



BEDDING & SPECIALTY Bedroom

THE SLEEP RETAILER'S MAGAZINE



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Luxury Sleep Manufacturer Hollandia to Bring New-Age Designs to 2008 Las Vegas Market For First Time

Hollandia International, a growing and expanding international mattress/bedding manufacturer, that positions themselves as “manufacturers of the world’s most luxurious sleep systems,” will exhibit for the first time since launching their brand in the U.S. in 2006.at the July Las Vegas Furniture Market.

Located in the Specialty Sleep Association’s new showroom in building C on the 13th floor (#C1350), Hollandia will display their newest designs including their fully loaded Elite Bed, Lounger, an assortment of different PLATINUM-LUXE™ bases, a demo base for all to see the inner workings of their beds and an array of pillows as well.

“For the past few years we’ve placed an emphasis on extending our worldwide brand into the U.S. market and strategically opening new showrooms,” said Hollandia CEO Avi Barssessat. “This is the perfect time to introduce our new PLATINUM-LUXE™ Advanced Sleep Systems to retailers.”

Hollandia will showcase their newest model – the ELITE SAFE-T bed system (\$50,000/King). Featuring a retractable Flat Panel HDTV, state-of-the-art Sony Bravia Theater System, DVD/CD changer, 5-Speaker Surround Sound System, Subwoofer and an iPod Docking Station, the new ELITE SAFE-T is upholstered in red fabric with matching nightstands and boasts two heavy-duty safes built right into the bed. Measuring 8"x10.6" and with a depth of 4.3", the safe is located in the head joint of the bed base, right beneath the mattress. With an elegant, modern design and over 200 fabrics to choose from, the ELITE works with every décor and lifestyle.

The new Lounger (\$6,000) introduces a modern twist on the common chair or daybed - providing unlimited sleeping, sitting and reclining positions. Featuring a Vita Talalay Latex mattress and two powerful yet silent massage motors with 12 different settings, the Lounger is the preeminent, functional piece for both comfort and style.

PLATINUM-LUXE™ bases (\$6,000-\$11,000) use the most advanced technology available and can be used with any Hollandia bed frame. Offering an 11-year warranty, their models include a Mobile Bed System that easily helps move the system, a Total Safety System that stops the bed's movement for safety purposes, Pneumatic Remote Control, Back sliding system, Flexible Shoulder Zone and Telescopic head support. The height of the mattress can vary as well depending on what model is chosen.

Overseas, Hollandia's PLATINUM-LUXE™ Advanced Sleep Systems have long been considered the definition of luxury. Drawing upon an unparalleled heritage of more than 27 years of perfecting sleep systems, the company creates a unique customer experience by combining superior service with the highest quality materials - assuring luxurious rest and relaxation.

In addition to their PLATINUM-LUXE™ Advanced Sleep Systems, Hollandia manufactures a full range of complementary Sleep Essentials such as plush pillows, fitted sheets, blankets and mattress protectors. Committed to innovation and technology, Hollandia also offers custom-made Style Essentials such as a daybed or ottoman that can easily transform into an extremely comfortable guest bed.

Hollandia International now operates in more than 120 locations throughout the world. Headquartered in Israel, Hollandia opened its first American retail location at The Marketplace Design Center in Philadelphia, and now has showrooms at the King of Prussia Mall and The Mall at Short Hills in Northern New Jersey. The company has plans to open additional luxury retail centers, as well as partner with other like-minded luxury retailers and wholesalers.

Through the years, Hollandia has won numerous industry awards and accolades for design, innovation and customer service. They are the epitome of advanced sleep engineering, using their vast technological knowledge to exceed consumers' expectations and bring them the most advanced product possible in comfort and quality.

For more information please visit: www.hollandiainternational.com