



## **Hollandia International Incorporates Heavy Duty Safe Into Bed Design**

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HOLLANDIA INTERNATIONAL PROVIDES "SAFE-T" IN BED

NEW BUILT-IN SAFE OPTION ADDS SECURITY SYSTEM TO BEDS

Hollandia International announced that it has redefined the term "stashing it under the mattress" with their new \$20,400 Executive SAFE-T Bed added to their current luxury line of sleep systems.

Hollandia, a leader in sleep system innovation and design, originally developed the SAFE-T Bed for an international customer who wanted to keep a handgun safely stored yet close to him in bed for security purposes. However, the company then realized that because of the demographics of their many customers, the safe could be used for multiple purposes and for a broader consumer base.

Although the current SAFE-T system is built into Hollandia's Executive Bed, the SAFE-T feature can be added to any Hollandia Platinum-Luxe™ Advanced Sleep System for an additional \$399.

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. Once the safe's door is closed, it securely locks with a key. Using Velcro to keep it in place, an additional piece of fabric camouflages the door, and the mattress lies on top of the entire system.

Hollandia Vice President of Operations, Maya Ben, says comfort is not compromised with this feature. "We made sure to position the safe within the bed base, under the mattress, so as to not change the feel of the bed when sleeping." She added, "Whether you want to store your jewels, cash or other valuables, the safe is a unique feature that should give our customers a different sense of security with this new sleep system."

Drawing upon a heritage of more than 27 years of perfecting sleep systems that are unparalleled in the bedding industry, Hollandia has created the ultimate

sleep experience that has just recently been introduced in the U.S. Hollandia International designs, manufactures and sells the most luxurious bed systems in the world. With over 120 locations throughout the world in 12 countries, the company currently boasts three showrooms in the United States, with plans to open additional locations in the near future. Combining superior craftsmanship with the highest quality materials to completely customize an entire sleep system to consumers' specific wants and needs, Hollandia assures luxurious rest and relaxation, and in the case of the SAFE-T bed - piece of mind. Visit [www.hollandiainternational.com](http://www.hollandiainternational.com) for more information.

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