

# BEDDING & SPECIALTY Bedroom

THE SLEEP RETAILER'S MAGAZINE

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## Hollandia International: From Wow to Whoa!



Climbing into a bed by Hollandia International challenges your old ideas about sleep. The game changes when innovation creates solutions to the issues that plague the average sleeper. Suddenly, the bedroom becomes the home's sanctuary, rather than just a place to turn off the lights. With innovation, out-of-the-box thinking, and a willingness to dream big, this Israeli bed manufacturer has garnered a world-wide reputation, spreading their unique take on sleep to the rest of the world.

Isaac Barsessat, in a quest for the perfect bed to solve his personal back issues, developed a 27-year run as one of the world's great sleep innovators. The Hollandia International sleep systems have a loyal following because it is a company that dares to tackle the sources of restlessness that prevent true sleep for many. The two-sided latex mattresses conform to the body as well as breathe to keep the sleeper cool, while allowing for freedom of movement. High-tech and solidly constructed adjustable bases silently elevate and support the head and feet to alleviate pressure on the lower back. This combination elicits a "wow" from the unsuspecting customer as their image of sleep is forever changed by the simple demonstration. Hollandia's custom mindset allows its customers to "Imagine the Possibilities" as sleep systems can be combined with existing frames or matched with frames that can "wow" as well.

*The Elite* bed is Hollandia's show-stopper. This bed system sports a home theater built into the stylish frame with 5-speaker surround sound, DVD player, subwoofer, and an iPod

dock. An entire line of TV beds get audible "whoas" from passers-by as they see that the showroom is a place where imagination is realized. By focusing on rejuvenation, relaxation, and genuine sleep, lives are transformed and minds are refreshed, proving that dreaming big is as healthy for the body as it is for the soul.

Hollandia International's ability to inspire new ways of reinterpreting our sleep needs has been ushered into new markets by Isaac's son, Avi. The sky is the limit when you are willing to think outside the box. When sleep systems are getting "wows" and "whoas" from the public, it is perhaps time to sit up and take notice. Or at least lift your head up in the most comfortable way. It is only a matter of time before 'outside-the-box' comes *inside*—the bedroom.

For more information, visit [www.hollandiainternational.com](http://www.hollandiainternational.com), Space C-1350 in the Specialty Sleep Showroom, or call Maya Ben at (215) 988-9707 ♣

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