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## Magniflex Introduces \$75,000 Mattress At Las Vegas Show

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By: *Furniture World Magazine*

Italian Mattress company Magniflex announced that it introduced its "Platinum Collection" which is says is the most luxurious mattress in the world.

The Platinum Collection is made of only materials found in nature such as precious metals, and each one is tailor made and customized to meet the comfort levels of the consumer. The collection made its debut at the Las Vegas Furniture Market.

"We've taken the quality, craftsmanship and innovation that we've always been known for to a whole new level with the Platinum Collection," said Marco Magni, Sales Director for Magniflex. "In addition to being unreservedly comfortable, each piece is naturally thermo-regulating, anti-bacterial, odor-proof, and anti-stress."

The platinum bed will retail for \$75,000 in queen, making it not only the most luxurious bed available, but also the most expensive in the world. And with good reason; in keeping in line with the company's long-standing commitment to serving the environment, the collection was created with non-toxic, renewable and organic materials. The core of the mattress consists of Memoform, Magniflex's proprietary eco-friendly memory foam created with soy and vegetable oil – a healthier alternative for both consumers and the environment.

"While we do realize the Platinum Collection will be out of financial reach for most consumers, the health advantages of using platinum fibers in bedding are numerous, providing added benefit to an ultra premium, ultra luxurious night's sleep," added Magni.

In addition to the Platinum Collection, the company also carries a 22 karat gold mattress, retailing for \$24,000 in queen size, and the "Argento" silver mattress at a more "affordable" \$4,000 in queen size.

Memoform begins conforming to a consumer's body impression using weight-sensitivity rather than body heat as found with other memory foam mattresses. This enables consumers to attain their desired sleep position faster than with other brands.

The Platinum Collection includes a line of Platinum pillows to coordinate with the mattress. The pillows are available in standard or in 'wave' design to offer ergonomic properties for the head, neck and spine. Each Platinum pillow is sold separately for \$2,000 respectively.

Magniflex has developed many unique mattress covers and cores that provide comfort and safety to consumers while minimizing impact on the environment. It was the first mattress company to be certified by Oeko-Tex to guarantee absence of allergenic substances harmful to consumers and to the environment.

Magniflex was founded over 50 years ago in a suburb of Florence, Italy, and today 20 million people in 45 countries sleep on Magniflex mattresses. Known as a world leader in quality, comfort and innovation, its central manufacturing facility produces up to 10,000 mattresses a day, 80 percent of which are exported to countries such as Japan, Spain, Germany, 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 on Magniflex products, visit [www.magniflex.us](http://www.magniflex.us) or call **1-888-642-4800**.

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