

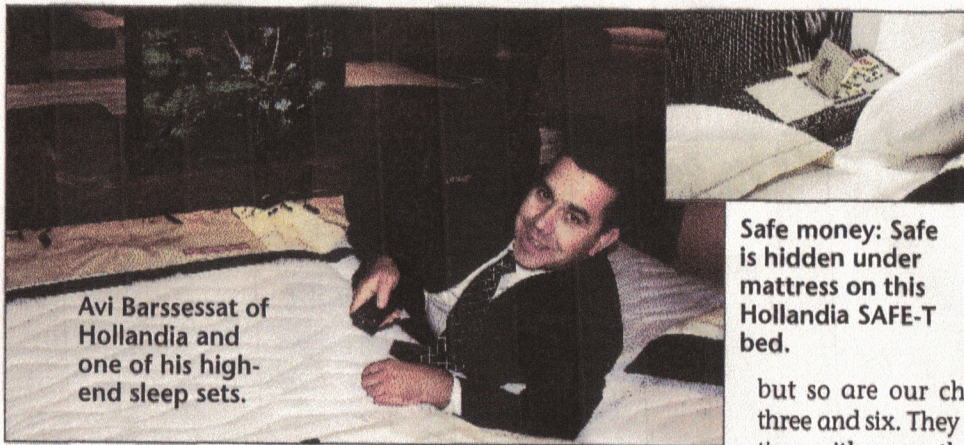
Hollandia: There's money in that bed

PHILADELPHIA — Hollandia International's high-end adjustable sleep sets are retailing successfully in Hollandia stores around the world, says Avi Barsessat, CEO of the Israel-based company.

The retail prices for those Talalay latex-cushioned sleep sets range from \$6,000 to \$50,000. The beds are currently offered in three Hollandia stores in the United States, in the Philadelphia Design Center here, in King of Prussia, Pa., and in Short Hills, N.J. More U.S. stores are on the drawing board.

Barsessat is an articulate, witty spokesman for the luxury bedding category, as he demonstrated in a presentation at Furniture/Today's Bedding Conference, held earlier this year.

He says that consumers buy high-end beds like his for several



Avi Barsessat of Hollandia and one of his high-end sleep sets.

reasons. Many view the beds as a "sanctuary," where they can escape the cares of the world. With all of the functions offered by Hollandia beds, ranging from massages to state-of-the-art home entertainment systems, consumers also view Hollandia beds as a lifestyle product and not simply as another bed.

Barsessat also notes that consumers use Hollandia sleep systems for an average of 10 or more hours a day, far more than the six or seven hours that many consumers spend in their beds. Some Hollandia consumers snuggle into their beds with the whole family, enjoying the latest movie or TV shows.

Safe money: Safe is hidden under mattress on this Hollandia SAFE-T bed.

but so are our children, ages three and six. They are spending time with us on the bed, enjoying TV and music, and reading together. The time we share is priceless."

And Barsessat even manages to make the case that the Hollandia sleep sets are actually a bargain: "Our consumers understand that a \$35,000 sleep system translates to less than \$9 per night, which is less than the

Said one Pennsylvania consumer: "Since we got our Hollandia bed, not only are my wife and I enjoying it,

cost of lunch from a Manhattan street vendor."

Barsessat also observed that high-end beds are not just good for consumers: They can also play a key role on retail floors. Among their advantages, he says, are higher margins and traffic counts. The uniqueness of the beds drives some consumers into stores to check the products out. There they find that Hollandia beds are "not another vanilla rectangle on the floor," Barsessat said. In addition, retailers carrying high-end beds bolster their image as purveyors of quality merchandise, he said.

In addition to its luxury sleep sets, Hollandia also offers a clever twist on the "money under the mattress" concept. The company's new SAFE-T bed, retailing at \$20,400, features a heavy-duty safe built right into the bed.