Leekes

Gearing
Media
Group

With environmental issues at the top of many retailers' agendas, Gruppo Magni, one of Italy's leading mattress manufacturers, is championing eco-responsibility with its new Geoethic collection, to be unveiled at interiors. The group strongly believes in ensuring the wellbeing of both man and the environment, and safeguarding the earth's natural resources is an integral part of Geoethic's manufacturing process.

Go green with Geoethic



A responsible and sustainable product philosophy ensures that the Geoethic collection is made entirely from natural, non-toxic materials sourced from local suppliers in Tuscany, Italy, where the firm's headquarters are based.

Nature is clearly the inspiration behind the Geoethic collection – each mattress' fabric cover features a different renewable fibre sourced from plant life, including bamboo, cotton and linen. The Geoethic range is Gruppo Magni's most advanced collection of natural oil-based memory foam mattresses.

Highly renowned for its anti-bacterial properties, bamboo, found in the cover of Geoethic Bamboo, is an eco-friendly, non-toxic and bio-degradable fibre. A 100% renewable resource, bamboo's light and hollow fibre structure also increases breathability and absorbs moisture, for an overwhelming sense of freshness.

With regenerating properties, as well as being irresistibly soft, the organic Geoethic Cotton mattress helps prevent skin allergies, and offers added comfort and a luxury feel. Enriched with essential oils, its breathable mattress core is cooling as well as revitalising, whilst providing the correct orthopaedic support.

To complement the eco-friendly Geoethic collection, 100% organic linen pillows are also available. Aesthetically attractive and soft to the touch, these memory foam pillows adapt to the silhouette of the head and neck for comfort and support.

The introduction of the Geoethic collection to the UK follows on from the success of Gruppo Magni's sister company, Relaxsan,

which has had a strong presence in the UK and Ireland for over 10 years.

Thanks to constant research and development, and a forward-thinking strategy, Relaxsan has produced mattresses and sleep accessories offering some of the highest levels of comfort, and restoring the quality of sleep for the buyer's body and mind.

Unlike many of its competitors, Relaxsan's memory foam responds to pressure, not heat, enabling its mattresses to retain shape and minimising excess heat. Relaxsan's comprehensive accessories range includes innovative pillows featuring organic bamboo covers, and Airyform cores which reduce moisture as well as enhancing airflow for a cooling feeling all night long.

Launched at the Manchester Furniture Show last July, Relaxsan's Evolution Line, with its Duetto Comfort Sleep and Orthosoft Memorex models, presents new looks, fabrics and designs, and has already proved popular. Anatomical support combines with softness in Duetto Comfort Sleep, which features Orthosoft memory foam and quilted padding for extra comfort.

Lasting longer than any ordinary mattress, Orthosoft Memorex combines a breathable structure with a waterlattice core for high comfort.

Featuring a bio-elastic Coolmax cover and an attractive breathable 3D band that increases air flow throughout the mattress, Orthosoft Memorex offers a refreshing night's rest.

Renowned for quality craftsmanship and innovation, the Italian Gruppo Magni revolutionised the market in 1986 with the

patented invention of the vacuum-packed mattress. As well as ensuring maximum hygiene, this innovative technology reduces the volume of the mattresses by 90% so that every lorry-load is optimised – thus reducing the number of vehicles in circulation and the CO₂ emissions produced.

Marco Magni, Gruppo Magni's global sales director, says: "As leaders in mattress manufacturing, our group is constantly thriving to be at the forefront of innovation and avant-garde design in Italy and worldwide. We are excited about introducing the Geoethic collection and strongly believe the Geoethic concept of eco-responsibility will also be well received in the UK."

Recently dismissing rumours that the leading Italian mattress group was no longer trading in the UK, Relaxsan reassured its customers and retailers that the firm now distributes directly to the UK and Southern Ireland through a dedicated and specialist team of sales agents, as well as proudly boasting an in-house PR and communications team.

Distributing to 72 countries worldwide, with showrooms in Florence, Tokyo, Singapore, New York, Cyprus, Dubai, Prague, Kiev, Milan, Manila and Sophia, Gruppo Magni attests to providing a mattress solution to more than 30 million people. Gruppo Magni also reports that it was the first mattress company to be certified by Oeko-Tex to guarantee absence of allergenic substances harmful to consumers and to the environment.

Relaxsan and Geoethic will exhibit on stand A68 in Hall 5.

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