



## mattress UPDATE

### Gold Bond Introduces Hybrid “Smart Series” Line

Gold Bond’s first hybrid collection boasts an ultra-plush feel and contemporary look...

#### By Christopher Schriever

Gold Bond will introduce its first hybrid mattress collection, The Smart Series, at the fall High Point Market. This line boasts an ultra-plush feel and contemporary look as well as the support of an innerspring system with the added comfort of a top layer of American made gel or gel-infused latex.

The Smart Series will include three beds—the 2000, 3000 and 4000. The 2000 includes a two-inch layer of gel, and the 3000 will feature a three-inch layer of gel, while the top model, the 4000 will use a three-inch layer of gel-infused latex for maximum comfort. The collection will also feature an 804 encased-coil, innerspring support system with edge to edge steel support.

“With our Smart Series line we have managed to use the highest quality components available while still being able to keep our value pricing,” said Gold Bond President Robert Naboichek. “Over-specing our prod-

uct gives our retailers the advantage to operate at a higher margin, because they know our sleep products are reliable and have consumer value which is a huge selling point for our customers.”

The company worked with its fabric supplier to create a contemporary styled mattress collection with a non-quilted stretch knit cover and a sleek grey border design. The top surface fabric was designed to give the bed texture using an abstract, intricate pattern that is sure to stand out on the showroom floors.

“Hybrids really combine all the benefits of the latest technologies in mattress construction to deliver a very exciting solution for consumers,” Naboichek explained. “This was a natural evolution for our company as it fills a gap between our well-known innerspring lines and our growing list of specialty products.” //

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