

## *Product Strategies*

# Bedding intros: Plenty of choices

By David Perry

LAS VEGAS — Mattress retailers will have plenty to choose from as they visit bedding producers here. Bedding remains in the spotlight at this market.

Among the new lines: A Jane Seymour specialty sleep

offering, an Ironman recovery mattress, a lavender-scented mattress, and several new “green” beds.

South Bay International debuts a Jane Seymour mattress and pillow collection. The actress and designer is featured on a number of memory foam and la-

tex mattresses and pillows that the company says are a blend of “beauty and innovation ... the essence of therapeutic art.”

The new line is being marketed under South Bay’s Sleep Science brand umbrella.

Restonic has two new bedding programs, both

“targeted toward the main areas of consumer interest in today’s market,” said Ron Passaglia, president. The company’s new Seventh Heaven Bed program, retailing from \$599 to \$999, features various innerspring units, while the new Health  
**see Bedding, p98**

