

Hot and Cold

Amid the unpredictable climate of the sleep products industry, the summer Las Vegas Market was a mixed bag

by Kathryn Greene and Burt Dellinger

In the weeks leading up to market, Las Vegas experienced record-breaking temperatures, reaching a scorching 120 degrees. While the interiors of the buildings at World Market Center were noticeably cool, it wasn't just due to the air conditioning — a welcome reprieve — but a marked decrease in foot traffic over the winter 2024 and summer 2023 markets.

Some of that is to be expected. “Very few retailers make the trek to Vegas because they don’t expect things to be there and it’s not an attractive spot to spend a few days in the summertime,” said Gerry Borreggine, president and CEO of Therapedic International. “Retailers usually choose to skip it, and most manufacturers refrain from bringing out new product.”

Richard Fleck, president of Paramount Sleep Co., noted this summer was different. “The quality of the customers has been great, but the quantity of customers has been the worst I’ve ever seen,” he said.

Some said those who made it to the showrooms were more qualified leads. “Market was extremely slow,” said Blu Sleep CEO Alex Ciccolella, “but we did see the customers we needed to see.”

Even though the usual buzz inside the showrooms was on ice, that doesn’t mean there weren’t exciting developments. Inside the Restonic showroom, the International Sleep Products Association’s new president, Alison Keane, made her debut, fêted with a happy hour. “I was absolutely delighted to host a meet and greet for ISPA’s new



president, Alison Keane, during the Las Vegas market,” said Laurie Tokarz, CEO of Restonic and ISPA board chair. “The event was a fantastic opportunity to introduce Alison to our community and share in her enthusiasm for the future of the industry. Her vision and leadership promise exciting developments ahead, and I am thrilled to support her in this new role.”

There were also some hot new product introductions. Some companies debuted new collections while others capitalized on existing brands, expanding popular lines with a new model or two. Certain companies previewed refreshed and streamlined product assortments that will launch in the coming months.

“The whole point is to give the retailers something that they could promote to make the doors swing,” said Matt Connolly, executive vice president for

Bedding Industries of America. “You explain to customers what the difference is and they start stepping themselves back up because they want the best. There are fewer opportunities for the consumer to walk away.”

Exhibitors showcased branded families of mattresses and accessories designed to sell total sleep systems. This strategy keeps shoppers in the sales funnel between mattress purchases with smaller, more frequent incremental sales. These coordinated sleep systems also help retail sales associates explain what goes together to make sales easier.

“If they can bundle it, package it and pitch it as a sleep system, they’re going to grow their tickets and capitalize on sales even with low traffic,” said Derek Leishman, sales director for Mlily.

Many manufacturers also introduced product lines featuring natural materials such as copper, silver, titanium, bamboo, kapok and essential oils to appeal to today’s health-conscious shoppers.

Some companies were on the move. Cariloha doubled its showroom space inside the Specialty Sleep Association, which also added new exhibitors Connect360, a marketing and AI technology company, and Golden Gate Beds.

“Although this market was rated as one of the smallest registrations in a long time, what it brought was the people ready to move the industry forward,” said Joel Buhr, president of First Direct Marketing, which owns Connect360. “The Las Vegas Market was a wonderful opportunity, and we look forward to returning in January.”

THERE'S MORE

Head to BedTimesMagazine.com and click on the Videos tab to watch an exclusive interview with ISPA’s new president, Alison Keane.

Note: All prices are suggested retail for a queen-size mattress only unless otherwise noted.

► *Coordinated Comfort*

Tempur Sealy International Inc. introduced two lines of ultra-conforming pillows designed to complement the company's Tempur-Breeze and Tempur-Adapt mattress collections. The Tempur-Breeze pillow group (\$225-\$275) offers two profile heights to help sleepers stay cooler and more comfortable all night. The Tempur-Adapt collection (\$125-\$215) is available in a range of styles and profiles that won't lose their shape or flatten over time. "It helps consumers who may not know what they want," said Andrew Cizmar, brand management director for the Lexington, Kentucky-based mattress major. "Now the pillows and the mattresses all go together, giving shoppers the opportunity to have that unified sleep experience."

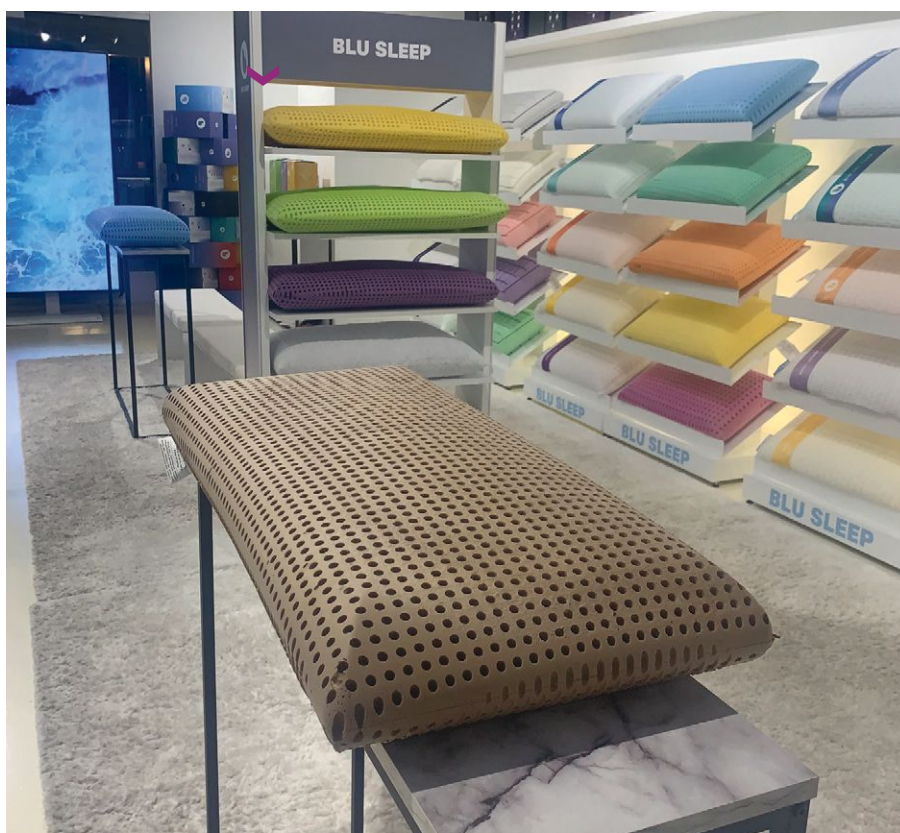


▲ *Mix and Match*

Corsicana, Texas-based bed maker **Corsicana** expanded its Ballard series from its American Bedding collection with a latex-enhanced version. The full lineup now includes firm, plush and box-top feels, with or without latex, in either black and white, grayscale or blue. "We like to be dynamic in our choices for retail partners," said Mike Juoni, senior vice president of sales for Corsicana. "So, we give them a couple of options and let them choose. From an aesthetics package to profile to construction, I think there's a reason this line has been so successful."

▼ *Remember the Essentials*

Pompano Beach, Florida-based specialty sleep manufacturer **Blu Sleep Products** introduced two additions to its essential oil-infused Essentials collection. The Escape is a coconut-scented pillow made of breathable memory foam with a micro-Tencel cover, available in king and queen sizes. "We have another unscented memory foam pillow that's a little firmer than the Escape," said Blu Sleep Products CEO Alex Ciccolella. "It comes in different sizes, as well, and is part of the Essentials collection." The new Essentials pillows will retail for \$129.



▼ *These Gears Keep Turning*

Farmington, New York-based mattress and sleep accessories supplier **Bedgear** previewed additions to its moisture-wicking, breathable Performance comforters that feature Climacore insulation to prevent overheating. The company also introduced a new line of kids sheets designed to stay in place. “We’ve integrated snaps so you can connect the flat and the fitted sheet to keep the two pieces together,” said Jonah Nelson, director of brand experience for Bedgear. “So, if you have a thrasher that likes to make a mess of their bed, this will help keep the sheets intact.”



▼ *On the Rise*



Taking cues from its Dawn House high/low smartbed, Santa Barbara, California-based **Ergomotion** showed off its Ascend high/low base, featuring 7 ½ inches of height adjustability and tilt. “The idea behind this bed is that you get a more cost-effective version, with the high/

low feature you need, plus the convenience features you want,” said Jason Gavilanes, sales rep trainer for Ergomotion. Retailing for \$1,999, the base is integrated with antisnore capabilities, three programmable presets and underbed lighting. An optional matching headboard and support rail are also available.



▲ *Watch for Black Ice*

Bedding Industries of America unveiled its expanded split-head mattresses lineup, with the introduction of the Eclipse Glacier Black Ice collection. The line features three models, each crafted with a foam-encased, pocketed coil support system; a quilted, taped cover with cooling fibers in the fabrics; and cooling components within the mattress. “We’re using exotic foams, whether it be latex, or a combination of gel, memory foam and latex, and have the highest PCM cover offered in the industry — it’s literally ice cold,” said Matt Connolly, executive vice president for the North Brunswick, New Jersey-based mattress manufacturer. BIA also showcased its Eclipse Hope mattress collection (\$999) to encourage retailers to prepare for breast cancer awareness month in October. The company donates 5% of every Hope mattress purchase to the Susan G. Komen Foundation.

MARKET

Counting Sheep

The **Serta** brand's showroom was buzzing with activity, particularly around its new iComfort collection, an homage to the Doraville, Georgia-based company's original line of the same name. All seven models feature Serta's 5 ZoneResponse design, CoolFeel fabric and between 1 to 4 ½ inches of Perfect Conform memory foam. Serta's iconic sheep, lovingly referred to as "Buff" and "Puff" feature heavily in the campaign to illustrate the zones. "You can feel that in all of our beds, how that zoning is really, really supportive," said Adam Vicars, brand marketing at Serta Simmons Bedding. Prices range from \$1,299 for a firm to \$1,999 for a plush or medium. Serta also previewed its Perfect Sleeper Pro Line of latex beds, which will launch in October and range in price from \$1,799 to \$2,999.



Minty Fresh

Tuft & Needle, the Serta Simmons Bedding LLC-owned company founded in Phoenix, gave market attendees a preview of its mattress line that will debut in September. A total refresh, its lineup will expand from three to four models to include the Original (\$895), Mint (\$1,295), Original Hybrid (\$1,495) and Mint Hybrid (\$1,995). The brand's core four will center on its foundational T&N Adaptive foam that provides contouring pressure relief and responsive support, coupled with new T&N Flex foam, an eye-catching mint green, open-cell foam. "This is the new top layer of all of our mattresses and it's all about the responsive comfort story," said Shay Graffius, brand manager, mattress, for Tuft & Needle (pictured, right, with Christine Young, strategic brand and category manager, left).

Cool Flex

Diamond Mattress debuted its Black Diamond collection (\$1,799-\$2,999) featuring Diamond Ice Flex, a mineral-infused band between comfort layers that continually pulls heat away from the body. "(Diamond Ice Flex) takes the heat from the body, pulls it down and moves it out to the edge of the mattress all night so you're able to sleep 2 degrees cooler," said Jessica Lester, senior merchandising manager for the Rancho Dominguez, California-based sleep wellness brand.





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Smooth Sailing

Norfolk, Virginia-based **Paramount Sleep Co.** unveiled its 2025 redesigned Paramount East Coast luxury collection. The seven-model line (\$1,999 to \$4,999) features locally sourced Virginia cotton, GOLS-certified latex, pocketed springs and high-density gel memory foam quilted with New Zealand wool and cashmere. The cool ticking, awash in hues of blue, cream and gray, nods to the tranquility of the East Coast resort lifestyle. “It’s supposed to evoke serenity, and at the same time, speak to the heritage of our brand because we’ve been based in Norfolk for 90 years,” said Richard Fleck, president of Paramount Sleep Co.



Twin Debuts

3Z Brands rounded out its Titan line with Titan Plus Elite, now the newest and highest-end model in the collection. Nestled underneath its Brooklyn Bedding brand, Titan is geared toward plus-size sleepers. “We set out to create an elevated version of the Titan that delivers even greater comfort while maintaining the support needed by heavier bodies,” said John Merwin, CEO of 3Z Brands. “We’re excited to introduce this new addition to the Titan brand and expand our range in the plus-size market.” The Phoenix-based company also expanded its Leesa line, adding a seven-layer Reserve Hybrid mattress. A cooling cover encases slow-response memory foam, high-density foam and individually wrapped springs. The Leesa Reserve Hybrid mattress comes in soft, medium and firm comfort levels, starting at \$3,699.



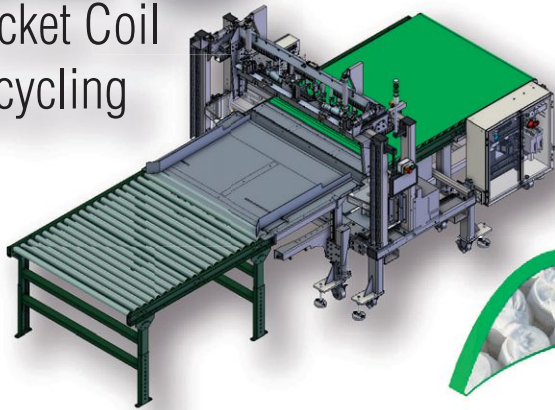
Innovation in Motion

South Bay International, a wellness-oriented mattress manufacturer headquartered in Rancho Cucamonga, California, introduced additions to its Active Line mattresses, which feature reactive foam designed for those with active lifestyles. Other introductions included an accessibility lift base for those aging at home or with mobility issues; a remote-controlled, adjustable lumbar support base, and the portable Simple base, which can transform any mattress into an adjustable bed.

Sustainability Matters

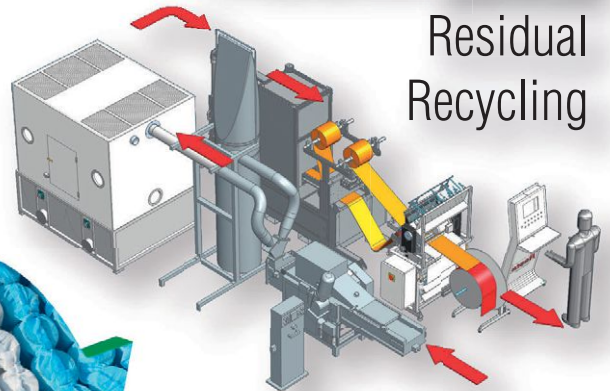
1314R

Pocket Coil
Recycling



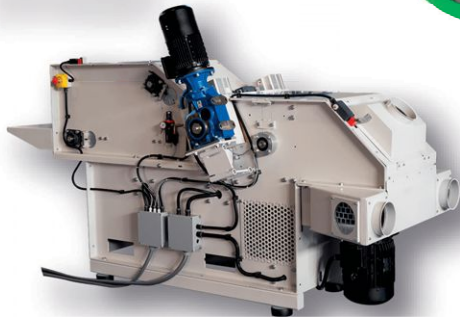
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◀ *Keeping It Cool*

What's colorful and made with recycled water bottles? **Purecare's** new Studio City collection. The product lineup — made up of sheets, comforters, coverlets, pillows, mattress protectors and decorative pillows — features a retro-inspired color palette and patterns like checkerboard, florals and waves. Aimed at a younger demographic, prices range from a competitive \$49 for the decorative pillows up to \$200 for a three-piece, recycled poly cotton puff comforter set. "We're loving being able to tell that sustainability story," said Kayla Melbye, junior vice president of marketing for Purecare. "But it's also about making sustainability accessible, too." The Phoenix-based company also expanded its Elements sheet collection with Weightless cotton sheet sets, starting at \$150. It also debuted two mattress protectors (Bamboo five-sided and Cooling Quilted five-sided for \$140 and \$225, respectively) and a Cooling Crescent pillow, featuring a Tencel cover and shredded foam fill (\$99).



▲ *Gotta "Love It"*

Kingsdown Inc.'s Style & Substance window welcomed visitors with its flower-powered Summer of "Love It!" theme. Inside, the showroom cooled down with the debut of the K2 by Kingsdown latex line, comprised of six models that use latex to achieve comfort with a buoyant feel (\$2,799-\$3,199). "K2 Latex is brand new," said Kingsdown Chair Mike James. "For this market, we have three foam models, three hybrid models, all (with) latex, with cooling material inside the cover for a second layer of cool." The Mebane, North Carolina-based mattress manufacturer also introduced additions to its Insignia line and its proprietary BedMatch system — BedMatch Concierge — which enables retailers to perform personalized sleep assessments, then preview their customized Concierge system in an AI-generated in-store environment.

▼ *Beautyrest Bets on Black*

Serta Simmons Bedding LLC upped the ante on its Beautyrest Black Quilted launch earlier this year by introducing the new Beautyrest Black Hybrid group (\$1,999-\$4,999). The 11 model collection features triple-stranded pocketed coils and InfiniSculpt HD memory foam. "This shows the craftsmanship that goes into developing a Beautyrest Black line, using premium materials, elevated accents and top panels that are going to pop on the floor," said Karina Staudenmier, SSB channel marketing manager.





➤ Growing Comfort

Knoxville, Tennessee-based **Mlily USA** previewed a line of comforters, duvets, sheets and pillows that it will introduce later this year to complement its current assortment of sleep accessories and support sales of its mattress lines. “One of the things that we try to help our retailers do is focus on selling sleep systems versus selling a mattress. If they can pitch it as a sleep system, they’re going to be able to grow their tickets,” said Derek Leishman, sales director for Mlily USA.

➤ Split the Difference

Co-owned by sisters Alexa and Madison Williams, the Boulder, Colorado-based **Williams Co. Mattress** emphasizes sustainability with its interchangeable mattress layers. For the company’s second showing at the Las Vegas Market, it debuted a dual-core, split-head hybrid collection constructed with GOLS-certified organic latex, viscose bamboo, natural wool and copper infused foam. To eliminate motion transfer, the collection contains individually wrapped, double-tempered coils. Prices start at \$3,099.



➤ Aloha Sustainability

At market, island-inspired **Cariloha** doubled its show-room space inside the Specialty Sleep Association. The company’s new wholesale sales vice president, Kristin Sugar, showcased the Sandy, Utah-based company’s new Retreat Sheets, made from 100% bamboo lyocell with Corner Active Bands so they stay snug even on adjustable bases. Also new: The Retreat pillow, Retreat latex pillow and Resort pillow, all made with kapok and latex fill wrapped in bamboo viscose. “Kapok comes from a tree and it’s one-eighth the density of cotton,” said Dustin Tate, Cariloha executive vice president, speaking about the pillow filling. “It’s light and feathery and gives you a down sensation when you’re sleeping on it.” Another addition to its product lineup is the Retreat Hybrid mattress, that features seven layers including GOLS-certified Talalay latex (\$2,599).

