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"Take 5" | New Products and Sustainable Design at Paramount

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"Take 5" | New Products and Sustainable Design at Paramount



BY WAYNETTE GOODSON

Paramount Sleep President Richard Fleck discusses the company's expanded partnership with luxe bed maker Hypnos, and Richard Diamonstein, managing director, shares their latest sustainable design initiatives — and a new bed he's particularly proud of.

Take 5 | Paramount's Sustainable Beds & Exclusive Hypnos Partnership



Transcript

Waynette Goodson

We made it! It's Waynette Goodson. I'm your managing editor of BedTimes and Sleep Savvy magazines. And I'm here in the middle of the glorious showroom of Paramount Sleep Company. And I'm with the two Richards, Richard Fleck and Richard Diamonstein. Richard, why don't you just kick us off with your expanded partnership with Hypnos.

Richard Fleck

Yeah. So we went over to Hypnos early this year and in March, and we spent about three days just touring their factories, seeing what's new and innovative. Today, we have the Cotton Series, and we're so excited. It's the Whole Sleep Cotton series by Hypnos that we went through a lot of iterations to get it right. It was a long process because of all the new construction, all the changes in spring designs, and the new raw materials.

Richard Fleck

It's so it's a global brand with a local twist.

Waynette Goodson

A lot of local and you all need to pay attention. In 2024, we're actually going to do a feature on some of the just sustainable design aspects of these beds. We're going to throw it over to the other, Richard, to talk about another spectacular bed. You started with the Arthur and were now up to Arthur 9.0.

Richard Diamonstein

The Arthur bed is part of the Paramount series of beds under the Paramount trademark. My dad passed away a little over a year ago, and he was an incredibly important part of this business. As a team, we decided to create a series that honored his legacy. And so it is called the Paramount Legacy Series. And we have three models of the Arthur beds.

We have built a product that incorporates much of what was important to my dad.

Waynette Goodson

I love just the period elements, the touches, the design touches, the ticking, the harkening back to, like, what is it, the 1920s, thirties. You are just so into sustainable design and just talk about, you know, the levels that you were going to with your company to incorporate sustainable design.

Richard Diamonstein

Sustainability is something that is not necessarily easy to achieve, and Paramount is focused on continually reducing our impact on the environment, using more bio-based materials, and really focusing on what we can do to reduce that impact. That includes back hauling raw materials. That includes consolidating raw materials that we backhaul and include. In the Hypnos series, it is foam-free.

So we are using all natural ingredients in that product. I won't say the product is completely sustainable because we're not there yet, but we're taking important steps to get there. And that's really what the industry needs to focus on: how can we make a difference and begin to take those steps?

Waynette Goodson

Right, and just start by getting started. Yes, because you are far along in your journey. And thanks to you all for tuning in. And as always, have a great night's sleep.



AUTHOR

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Waynette Goodson is the managing editor for BedTimes Magazine.

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