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MALOUF®

Malouf™ Shows New Adjustable Bases at Las Vegas Market

LOGAN, Utah—Malouf™ highlighted two new adjustable bed bases in their Las Vegas Market showroom during the pared-down tradeshow. The M455 and the S655 complement the existing line up of adjustable bed bases already offered to their retail partners.

“Adjustable bed bases continue to be some of our most popular products,” said Eric Holmstead, national sales manager. “We wanted to diversify the line up so that customers focused on health benefits and customers focused on premium features have more options at more price points.”

The M455 builds on the health benefits of sleeping adjusted at an affordable price. It features customer-favorite elements of the best-selling E455, plus neck and back massage. The S655 includes additional massage motors, head tilt to better open airways and make watching TV or reading in bed more comfortable, and under-bed LED nightlights.

Both adjustable bases include built-in Bluetooth® capabilities and pair with the Malouf Base™ App, the highest rated adjustable base app and winner of the Best Consumer Goods Application. Customers can control the bed right from their smart phone, use the Snore Detection feature which automatically adjusts the bed to stop snoring, and use Siri Shortcuts for hand-free controls.

Product Development Manager Ryan Carlisle said, “Our customers let us know what features they like, so we wanted to make those available on new bases. The M455 and the S655 round out our product line up at accessible prices so more people can enjoy sleeping elevated.”

Malouf™ created a full recap video of all the new products launches from this Las Vegas Market. For those unable to attend or interested in learning more about the new Weekender™ furniture, M455, and S655, the video is now available at MaloufSleep.com. For those interested in additional product information, contact a Malouf™ sales representative at 800-517-7179 or sales@maloufsleep.com.

About Malouf™

A leader in the furniture and bedding industry, Malouf™ offers a wide range of innovative products including mattresses, adjustable bed bases, furniture, pillows, sheets, mattress protectors, bed frames and mattress toppers. Malouf™ products are available in over 15,000 retail partner locations in the U.S. and its growing international team now serves over 25 countries. Known for its commitment to quality, pricing and service, Malouf™ continues to expand its vertical integration and technology capabilities to better serve its customers with more than 335 global patents and trademarks. Malouf™, a Certified B Corporation®, was founded in 2003 by Sam and Kacie Malouf and is headquartered in Logan, Utah. To learn more, visit maloufsleep.com.

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