



\$50,000 Bed Comes to America



October 19, 2006-Are Americans ready for a \$50,000 bed? An Israeli company thinks so. Hollandia International, which sells \$10,000 to \$50,000 sleep systems worldwide, today announced the U.S. debut of its collection of luxury, high-end sleep systems. The company has opened its first American retail location at Philadelphia's Marketplace Design Center, and plans to open additional locations in leading luxury retail centers throughout the Northeast starting this holiday season.

What makes a bed worth \$10,000 and up? It's part art, part science, and all luxury. Overseas, in places such as Australia, Iceland, Cyprus, Portugal, and South Africa, Hollandia has long been considered the definition of luxury in the bedroom category. The beds have been purchased by CEOs and celebrities alike-as well as ordinary people-all seeking the ultimate bedroom experience. It's a rush to comfort and luxury that is just now catching on in American bedrooms. In a country in which "best-of-the-best" brands quickly become icons of style and luxury, American consumers and designers now possess the answer to the question, "Who makes the best beds in the world?"

"Americans who don't even cook are spending hundreds of thousands of dollars on gourmet kitchens," says Mark Stuart, Chairman of Hollandia U.S. "Meanwhile, we spend a third of our lifetime in bed, most of us on run-of-the-mill mattresses that cost less than \$1,000. The bedroom is the last bastion of undiscovered luxury-and it will soon have as its centerpiece the Hollandia Gravity ZeroT sleep system, designed for optimal restfulness, relaxation, and rejuvenation."

Okay... but why does it require such an investment? Because Hollandia spared no expense or detail in creating the ultimate sleep experience. The company has spent the past 25 years scouring the earth for just the right components and technologies to improve and perfect the art and science of human sleep.

Start with its frame: a base of specially engineered hard-pressure laminates (HPL), which are tougher than steel, impervious to corrosion or damage, and are ultimately indestructible. It eliminates extraneous movement or vibrations, forming a solid platform for the Hollandia Vita Talalay Latex mattress.

Comprised of some of the most exotic materials in the world, the mattress is covered in special Aloe Vera fibers that offer baby-soft comfort. Inside rich, lush, breathable latex provides perfect point-to-point support of the human body.

"For most people, the experience of lying on a Hollandia bed is nothing short of extraordinary," Stuart says. "It's literally awe inspiring. People say 'awe' the moment they lay down in the bed. We call this first experience with a Hollandia sleep system the 'moment of truth' - once you try it, you'll never be satisfied sleeping on anything else."

Since high-end consumers are looking for a degree of restfulness never before experienced in traditional beds, every inch of the Hollandia bed system has been calibrated to offer a deeply

satisfying rest. For example, a portion of the mattress called the 'Flexible Shoulder Zone' is specially engineered to accommodate side sleepers-adjusting support to improve blood flow, and eliminate numbing and tingling.

Likewise, German-engineered, whisper-quiet motors offer an infinite number of fine, incremental customization of body positions. It's a bed system that is also designed for waking hours-those precious moments of relaxation where you can watch TV, read, or make love.

Hollandia has also perfected the most advanced technological and safety features of any bed in the world. An advanced, ingenious Mobile Bed SystemT uses retractable casters that gently lift the 200-pound bed system so it can be easily moved with one finger. Hollandia bed systems even come with motion detectors to prevent pets or children from being injured by the system's motorized positioning system. An ergonomically designed air-pressure hand control modulates position without electricity or batteries.

Just as important, Hollandia engineers have studied the after-effects of a good night's sleep. "People are buying these bed systems as an investment in tomorrow's success," says Stuart. "Quality sleep-true rejuvenation every night-is the best possible way to assure good health and performance, whether it's in business or at play."