



## Gold Bond Expands Vytex Latex Line In High Point

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Independent mattress manufacturer Gold Bond reported that it will debut the Brilliance HYBRID, an additional model in its popular Brilliance Collection at the Fall High Point Market. The new mattress model features the same comfort and cooling features of its innovative Vytex latex and stretch-knit cover, but adds the support of innersprings.

Similarly to the other four Brilliance models, the new Brilliance HYBRID mattress provides quality comfort and performance for a luxury feel at the traditional value Gold Bond delivers. The new model is made with two inches of soft Vytex Organic latex creating a more breathable mattress to help keep consumers cool while sleeping. Recently, retailers have seen an increase in the demand for more natural and environmental products, which is what the company tags as the reason for the success of the Brilliance Collection.

With 804 encased coils and steel edge supports, the new model ensures maximal support and reduced motion transfer. Additionally, the bed features a premium stretch knit cover made with Tencel for natural cooling and high resiliency convoluted foam for a long lasting, softer, more comfortable feel making the Brilliance HYBRID the best in its class.

“The launch of our Brilliance Collection was one of the most successful in Gold Bond’s history. More and more people are backing away from visco and gel, and making the switch to Vytex, one of the most cutting-edge components available on the market today,” said Gold Bond President Robert Naboicheck. “The retailer demand for latex and eco-friendly sleep products is on the rise, and it was only natural that we expand the Brilliance line and incorporate more sustainable materials to accommodate our eco-conscious consumers.”

The Brilliance HYBRID can be seen, along with the entire Gold Bond collection, at the Gold Bond showroom in the IHFC building, space M-610 at this year’s fall High Point Market.

Founded in 1899, Gold Bond is one of the nation’s largest family-operated independent mattress, specialty sleep and futon manufacturers. The company is a leader in mattress manufacturing techniques and more than a century of experience bring product innovations, high manufacturing standards and executive leadership to the industry. Gold Bond products incorporate the latest comfort technologies in their futons and mattresses, such as Talalay Latex, encased coils and visco-elastic memory foam.

Gold Bond currently ships to 40 states and five countries, and its products are available at more than 500 retail showrooms. For more information, visit [www.goldbondmattress.com](http://www.goldbondmattress.com).

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