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## Specialty sleep area spotlights range of product

By David Perry -- Furniture Today, February 1, 2010

LAS VEGAS —

Mattress introductions in the Specialty Sleep Assn. space here span the gamut from temperature-regulating models to beds with new innerspring systems. And did we mention the SpongeBed?

The SSA space, World Market Center C-1350, again hosts an eclectic mix of bedding producers, offering a wide variety of sleep systems.

The SpongeBed is being introduced by InnoMax, which says it is actually three beds in one design, thus helping retailers maximize their selling space. It has an optional dual-sided, reversible duvet that features Talalay latex on one side and bio-based memory foam on the other. It also has individual sleeper temperature controls.

"There isn't an introduction in today's marketplace that combines the therapeutic bonus of digital personal temperature control with the incredible contouring support of the 2010 SpongeBed," said Mark Miller, president of InnoMax.

The ticking on the bed includes faux mink, and natural bamboo and natural organic cotton on the duvet. The SpongeBed retails at about \$2,500.

Temperature regulation is also a key selling point with the new ChiliBed mattress offered by Chili Technology. The natural foam mattress made with soy features the Chili Technology embedded into the layers of foam, allowing consumers to heat or cool their bed from 48 degrees to 118 degrees Fahrenheit.

"You no longer have to fight with temperature at night," said Todd Youngblood, CEO and co-founder of Chili Technology. "ChiliBed solves the problem of heat build-up, one of the primary complaints people have about memory foam mattresses."

Chili Technology is also unveiling several new control units, and Chili Z, a newly enhanced line of accessory items that embed Chili technology in seating and massage pads.

Also showing in the SSA space is Somnium, which says it offers "the next-generation of spring mattresses." The producer uses two firmnesses of omni-directional springs, providing active support in the waist area while allowing the shoulder and pelvis areas to sink more deeply into the bed. The springs are encased in only two inches of foam at the top and bottom of the unit, the company said.

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