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Specialty Sleep Association Members To Unveil Latest Sleep Technologies

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By: Furniture World Magazine

The Specialty Sleep Association announced that at the Las Vegas World Market Center (February 9–13), Specialty Sleep Association (SSA) members will be featuring the latest technologies at either the SSA permanent 15,000-square-foot space at Showroom 1350 in Building C or at their own individual showrooms.

"Regardless of the material -- latex or wool, cotton or soy, foam, quilting or ticking -- the bedding industry continues to move in a more eco-friendly direction," said Dale Read, president, Specialty Sleep Association. "And now that the technology genie is out of the bottle, the specialty sleep category will be on the leading edge of the industry."

"Innovation and product development focused on better performance and meeting the needs of the consumer is the path to the future regardless of the economy," said Read. "Growth in the bedding industry will continue to be fueled by bedding technologies such as memory foam, latex, gel, and natural and organic bedding products."

Tobia Natural Sleep (www.spaldin.com) --- Avento2: Natural Lavender Mattress offers an all-natural technology that uses a composition of lavender, Swiss herbs and high-tech foam material.

Another eco-friendly bedding manufacturer is Magniflex (www.magniflex.com) whose new Greet Cotton mattress is anti-bacterial and hypo-allergenic. The materials inside the mattress contain essential oils, vitamins and amino acids that aid in a healthy night's sleep.

Dormia by Classic Sleep Products (www.Dormia.com) will be featuring its premium, memory foam mattresses, the Cape Charles and Chesapeake. Both are manufactured with a cover that has a plush feel, yet is cool and comfortable to sleep on. The high-performance support base offers extraordinary comfort and unparalleled orthopedic support in comparison to a traditional box spring.

Hollandia (www.Hollandiainternational.com) will be showing the N.V. by Karim Rashid featuring a high-gloss, green finish with compact design featuring drawers for storage under the bed and in the headboard. Cabinet doors in the headboard swing out to create side tables when needed. An iPod docking station installed in the Hollandia N.V. by Karim Rashid allows consumers to listen to their favorite music.

Leggett & Platt (www.leggett.com) will exhibit the Prodigy Adjustable bed featuring built-in technology, comfort and personal customization including iPhone and iPod Touch applications, sleep timer, one-touch snore button, gentle-wake alarm system and WhisperQuiet motor.

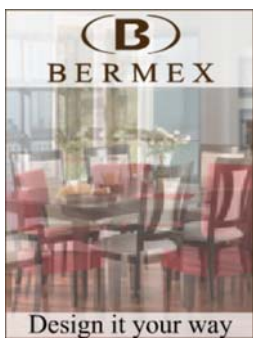
The NaturaFresh 100% Waterproof Wool Mattress Pad (\$180/Queen) by Natura World (www.naturaworld.com) is guaranteed to protect mattresses for up to five years by shielding the mattress from liquids and odor-causing bacterial using a washable, wool-filled core to reduce tossing and turning by buffering pressure points and creating a barrier for bedbugs and dust mites.

From Ergomotion (www.ergomotion.us), the Ergomotion-Lift Rack and Pinon Power Base improves consumer safety by reducing "pinch points" and enhancing bed stability in all bed positions.

Barber-Diamond Spring (www.barbermfg.com) will be presenting the Twinspring-Plus Sleep System, perfectly designed for proper breathability to ensure cool and hygienically clean sleep coupled with comfortable, durable, body-conforming support.

"I Luv my Pillow," the latest from LMP Worldwide LLC (www.lmpworldwide.com). Incorporating a new generation of memory foam, this pillow sleeps like a traditional pillow with the added benefits of a contour pillow as it is softer, lighter and has quicker-responding memory foam.

Some consumers tend to sleep hot while others sleep cold. The new ChiliPad (www.t2products.com) offers an active temperature regulation system that heats and cools to the desired temperature between 46F and 118F and available in single or dual zone configurations. It is available for use on all mattress styles and is perfect for couples that sleep at different temperatures, women going through menopause, or those with night sweats.



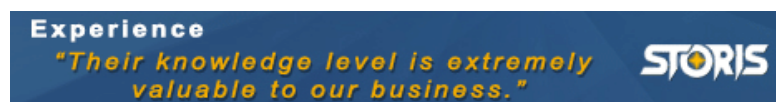
Additional cooling agents are available in memory foam toppers and pillows that are now four times cooler with an exclusive new Polar Foam Memory Foam from Hudson Industries (www.HudsonIndustries.com).

EcoFriendly with organic ingredients, the Polar Foam Cool-Foam Technology retails for \$80 - \$200, making it an affordable addition to the "Future of Sleep." Universal BedLegs (www.universalbedlegs.com) offers lightweight, universal bed legs that allow you to lower or raise the height of beds as kids grow from toddlers to teens. For \$19.99 for a twin bed and \$39.99 for a queen, these gadgets help create extra under-bed storage and even provide an elegant European look.

Founded in 1995, the Specialty Sleep Association (SSA) is a national not-for-profit organization created to facilitate the growth and positive awareness of the specialty sleep category. Its members develop and/or sell specialty sleep products, including air, flotation, latex, foam and adjustable sleep surfaces, and related merchandise. SSA membership is comprised of more than 100 manufacturers and retailers ranging from small, family-owned businesses to large corporations. Retailers interested in learning more about air, water, memory foam, latex, gel, adjustable beds and green or all natural sleep products should contact SSA Executive Director Tandra Jones at: (559) 868-4187 or (559) 676-8639, www.sleepinformation.org

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