

BEDDING & SPECIALTY Bedroom

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Luxury Sleep Manufacturer Hollandia Introduces New-Age Designs

Hollandia International, a growing international manufacturer, that positions themselves as "manufacturers of the world's most luxurious sleep systems," will exhibit for the first time at the Las Vegas Market.

Located in the Specialty Sleep Association's showroom (#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 US market," said CEO Avi Barsessat. "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, Subwo-

ofer and an iPod Docking Station, the new ELITE SAFE-T is upholstered in one of over 200 fabrics with matching nightstands. Two heavy-duty safes are built in and located in the head joint of the bed base, right beneath the mattress.

The new Lounger (\$6,000) introduces a modern twist on the common chair or daybed—providing unlimited sleeping, sitting and reclining positions.

Talay 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 unit, 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 depending on what model is chosen.

Overseas, Hollandia has 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 now operates in more than 120 locations throughout the world.

For more information visit www.hollandiainternational.com or at C#1350 in the Specialty Sleep showroom. ❖

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Hollandia International Presents The PLATINUM-LUXE™ ELITE

- Retractable 32" Sony Flat Panel HDTV
- DVD/CD Changer
- Five Speaker Surround Sound System with Subwoofer
- iPod Docking Station

www.hollandiainternational.com
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Come visit us in the World Market Center, Las Vegas
July 28 - August 1 • Showroom C1350

