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Published: April 03,2009

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1800Mattress.com Is First Major Retailer to Sign On to Program

NEW YORK, April 3 /PRNewswire/ -- Magniflex, one of Europe's premier luxury mattress brands, has announced a new drop ship capability to service its dealer network in the U.S. As an innovator in technology and design, they are the first global brand to take this step in solving the problem of high inventory costs. With a guaranteed 5-day delivery time to anywhere within the contiguous 48 states, and a low, flat-fee shipping cost -- only \$45 for a queen mattress -- orders can now be fulfilled and delivered by

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Magniflex. The company offers the new program in addition to continuing the traditional sales of its products.

"After real estate, inventory is the largest cost for retailers," said *Marco Magni*, global sales director for Magniflex. "This program takes a significant step in helping retailers who in this economy are particularly pressed financially. With a small investment they can add a few floor models or work directly from their Web sites, and when orders are placed we can have product delivered to customers' doorsteps within a week. This not only offers savings to both retailers and consumers, but is also in line with our philosophy to continuously implement greener, greater efficiencies company-wide."

Through this program, Magniflex fulfills orders using an automated order fulfillment system executed at the company's New Jersey warehouse. Magniflex utilizes delivery services and ground forwarders in lieu of its own trucks, thus reducing its carbon footprint. Because the company vacuum compresses all of its mattresses and pillows, products arrive hygienically sealed and compact enough to ease into apartment walk-ups or stairs, passing additional savings to the customer who can avoid delivery fees.

One of the first retailers to capitalize on the new program is *1800Mattress.com*, the nation's leading multi-channel bedding retailer. 1800Mattress recently began offering Magniflex mattresses beginning with two entry-level priced models, Riposo and Buongiorno (\$999 and \$1,399 in queen), both featuring the company's proprietary orthopedic Elioform and Memoform technologies. Today, they offer additional select models from the GeoEthic Collection of eco-friendly foam mattresses, a top-selling collection in the U.S. since its debut in 2007.

Ten products are now available via drop ship including four models from the Magniflex Classic Collection: Riposo, Buongiorno, Duoform XS and Memoform Deluxe, five from the GeoEthic line and the DuoForm Magnifico, a dual-core, customizable mattress covered with an exclusive Argento sterling silver fabric. The collections carry a suggested retail price between \$999 and \$4,499 in queen.

Today 20 million people in 45 countries sleep on Magniflex mattresses. Known as the world leader in quality, comfort and innovation, Magniflex has a central manufacturing facility producing up to 10,000 mattresses a day, 80-percent of which are exported to countries such as Japan, Spain, Russia and now, the United States. Magniflex recently opened a showroom at 59 Crosby St. in Manhattan and a national dealer network throughout the United States. For more information, visit [www.magniflex.com](#).

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