



Andrew Masciangelo, executive chef of Savona Restaurant, above, prepares breakfast for visitors at the Hollandia International mattress store in the King of Prussia mall during the grand opening event earlier this month. Arielle Gottlieb, standing, left, shows one of the luxury beds available at Hollandia to Katie Nicolai during the grand opening.

Photos by John Berry
The Times Herald



Cushioning the impact

They may be pricey, but mattresses offered by Hollandia International could be worth the cost

By GARY PULEO
Times Herald Staff

UPPER MERION — How much is a good night's sleep worth to you?

If your answer to that question is "a million dollars," then the price of a Hollandia International bed will seem downright cheap.

You can hit the sack, Hollandia-style, starting at around \$10,000 and work your way up from there, topping out with the granddaddy of them all for a cool \$50,000.

If you're thinking they must be stuffing their mattresses with the down from angels' wings to warrant those prices, well, not quite.

The priciest parts of these luxury beds are the mattress's "breathable" natural latex — direct from Indonesian rubber trees — the hard-pressure laminate of the base and the German-made motors that set you up with several levels of adjustability and massage.

The company has spent the better part of a quarter-century in search of the right components and technologies to perfect the art and science of a good night's sleep, according to CEO David Ashe.

"Our beds are extraordinary," he said, sitting on the edge of the Gravity Zero Ultra model in one of the Israel-based company's first U.S. stores at The Court at King of Prussia mall.

For Americans, the type of bed we sleep on is not the high priority it is for our European counterparts, Ashe noted.

"Most Americans don't even know the name of the bed they sleep on, but in Europe I guarantee 90 percent of the folks can tell you what kind of bed they have," he said.

"That's starting to change in the U.S. somewhat. I think the bedroom is

FYI

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becoming what a brand new kitchen was a few years ago," Ashe added. "People are spending \$25,000 or \$30,000 on their cars, commuting 45 minutes each way. Their backs hurt and all that good stuff. You spend eight hours a day in bed ... isn't it worth spending more to guarantee a good night's sleep?"

The "mobile bed system" uses retractable casters that lift the 200-pound bed so it can be easily moved with one finger, Ashe pointed out. The contemporary-style beds are also equipped with motion detectors to prevent pets or children from being injured by the motorized positioning mechanism.

The \$50,000 model, perfect for "lavishly entertaining friends with the ultimate in comfort and style," according to a product fact sheet, is not currently available for a test drive at the mall store.

Financing for all models will be available in the near future, Ashe assured.

In the meantime, those of us who aren't Hugh Hefner may want to peruse accessories like the cozy Kangaroo blanket, an oversized cover-up filled with aloe vera fibers, or the relatively inexpensive recliner-sofa, which features the Talalay latex of the high-end mattresses.