

Industry News

Magniflex showcases T. Lamborghini bedding

By David Perry

AT THE MARKET — Italian bedding producer Magniflex has brought a Lamborghini here. Not the high-performance Italian sports car, but a line of beds bearing the famous Lamborghini name.

These memory foam models will put consumers on a fast track to a good night of sleep, company officials said. The line retails from \$1,999 to \$4,500.

"The Lamborghini name is synonymous with high quality and performance," said Andrea Mugnai, general manager of Magniflex. "And our name is also synonymous with high quality and performance."

The new line is licensed by the Tonino Lamborghini Group. Tonino is the son of the founder of the automaker, and his company, not affiliated with the car company, markets a diverse array of luxury products.



Andrea Mugnai of Magniflex gets comfortable with a Tonino Lamborghini-licensed bed and pillow.

The licensed beds and pillows carry the Tonino Lamborghini logo. They feature Magniflex's water-expanded memory foam, an open-cell product that uses less oil and has "a different DNA" than conventional closed-cell memory foams, Mugnai said.

He admitted that Magniflex is going against the flow with its Tonino Lamborghini introduction.

"In this economy, not many people may be looking for a new luxury item," he said. "But we feel this line will help us build our brand in the U.S."

Like all Magniflex beds, the Tonino Lamborghini mattresses are flattened, vacuum-packed, rolled and boxed at the company's factory outside Florence, Italy.

"This is like a hybrid car," Mugnai said. "Our packaging process gives us a lower carbon footprint."

Magniflex is showing the line in its new showroom in the International Home Furnishings Center, D-733.

The producer also is featuring its new Lavender Comfort mattress. According to the company, that bed uses nanotechnology to infuse millions of microcapsules of lavender into the mattress fabric. Some of those microcapsules break upon contact, releasing the natural aroma of lavender. The naturally anti-bacterial properties of lavender contribute to the hygienic qualities of the mattress.

The Lavender Comfort bed, retailing at \$1,899, is part of Magniflex's homeopathic collection, which brings the holistic benefits of essential oils from plants such as chamomile, rose and calendula to the mattress industry.