

INDUSTRY NEWS

Gold Bond expands Smart Series

BY DAVID PERRY

AT THE MARKET — Independent bedding producer Gold Bond had a “smart” idea for its new bedding introductions: Expand the most successful collection in company history with eight new models. So the company’s Smart Series will expand to 11 beds.

Two of the new beds are one-sided models, while six new two-sided beds, an area in which the company still specializes, are also being added.

The Hartford, Conn.-based company is expanding the one-sided collection on the low and high end. Gold Bond’s Smart Series 1000 will feature one inch of gel and one inch of latex infused with gel. The Smart Series 5000 will use two inches of gel with two inches of latex infused with gel.

Each mattress will also have an 804 encased-coil, innerspring support system with edge to edge steel support, all made in America.

The new two-sided mattress options will be offered in both 416 knotted Bonnell and 804 encased-coil spring systems. The 1500 model will feature two inches of gel on each side, the 2500 model will use two inches of latex infused with gel on either side and the 3500 will have two inches of latex infused with gel on



Gold Bond is adding this contemporary fabric to its EcoSense and Cool Response lines.

one side and two inches of gel on the other. The 4500, 5500 and 6500 will use the same layers of gel and/or latex infused with gel in the models above paired with an 804 encased-coil system. All of the additions will also feature a layer of soft convoluted transition foam.

The new models have a contemporary look and feature a non-quilted stretch knit cover with a gray border design. The top surface fabric is designed to give the bed texture using an abstract pattern.

“The Smart Series launch was

the most successful in Gold Bond’s history and it was only natural we expand the line and add two-sided versions, for which we are known, to reach an even broader consumer base,” said Gold Bond President Robert Naboicheck. “Some of our customers only want two-sided mattresses so we created the six new mattresses to accommodate the demand. Now we have a mattress for every consumer that still uses quality materials and sells at affordable prices. We are very excited to be able to offer the latest trends in the bedding industry at multiple

prices points to cover the entire consumer base.”

Retail prices for the new Smart Series range from \$999 to \$1,699 in queen.

Gold Bond, which exhibits in space M-610 in the International Home Furnishings Center, is also showing updated models in its EcoSense visco and Cool Response Gel collections. Designed to appeal to Millennials, the lines feature stylized ticking featuring bold colors and a geometric pattern made using performance fabric. The contemporary-looking beds have a plusher comfort feel

and are available at lower price points.

“We are borrowing a tactic from the consumer electronics industry,” Naboicheck said. “Companies like Apple release a new Apple iPhone every year. The operating system may not change but the styling changes to appeal to a different audience and its sales go up. We decided to change our product’s aesthetics to stand out to consumers and boost our sales. The Cool Response Gel and EcoSense lines are two of our most popular and we felt it was time to update them and target the growing demographic of Millennials. We knew a fresh look would help draw attention to our product.

“Offering them at a new more aggressive price point while still using quality American-made materials will be an added selling point for our retail partners as most Millennials associate Made in America with high-end products,” he added. “As with all of our products the improvements will differentiate our retailers in the market and offer a wider range of options for Millennials on the showroom floors.”

The new EcoSense visco and Cool Response Gel collections’ suggested retail prices range from \$899 to \$1,299.