

Comfort Times

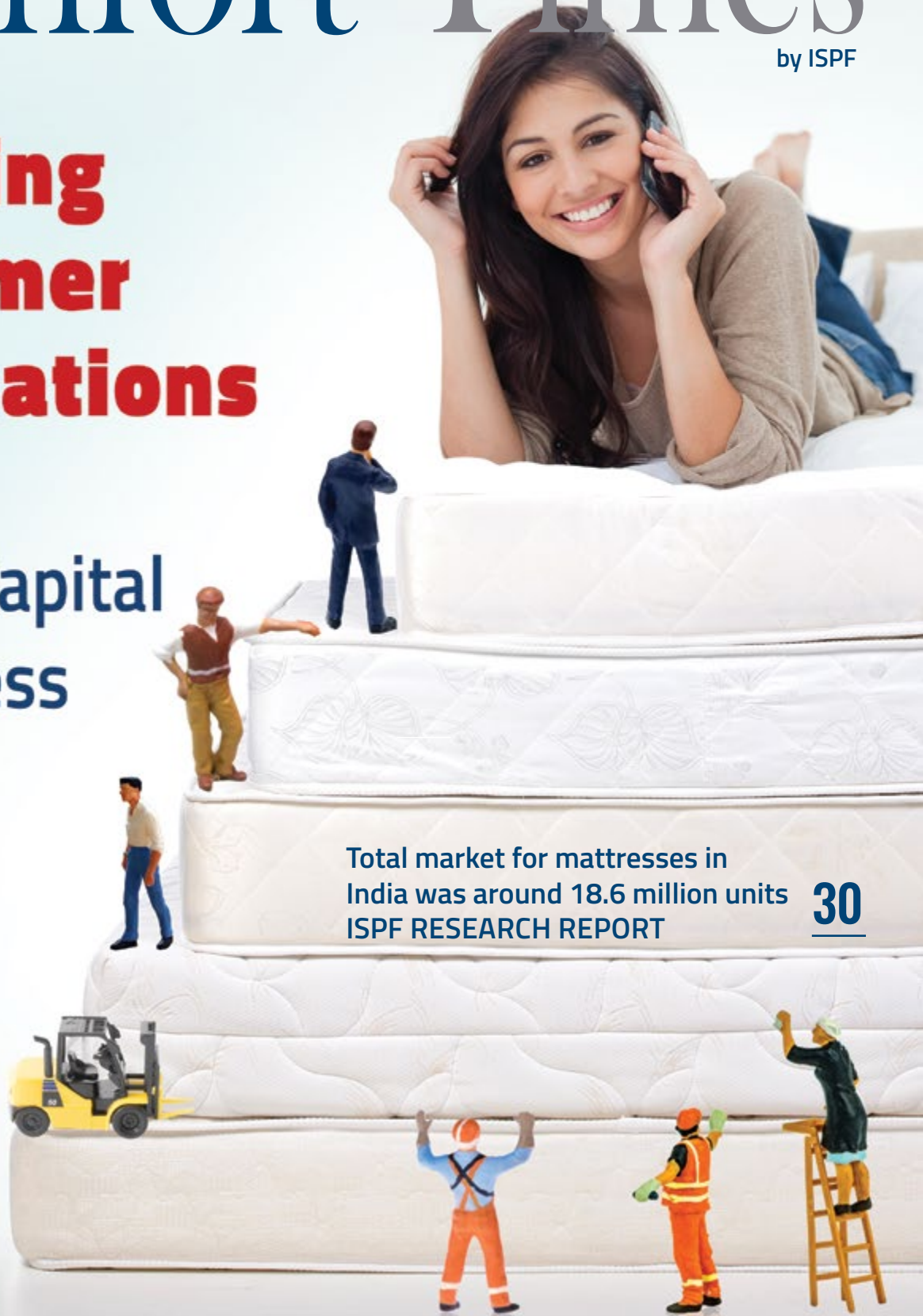
by ISPF

Changing Consumer Expectations

& How Human Capital In Mattress Industry Should Address It

Total market for mattresses in India was around 18.6 million units
ISPF RESEARCH REPORT

30





Our Creations

*Our in house designers develop personalized designs daily to our customer's needs.
An extensive library of more than 300 000 designs is readily
available to browse together with the customer.*



Cover Story

10



Changing Consumer Expectations & How Human Capital In Mattress Industry Should Address It

In the Mattress industry, people constitute a very important element – whether they are in the form of employees, retailers, users or other stakeholders. And there are many layers to this seemingly-thin fabric. Let's peel and find out

Editor

S. Sundaresan

Editorial & Advisory board

Indian Sleep Products Federation
A/5, Veerabahu Nagar,
Pettai, Tirunelveli - 627 004
India

**Project managed by**

eMpulse Research and Data
Analytics (I) Pvt Ltd

Printed at

Aditya Graphics and Printers

**Editorial correspondence
may be addressed to**

Editor,
Indian Sleep Products Federation
A/5, Veerabahu Nagar, Pettai
Tirunelveli-627004
India
OR
email: ispf.0813@gmail.com

<https://www.ispf.co.in/>

Price ₹ 200

Copyright © 2020 Indian Sleep Products
Federation. All rights reserved

Interview

34



The major impact of the slowdown was reduction in the average selling price

Mr. Rahul Gautam, CMD of Sheela Foam Ltd and the Chairman of Joyce Foam Pty Ltd. in Australia & Interplasp, in Spain



Moulding well for growth

Mr. Manish Parekh, Executive Director and President (Furniture), Nilkamal Ltd

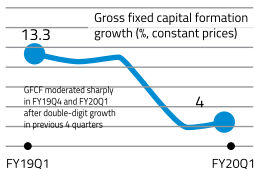
Feature List

18



FUTURE SEGMENTS IN THE MATTRESS DOMAIN What companies can look forward to?

Commercialization of mattress has forced companies to market thier products with high value.



How is economic slowdown affecting the industry?

22

The effect of global economy slowdown and the mattress industry are indulging in a game of tug of war. We look at the factors that are affecting the industry in coming days



Foam and Spring Tango into the future

26

New formulations in foam and spring are making the mattress industry a hotbed of innovation.

Paediatric Sleep: Observe how your child sleeps

44

The secret behind your super comfortable sleep? It's NASA research!

48

Sheets and covers drive the mattress market

50

Research Study

30

Annual sales of mattress and performance

A RESEARCH STUDY BY ISPF



Events

61



ISPF retail training program: Mumbai

Tips

44

The 7 mattress care tips you should abide by

OTHER STORIES

Editorial

5

India News

8

Global News

9

Back of Book

62

FROM THE EDITOR



Every top management executive knows the importance of people management in any operational change process. People management is one of the most important soft leadership skills in the corporate world. When it comes to people management, knowing the dynamics of human behavior is critical. This is true to any industry segment. When it comes to mattress industry, many operate on a 24-hour production basis. Therefore, all factory floor staff, supervisors and managers need to approach their work in a methodical, focused and purposeful way. Collaboration is truly the key to achieving manufacturing and production success in the mattress industry. Once the product is out of the factory, its distributors, logistics people, retailer store managers and helpers make the value chain for the industry. In Jack Welch's book, "Winning", he describes the 20:70:10 rule. Twenty percent of employees will be high performers and should be rewarded. Ten percent of employees will be poor performers and should be asked to move on. The remaining seventy percent will be good performers and should be given every encouragement to become high performers. In our cover story this edition, mattress industry leaders have shared their thoughts from their personal experiences and industry as a whole. All the thoughts shared by these experts make it important for

every individual in this industry to learn a lesson or two.

The Indian mattress business is typical of a 'buyer driven' value chain. With human capital seen as a strategic resource to be maximised, rather than purely a cost to be minimised, attention has focused on trying to measure the benefit it contributes to an organisation. In one of the interviews Starbuck's CEO Howard Schultz, says he learned in his career that happy employees lead to happy customers. Similarly in an interview Virgin founder Sir Richard Branson expresses his passion for his team and his commitment to giving them all of the tools they need to elevate customer service. Indian mattress companies, from manufacturer to retailer, should look at motivating their team for the best business and happy customer.

In the new year, I wish Indian mattress industry to adopt 'Customer First' approach and sell benefits of sound sleep rather than focusing on mattress selling. Yes, we are going through challenging times, with economic slowdown and low consumer spending. As industry experts feel, this is a temporary phase and I am sure a collective effort from all, will help us sail through this period.

Wishing you all a happy and prosperous new year.

S. SUNDARESAN



INDIAN SLEEP PRODUCTS FEDERATION

MANAGING COMMITTEE MEMBERS

Sheela Foam Limited



Centuary Fibre Plates Pvt. Limited



Kurlon Enterprise Limited



Tirupati Foam Limited



Duroflex Pvt. Limited



Godrej & Boyce Mfg. Co. Ltd.



Sobha Limited



M. M. Rubber Company Limited



Real Innerspring Technologies Pvt. Ltd.



Nilkamal Limited





SERVICE

INNOVATION

VISION

- To promote the sleep products industry by enhancing consumer awareness on quality sleep, while setting benchmarks for its products and services.
- To represent the industry with a commitment to the society and the environment.



New plant on the way

Mattress-maker Duroflex is planning to establish a new facility in either Maharashtra or Gujarat under its expansion plan. The Rs 500-crore company, which has six manufacturing bases, is planning to invest about Rs 100 crore in the proposed expansion. With this, the company plans to take its total capacity from 6 lakh units per annum to about 10 lakh units and further support its growth story. Earlier this year, the company launched Duropedic—India's first orthopaedic mattress certified by the National Health Academy.

The 'Sleep' job

The dream job for all sleep lovers in India is here where all what they have to do is sleep well. No, it is not a joke but reality. Bengaluru-based online sleep solution start-up that produces mattresses, Wakefit, will be paying Rs 1 lakh to people for sleeping 9 straight hours daily as a part of its 100-day internship programme called the 'Wakefit Sleep Internship'. In order to be selected, candidates will have to send in video testimonials validating their true love for sleep to convince the selectors. Selected candidates will be provided with a mattress from Wakefit along with a sophisticated fitness and sleep tracker and counselling sessions from experts. Through the sleep tracker, Wakefit will monitor interns' sleep before and after using the mattress. For the internship, one of the conditions is to not use laptop during work hours. Once the data would be shared, the successful candidates will be offered a stipend of Rs 1 lakh by Wakefit.

Online start-up on the rise

Online mattress start-ups in India are surely making it big and are increasingly attracting investor interest. This is true for the fact that Sleepycat, an online, direct-to-consumer mattress start-up has raised Rs 11 crore in a Series A round led by DSG Consumer Partners and Sharrp Ventures with participation from Gemba Capital and other angel investors. This has made Sleepycat the second online mattress start-up in India after Wakefit to attract investor interest in the last nine months. Sleepycat will be investing the capital raised in building and expanding company's online presence through channel partnerships, new product launches and formulating its management team.



Major expansion on the cards

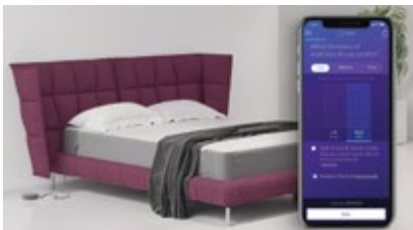
It seems expansion is on the cards of the Bengaluru-based brand Kurl-on as it is looking at possible acquisitions to transform itself into a home furnishings company. After entering the sofa segment, the company is now looking at kitchen, bathware and bedroom furnishing in an aggressive way. That said, if we look at 2019, then the company took some major steps for expansion. In April 2019, Kurl-on acquired US-based brand Spring Air, which specialises in the orthopedic beds. Then, in November 2019, the company introduced themed mattresses for the wedding season. Further, it is aiming to expand its capacity by adding a new manufacturing plant by the end of 2019 in the Northeast which will increase its manufacturing capacity by 15 percent. As for the coming year, the

company is looking at foraying into the international markets for which it is looking for possible partners in South East Asia and China. On the retail expansion front, Kurl-on is planning to expand its footprint from the existing 100 stores to 250 stores by the end of financial year 2020.



Global Smart Mattress Market forecast

It seems that the global smart mattress market is all set to witness a major boom as numbers support this fact. As per a recent research report on Smart Mattress Market by Distribution Channel and Geography - Forecast and Analysis 2020-2024 by Reportlinker.com, the global smart mattress market is expected to grow at a CAGR of over 11 percent during the forecast period as more and more people would be using smartphones to monitor their sleep patterns. As per the report, rising penetration of smartphones and high-speed internet would boost the demand for connected devices, such as smart mattresses and smart monitors. Further, the compatibility of smart mattresses with different mobile operating systems would make smart mattresses accessible to more people.



Mattress on the move

Mattress manufacturer and retailer—Brooklyn Bedding, has launched a new online destination – RVMattress.com – designed to provide good sleep for Americans hitting the road. Through this, Brooklyn Bedding will offer a new line of custom-crafted mattresses designed specifically for RVs, travel trailers, fifth wheels and more. RVMattress.com features the brand's best-selling sleep solutions along



BROOKLYN BEDDING

with a full selection of accessories, all designed to give road warriors the same quality sleep they enjoy at home.

Fund raising for growth



Eight Sleep that makes high-tech mattresses and sleep products has raised \$40 million which brings its total funding to \$65 million. This growth funding round was led by Founders Fund and joined by Khosla Ventures, Y Combinator, Craft Ventures, 8VC, Flexport Founder Ryan Petersen and Eventbrite Cofounder and Chairman Kevin Hartz. With the additional \$40 million, the company plans to invest heavily in scientific research and development as well as workforce and retail growth. The company plans to launch a scientific trial with Stanford University focused on the effects of temperature regulation on sleep using Eight Sleep products.



Innovative mattress wins an award

Recently, Tempur Sealy International, Inc. which manufactures and markets innovative mattresses, foundations, pillows and other products, announced that its brand—Tempur-Pedic's TEMPUR-LUXE breeze[®] has won a 2019 Popular Science's Best of What's New Award in the Personal Health category. Launched earlier this year, TEMPUR-breeze[®] mattresses are uniquely engineered to deliver all-night cooling and comfort and the TEMPUR-LUXE breeze[®] mattress feels up to 8 degrees cooler when compared to TEMPUR-PROAdapt models measured over an eight-hour period.

Changing Consumer Expectations & **How Human Capital In Mattress Industry Should Address It**

In the Mattress industry, people constitute a very important element – whether they are in the form of employees, retailers, users or other stakeholders. And there are many layers to this seemingly-thin fabric. Let's peel and find out



We all are similar. Yet, we all sleep differently. People-management is the sleeping position for any mattress player, by the same argument. It may seem an innocuous part of their routine. Some may be task-oriented; some may prefer a free rein and some may be leaning heavily towards the new-age millennial or gig-style workers. But these HR approaches differ not because of the leader's whims and personal taste, they have a lot going underneath that explains so much about a company's personality, its age in the industry and its specific and unique attributes.

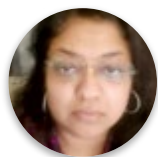
Every company manages people differently. Watching how they do this, is a great peek into their DNA and vision. So here are a few HR lessons we could unravel about some notable names in the mattress industry in India.

Different HR approaches

Most long-established mattress leaders exhibit HR approaches that have emerged from, and have deepened in, factories, well-sprawled distribution networks and a complex supply chain. Some mattress industry entrants are neither too seasoned nor exactly digital. Their way of managing people resonates a careful mix of modern and time-tested approaches of HR.

New age companies

A lot of digital natives are exhibiting traits that are signature start-up traits. The way they recruit and manage people is strongly reflective of their innate work style – lean, flexible and free of rules or rigidity.



This can be something close to direct-to-market players as well. Most direct-to-consumer organisations are focused on maximizing growth and capturing as much market share and, hence, rely more on a flexible workforce to manage scale – points out Ms. Vanaja Kodungallur, Director – Business Consulting, India, Kronos Incorporated. *"In traditional retail organizations we see more focus on customer experience,*

Most long-established mattress leaders exhibit HR approaches that have emerged from, and have deepened in, factories, well-sprawled distribution networks and a complex supply chain.

efficiency of the store and a general tendency to focus on internal capability-building. As a result, the strategies and polices of these two players are quite different."



Springwel is a good example of a company that is a direct company which goes from manufacturing to a direct-last point model. Mr. Paramjeet Singh Chhabra, Managing Director, Springwel Mattresses Pvt. Ltd. tells us that this is in alignment with today's customers who want to feel the mattress and are more aware than yesteryears – thanks to the spurt of knowledge and Internet. *"When a customer wants to feel a mattress, then it makes sense for us to give him/her a direct and hands-on feel. Our staff can properly explain to the customer in our direct showrooms – They are more qualified and disciplined and we have a better control over how we want to treat the customers."* This model works well because the customer can decide what s/he wants. When it started it also ventured into foam and went into backward-integration. There again it



chose to skip the distributor model for a direct and exclusive approach.

He explains the deeper reasons for such a model when he helps us look into how the industry is shaping. *"Direct-to-customer is the next logical step in the evolving business scenarios. There was a time when business used to establish distribution network to reduce the risk on investment and efforts on logistics. But customers' willingness to seek for a lowest price, expert advice, better service, and genuine quality products have made this model sustainable. Moreover, with various new logistic players coming into picture, logistics and product tracking have become much simpler to implement. The practice of Direct-to-consumer also allows brands to control their own image much easily."*

Multi-branded stores, as some players criticise, tend to focus more on commission and less on customer needs and need for features. *"We are customer-obsessed and want to give them what they look for."* Having the right hands and minds near to the customer during the evaluation process helps these direct players with a unique

people management model.

In terms of compensation and recruitment, these stores do specify that the candidate should be suave, able to work for longer hours, is good in communication, not too-highly-educated and fits well the set of parameters that a store needs.

He also accepts that controlling manpower and a wide geographical footprint besides culture diversity are definitely challenges that come with this direct-own-staff approach. Notably enough, the company has worked meticulously in carving a focused geographical-footprint to take care of people aspect and customer-outreach in an optimum manner.

New-school approach for people management

This quick-model of growth may have its own latent challenges and sharp turns. But how well does a not-so-old-school approach for people management work out? It may not be exactly a cake-walk to be a player in the current mattress industry landscape - with threats from unorganised and online players on one

Having the right hands and minds near to the customer during the evaluation process helps direct players with a unique people management model



Now Workers redefine “work your way.”

All employees – salaried, hourly, and gig – crave control over when, where and how they work. While employers have put more focus on flexibility and alternative work schedules, most have been slow to reengineer processes that underpin how the organisation runs. Tools must meet employees where they naturally work – such as on their mobile phone, tablet, or favourite social networking platforms. The gig economy and emergence of the ‘occasional-time worker’ will force organisations to replace traditional hiring and scheduling processes with systems that enable workers to choose when, where, and how long they work. Mobile-friendly processes, self-service features, and immediate access to real-time data in a consumer-grade technology wrapper will help drive the next iteration of the flexibility phenomenon, as predictability of anytime work will empower employees to be more productive, make more intelligent decisions, and be more engaged.

Source: the Workforce Institute at Kronos

side and the huge muscle of top leaders on the other side.



No. It’s not at all easy, we get to know from Mr. Ramanath Bhat, Chief Operating Officer, Repose Mattress Pvt. Ltd. *“It’s, in fact, extremely challenging!! Typically in any industry, people would like to join an established company as systems are already set in place and things would relatively be easier as compared to a start-up like ours.”* Mr. Ramanath Bhat adds that prospective employees also need to have an entrepreneurial mind-set to work in a company like ours. They also get to learn a lot from a company of our size because they get to interact very closely with the management also. “The other bigger issue, as Mr. Ramanath Bhat highlights, is mattress as a category is not one of the most desirable industries to work in, compared to other industries. *“We have devised an Internal Branding*

Program where we ensure that our people are happy and motivated. We have also sought the help of HR consultancy firm to help us out on this project.”

It would be hard to forget the company’s special focus and strengths in a particular segment. The hospitality segment – which has emerged as Repose’s forte- can need a different set of marketing and sales professionals. So does it mean that the company recruits and motivates these professionals differently?

“More than 80 percent of our business comes from retail segment. Having said that, we can’t afford to ignore the hospitality segment. It’s a highly competitive segment where all brands are fighting hard to occupy the physical space of the room and the mind space of the hotel owners and, more importantly, their guests who could be a potential customer of our brand in future.”

Mr. Ramanath Bhat unfolds this area explaining that since this space requires a more professional approach in comparison to the retail segment. *“They need to look good and possess good communication skills also (verbal and written). So we hire people with these skillsets and keep conducting special training programs from time to time to further improve their presentation skills.”*

Distributors and Retailers as an extended family

No matter what model one prefers, HR



Sleepwell-Innovations presents

neem fresche

Your protection from skin allergies and breathing problems



Neem Fresche is a technology that protects your home furnishing against dust mites that cause skin problems and breathing disorders. All Sleepwell products come treated with Neem Fresche.



Protects against dust mites,
skin and breathing disorders



Effective even after
multiple years and washes



Certified by U.S. Environmental
Protection Agency



Environment friendly

The power of Neem Fresche, exclusively available in all Sleepwell Products.

Mattresses | Bedsheets | Pillows | Comforters | Blankets | Mattress Protectors

Parties like suppliers, partners, retailers, influencers etc. who are working from outside the organisation are equally, if not more, salient when it comes to people issues.



continues to be the backbone. A bone that should be beyond the employee part. Parties like suppliers, partners, retailers, influencers etc. who are working from outside the organisation are equally, if not more, salient when it comes to people issues. Mr. Paramjeet Singh Chhabra avers on this importance. *"They are talent which work for the organisation from outside. These partners are, in a manner of speaking, extension of the existing internal and external network. Hence, by deploying HR Strategies and people management beyond employees to these parties they also get a feeling of belongingness. By collaborating not only with the internal talent but also external talent we maximise their capabilities which are a very strong driving force for sales and organisational growth."*

The gamut of HR strategies and management is going to see a lot of evolution and radical thinking. This change is simply reflecting the bigger changes that the industry, per se, is confronting and adapting to.

Today's organisations are increasingly focused towards aligning their structures in a direction which has the largest impact on their customers, and leveraging partnerships in the form of a 'flexible workforce' to achieve the scale and momentum they need around all aspects of their operations, and not just their manufacturing operations – explains Ms. Vanaja Kodungallur. *"We are seeing the concept of the 'extended organisation' evolving and, as a consequence, the extended workforce, which consists of people beyond the direct payroll of the organisation. In fact,*

KEY TAKE-AWAYS

New Trends for 2020: Metros continue to lead the demand for Talent, Tier 2 cities emerged as big job creators, Skills shortage - the biggest challenge to hire, Mid-level jobs supersede entry-level profiles, Increasing use of job sites for recruitment & talent acquisition a lot of fallout was witnessed too with the introduction of automation and other digital and mechanical technologies. This begs the question of finding the right jobs and securing your career in the long run.

in a recent study by SHRM India on the Future of Work, close to 85 percent of the participating organisations were seen to be using gig, contract and freelance workers in some form or fashion. Hence there is a growing need for inclusive employee policies and processes which can cumulatively address both permanent and temporary employees."

There is also a people angle that can pop when one inks new handshakes inside and outside the industry. When a player sign deals like the one with foreign players like Bedding Industries of America, this could translate into specific people factors. *"Definitely yes. BIA caters to slightly more affluent class and we need to ensure that we have even better quality of talent and resources to meet higher standards of*

quality and expectations." Mr. Ramanath Bhat affirms. So the people aspect gets affected in more ways than one when any business decision happens.

New People Strategies

Everything said and done, the human element is emerging as even a bigger factor than it was - in the success of any industry. Mattress players cannot evade this significance. They will have to embrace this importance and take care of people implications in a stronger way than before.

Mr. Paramjeet Singh Chhabra reflects upon some major changes in the last five years. Multi-brand stores were working as they were. But in the stores that we have, unless a customer is explained features in a perfect way, prior to pricing information, it would not work. *"Mattress selling is not a product sale anymore. It has to be sold as an experience. This has changed the environment a lot so the staff has to be adequately-chosen, well-groomed, properly-trained and well-compensated."*

He also nails the big difference that will shape due to the quintessential category a player belongs to. People Strategies of Traditional Retail distribution strategies are much different than evolving New-Age Direct/ Online Selling. *"As professionals are constant adapting to the atmosphere of fast growth, the need of a defined process is slimming down. The entire hierarchy and process also need to adapt to the changing environment. Hence, having a static defined process / model is only going to limit the growth of any organisation."*

Flexible working could contribute \$367 billion annually to the Indian economy.

A survey conducted by independent economists across 16 developed and developing economies stated that flexible working could save more than 3.5 billion hours of commuting time across these 16 economies by 2030.

Adoption of greater levels of flexible working will save businesses money, reduce operating costs and boost productivity, ultimately causing a ripple-effect across the economy from core businesses through to supply chains.

Source: A study by Regus

Managers and employees both need to be flexible and dynamic to manage the fast-paced culture and be operational 24x7. Organisations also need to focus on employee development in order to stay updated with the industry innovations and disruptions."

Today, organisations are looking at the extended workforce more strategically not just from a compliance perspective, but also for accurate business planning and smoother operational efficiencies, opines Ms. Vanaja Kodungallur. *"The current economic slowdown in India is acting like a catalyst towards these changes and one of the ways organisations are looking to optimise costs is through effective people management planning and policies. Workload-based scheduling to optimise resources, flexible schedules, planning around availability and monitoring rest and fatigue are all new trends that manufacturing organisations in India are increasingly adopting."* As she spells it out.

In a diverse country like India, as Mr. Paramjeet Singh Chhabra also notes, the human element becomes highly important to manage. *"There are many cultures that coexist in India and also within any organisation. Every season, lot of people take holidays according to*



their rituals. Hence during the harvest season, wedding season etc human resource planning becomes an important key. During festive seasons, when a vast majority is celebrating and buying gifts for family and friends, people working in any retail environment see extended working-hours. During Ramzan months also, a lot of retailers who observe Ramzaan-fasts have different working-hours. All organisations need to understand their partners and the environment they are working in. Retail promotions / sales promotion also can't follow a single calendar for the entire country. Hence, even marketing communication needs to be formulated while keeping the human element in mind. Any organisation working in retail space, to drive productivity, needs to keep their employees and partners also motivated and driven. Organisations also reward positive behaviour to impel the desired behaviour."

As Mr. Ramanath Bhat reckons it, since the consumers are more demanding now and their expectations keep going northwards, we need to keep ourselves on our toes. *"This, in turn has made us consciously look for better quality talent. This aspect has changed and will continue to be so in the years to come also. The biggest differentiator apart from products, price etc is PEOPLE. So we realise that our BIGGEST asset is our people and we ensure that every person, no matter at what level, is made to upgrade and move up the chain to take up bigger responsibilities."*

HR-Sales point of view

There are players who have got their own niche by bolstering a specific kind

Today, organizations are looking at the extended workforce more strategically not just from a compliance perspective but also for accurate business planning and smoother operational efficiency

of approach to the customer. This is where we can see how companies that are strong on sales teams are able to capture market opportunities and manage talent.



Mr. Shankar Ram, Joint Managing Director of Peps illustrates the challenges and context of bringing something radical in the market like 'Sleep Stores'. *"We are born to live well. Yet sleep products need a major thrust on quality. If you delight a customer here, that really works well. We wanted to showcase the mattresses in a significant way. We wanted the customer to get a touch-and-feel experience like never before."*

Sharing his experience during the initial days of Peps, Mr. Shankar Ram says building gradual relationship with the dealers was important. We made sure that the dealer was satisfied when he sells a mattress to the customer and getting a feedback from the customer

etc. We ensured these steps. We had the toughest journey we ever had. We firmly believed in ourselves and we were sure of one thing - to grow the business. At a particular age in our life, there was nothing else for us to turn back. He reflects at how the relationship with the channel partners is a very important part of his journey.

Mr. Shankar Ram also points out that the company is adapting to the changing needs of the consumer. Today

KEY TAKE-AWAYS

With unemployment low and the exodus of baby boomers reaching critical mass, employers –globally - will face a historically-tight labour market. Sourcing great candidates has never been more difficult, and retention will become an all-out dogfight.

While an employer's brand, innovative hiring technologies and proactive recruiting practices are more important than ever, it's organisations with the best people managers that will ultimately prevail.

As we move towards the future, organisations will place an increased focus on leadership development as a retention strategy – especially as millennials flock to middle management – and measuring manager effectiveness will be HR's top challenge. Additionally, as AI and machine learning take over mundane managerial tasks – in turn, freeing up managers to spend more time with their people – deficits in leadership competencies will be exposed as people management expectations continue to shift from a historical command-and-control model to a horizontal style that considers all perspectives and seeks innovative ways to inspire, develop, grow, and keep the top talent that drives business value.

Trends for new skills:

- Increased demand for senior executives equipped with business and stakeholder management experience
- More companies adopting diversity in their hiring strategies and increased dedication to being equal opportunity employers
- 88 percent of job seekers believe they will have better opportunities for skills development
- 80 percent of job seekers perceive the economic situation to be good
- 63 percent of employees are satisfied with their general work conditions
- Top reasons for job switching include the motivation to develop new skills and to attain better work life balance

Source: Michael Page India - Salary Benchmark 2019 report

customers are looking at online as new platform to buy the products. For us, it is important to be available on that platform too, he says.

Peps is also helping its sales team with the clear position and fresh marketing campaigns to reach young Indians. Through the DreamMakers platform, Peps aims to create a property that will fuel the consumer's dreams by helping them sleep better, wake up with a purpose to perform and, consequently, achieve better.

Peps, which is only into spring mattresses, looks at the distributors and retailers as a key link in the value chain to reach customers. This model is followed by a few other mattress players as well.

Given the size and scope of the Indian mattress industry, distributors and retailers have long been relied on to serve as a bridge between manufacturers and customers. In today's increasingly globalised marketplace, this link becomes even more important. Some industry observers feel that instead of handing low-profile accounts to distributors, manufacturers should treat them as an equal part of the sales force. Manufacturers should build open relationships, and make distributors part of the team.



Learnings from the team

Libra's Chief Executive Officer Mr. Prashant Jain shares how a two-decade seasoned industry leader has learnt that trust and

confidence in one's team does wonders. "If you trust them, their performance elevates." He also notes how different people succeed or fail in different scenarios.

The challenge of managing various stripes of people across manufacturing and retail in the industry is paramount, he acknowledges, and as per Mr. Prashant Jain, keeping everyone on the same page is not easy. "The industry is still not fully automated so increasing efficiency stays a challenge. We have a well-defined training and induction for sales and office teams. Basic structures and interventions help to acclimatise workers with every area including factories."

He counts that being adaptable, innovative and able to pull the weight of a change may not be possible for big-sized companies but these are exactly the areas where his company has an advantage. Positive business culture is no longer a nice-to-have – it drives employee engagement, job satisfaction and staff retention, and it defines business success. Human capital plays a key role in developing, reinforcing and changing the culture of an organisation. With the perpetual growth in the mattress manufacturing industry, the role of human capital is bound to play an even more crucial and complex role in the future. But with diligent care, they can overcome each and every hurdle and do what it does the best: Help the company achieve newer heights. If a player is managing people aspects well, the happiness and satisfaction of its customers will tell in an unmistakable way whether it worked or not. **CT**

Jiahua Chemicals Inc.



Leading independent Chinese Speciality Chemicals producer

Established in 1998, with 6 plant sites along the coast of China ensuring an efficient flow of operations and distribution, 4 overseas subsidiaries in Middle East, Europe, USA and Singapore provide a close service to our customers.

Jiahua Chemicals offers an outstanding range of **PURANOL POLYETHER POLYOLS** that can be used in many manufacturing applications. Such as flexible foam for furniture, mattress and automobile industries. We also offer an extensive range of **PURANOL POLYMERIC POLYOLS** with a variety of solid content.



Jiahua Chemicals Inc.

Address: Room 1201, Building 5, No. 258, Jinkang Road, Pudong New District, Shanghai, China, 200127

Phone: +86 21 20670888

Fax: +86 21 50125277

Email: sales@jiahua-china.com

Website: www.jiahua-china.com





Future segments in the mattress domain

What companies can look forward to?

Commercialisation of mattress has forced companies to market their products with high value. Having seen what is the past and present of this industry, it is time to take a look at the upcoming trends and technologies which are influencing the industry

While the utility of the mattress hasn't changed since the prehistoric ages (it still provides comfort and protects us from dust and pests), there's no denying that the mattress itself has evolved tremendously over the years to meet the requirements of many consumer and industrial segments.

Indeed, it has gone through several remarkable transformations over the centuries, right from the discovery of the innerspring mattress in 1871 in Germany to the invention of the memory foam by NASA in the year 1966.

The age of commercialisation kicked in, and mattress companies truly began to market their products for all kinds of applications and different target groups. Right from the orthopaedic beds with solid, distributed support systems for hospitals and patients, to memory foam and latex layers for families to have a perfect night's sleep, and even cooling gel-based mattress to people living in

tropical climates, there have been so many market segments for mattress companies to target.

But that's the past and the present, and if you're in charge of a mattress business, you must be wondering about the future, including the kind of innovations taking place and the segments they can cater to in the future.

In that case, you'll be delighted to know that there is good news for you, as the recent developments and innovations in the mattress domain are in-line with the exciting leaps of the past.

Right then, let's have a look at the future segments that both mattress companies and consumers can look forward to.

- **The anti-snoring segment**

Thanks to developments in technology, mattress companies can finally answer the prayers of customers plagued by the

sleep ables

By Centuary

HERE'S
TO THE
#COMFORT
CRAZY!



| FIBRE PILLOW | MEMORY FOAM PILLOW | NECK PILLOW | BODY PILLOW | BACKREST FIBRE CUSHION |
| FIBRE BOLSTER | WEDGE PILLOW | MATTRESS PROTECTOR | MATTRESS TOPPER | HEADBOARDS & BASES |

Centuary Fibre Plates Pvt. Ltd.: 1st Floor, Ideal Towers, Survey No. 115, Akbar Road
Opposite BHEL Enclave, Tarbund, Secunderabad - 500 009. E: info@centuaryindia.com

   /centuaryindia www.centuaryindia.com Customer Care: +91 809 992 78 77



There are many consumer pain points that can be looked at by mattress industries for future innovations. It's not just about comfort too, as innovations can help the society in times of distress too

constant snoring of their roommates or partners. Moreover, when you consider that one in every four adults is a snorer, the whole idea of a no-snore mattress makes for quite an exciting business proposition for mattress companies.

What is the magical anti-snore technology? They're the 'smart-beds' that have adjustable bases with remote-controlled motion technology. What these smart-beds essentially do is that they raise the head of the person who is snoring, so as to open up their breathing passages and minimize any blockages that are causing snoring, and it does it in the click of a button (which is obviously activated by the troubled roommate or partner).

In addition, these smart-beds or smart-mattresses can be connected to the latest in IoT technology too and can track your daily sleeping patterns and postures while measuring your heart rate and body temperature as well. Some mattresses even have the capability to introduce flows of cool air within the mattress to keep you feeling fine at all times.

Plus the snore-solution isn't limited to smart-beds alone, as manufacturers have come up with mattresses that provide even weight distribution of the inner layers, as well as expertly contouring them - so as to provide the

perfect sleeping position to minimize snoring.

Having said that, some players in western countries have already begun selling these smart-beds, but the trend hasn't gone viral in a global sense yet, due to the high manufacturing and selling costs involved. But with people all across the globe voicing their disapproval against snoring, there certainly seems to be a market for it, and Indian companies would do well to capitalize on this need by looking at reducing manufacturing costs.

▪ The customised mattress segment

The global mattress market has been witnessing an increasing clamour for customized mattresses. With every business player wanting to stand out from the crowd, it has become more of a necessity than anything. Also, this requirement has been coming in from various avenues, such as the retail space, the military, the navy, and civilian transportation majors, all of whom require customizations such as:

- Modern durable materials that are light weight yet offer insular protection and are weatherproof.
- Different shapes and sizes including V-berths, T & L shaped cushions, bunk beds, army sleeping bags, etc.
- Design aspects including camouflage patterns, unique

logos, and symbols, etc

Also, the civilian transport majors, in particular, have a wide variety of requirements for mattresses for modernized rail berths, along with cushions of varying dimensions for cruise liners and aeroplanes. The retail space is another major avenue for business as well, as every retail outlet needs to have their own customized look and will certainly seek unique solutions from the mattress segment.

That being said, mattress players must be ready to take on the responsibilities related to manufacturing customized products, as it would be quite impractical to outsource manufacturing duties to companies with fixed production lines. However, there is immense scope in the customization domain for mattress companies, especially online players, as no-one has really provided holistic solutions for offices, restaurants, homes, theatres, hotels and many other spaces.

▪ The eco-friendly segment

As per reports, the mattress industry is going to rely heavily on the sales and positioning of eco-friendly mattresses. This is because customers are not only becoming more environment-friendly but health-conscious as well, as they look to sleep on surfaces that are free from any allergy-causing materials.

That being said, these mattresses are made up of organic, non-toxic and bio-degradable materials such as wool and natural latex. Most customers do not realize that their old mattresses are still lying around in a landfill and will take hundreds of years to decompose. In addition, they are made up of toxic materials that seep into groundwater levels, thereby causing water pollution. Plus, there is also the issue of chemical off-gassing, which is common in memory foam mattresses and other synthetic types. It involves breakdown and release of volatile organic compounds such as formaldehyde and benzene, which can cause health issues such as cancer and infertility.

Hence the rise of organic mattresses, as they avoid the use of any harmful synthetic materials during the manufacturing process, and also provide better scope for cooling, as they do not absorb heat like traditional memory foam-based mattresses do so. Certainly, a market segment that mattress players can capitalize on in modern eco-conscious times.

- **Multi-functional & minimalist segments**


Modern living spaces are all about clean,

Mattress players must be ready to take on the responsibilities related to manufacturing customized products, as it would be quite impractical to outsource manufacturing duties to companies with fixed production lines

compact, minimalistic designs, and it goes without saying that mattresses in these homes should be of similar features. Moreover, the modern consumer also prefers multi-functional accessories such as sofa-beds or compact movable beds that can be easily shifted around from one room to another, based on the requirement.

In addition, there are also 'multi-media beds' that take the multi-purpose feature to a whole new level. While they are not minimalistic in themselves, they

can really help create a lot of space in a room. These mattresses come equipped with projection screens to play your movies and entertainment shows, as well as stereo sound-systems and in-built CPUs for your computer applications. They are all-in-one entertainment systems that do away with the need for extra accessories and can function as your home-office unit too.

That is what the mattress has always been about, alleviating the discomfort of a man so that he can enjoy some much-needed comfort and luxury at the end of a hectic day. 



KEY TAKE-AWAYS

It must be said that there are many consumer pain points that can be looked at by mattress industries for future innovations. It's not just about comfort, as innovations can help the society. Indeed, it has gone through several remarkable transformations over the centuries, right from the discovery of the innerspring mattress in 1871 in Germany to the invention of the memory foam by NASA in the year 1966.

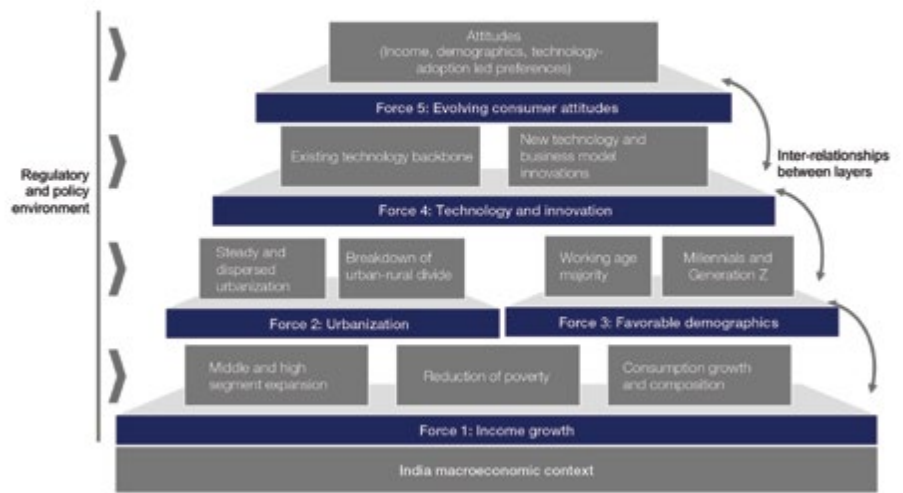
How is economic slowdown affecting the industry?

The effect of global economy slowdown and the mattress industry are indulging in a game of tug of war. We look at the factors that are affecting the industry in coming days

Drivers of future consumption in India

Within this macro context, five major drivers will be the important pillars of the future of consumption in India, while the right regulatory and policy framework will be a critical enabler of all these drivers (Figure 1).

Figure 1: Drivers of future consumption in India



Source: Bain & Company/World Economic Forum analysis

Source: http://www3.weforum.org/docs/WEF_Future_of_Consumption_Fast-Growth_Consumers_markets_India_report_2019.pdf

From the lipstick effect of economic slowdown to its ties with housing market to its turbulence in the wake of trade wars - economic changes and mattresses are not as isolated as one may assume them to be - let's understand where and how one affects the other and vice versa

The trend was discovered in the early 1930s, when consumers indulged and increased their spend on small, affordable luxuries despite economic hardship.

"In the years 1929 to 1933, despite industrial production halving, sales of cosmetics actually rose in the United States," The New Daily quotes Dr Louise Grimmer, a University of Tasmania marketing lecturer.

In a similar play, just after 9/11, Estee Lauder reported a spike in their relatively expensive lipstick products.

Australia has reported a spike in hospitality spending through April (2019) which is also attributed to this effect. Despite a constant stream of bad economic news, the Australians' appetite for eating out has been unabated. It's the 'lipstick effect' in action.

When Union Minister Ravi Shankar Prasad cited the Rs 120 crore business done by three Bollywood movies on a single day to suggest strength in the fundamentals of the Indian economy later on only to retract his statement, it was the lip-stick effect in action. The Indian economy has seen similar sentiments playing in ultra-luxury housing, gold, gadgets during Diwali and high-end automobiles. Though muted, the hum is visible.

What went wrong

In the beginning, everything was humming at top gear. Up until 2017, things were looking so good that

economic watch agencies around the world, decided that India is on a historic growth trajectory and it will outpace China in near future.

Here is how the World Economic Forum saw it coming, riding on a 5-Factor growth engine starting with basic income growth, urbanization, and favourable up-worldly mobile demographics, technological innovations and evolving consumer attitudes.

Yet, like all crystal ball gazers, none saw that India's economy was getting more and more connected to the global economy and a sneeze in Brazil may result in a tsunami in India. That's just what seems to have happened. With the global economy in a stagflation situation, US-China Trade War becoming more and more ominous, Europe in the grip of a bear hug and US economy never recovering fully from the 2008 housing

>> Our latest innovation
SMARTFLEX

Economical continuous and discontinuous plants for infinite ideas in flexible slabstock foams

Cost-efficient production of high-quality flexible foams

Slabstock foams are used when cushioning qualities and durable physical properties combined with low weight are important. Hennecke's slabstock systems enable processors to use different technologies to achieve an extremely high material yield and the first class quality. The world market leader in this area offers a broad range of plant configurations for standard foams, CFC-free foams, methylene chloride-free foams, hyper soft, high load or high resilient foams, CMHR foams and viscoelastic foams. High-quality technical foams can also be made without any problem.

- >> Highest quality and production flexibility based on the combination of different technologies from the market leader in the area of continuous slabstock lines
- >> Extremely economical production of top-quality foam

- >> Production of various types of slabstock with uniform hardness and density distribution
- >> Highly efficient raw material yield due to precise metering technology

LEARN MORE ABOUT THE HENNECKE SLABSTOCK LINES



>> <https://youtu.be/KRpwyPk9pJg>

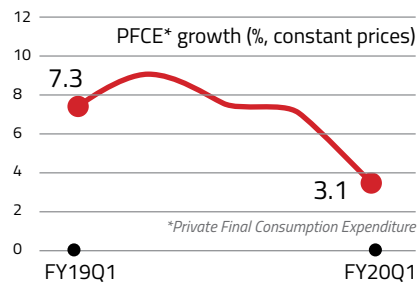
Growth Estimates Crash

% annual growth (FY 20)

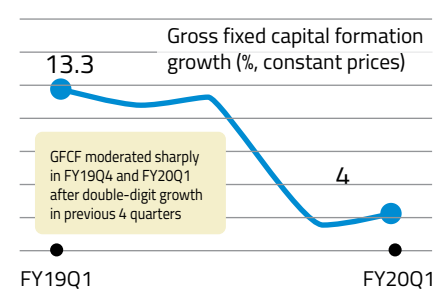
	Earlier	Revised
	Estimate	
RBI	6.8	6.1
Moody's	6.2	5.8
Ind-Ra	6.7	6.1
ADB	7.2	6.5
OECD	7.2	5.9

Economy facing multiple drags

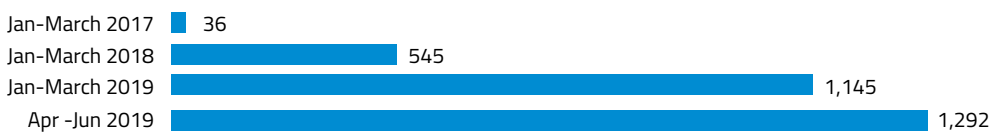
Consumers not willing to spend



Private sector not investing



Bankruptcy law mired by delays



■ CIRPs admitted and at the end of quarter

Banks have turned cautious in lending while credit flow from NBFCs has stalled

Rural demand remains tepid due to low wage growth and low food inflation

Global trade has stalled
WTO has stashed forecast for trade growth this year by more than half warning the slowdown could hit living standards and jobs

Double whammy?
While crackdown on cash and corruption had dented informal economy, loss of wealth in stock market has also dampened sentiment.

Source: Economic Times

loan bust, India's consumption demand has fallen. Geo-political situations have also contributed to this factor. Capital formation has become a challenge. And our economy is looking far from healthy at this point.

Just how did we get here? Business Activity

India's private sector seems to be sliding down the ramp from July 2019 reflecting a general slowdown in new business. The sluggishness in both manufacturing and services activity as reflected in the Business Standard's (BS) survey of Purchasing Managers, shows a fall in the composite index to 52.6 in August from 53.9 in July.

While input prices for services and the manufacturing sector rose during the month, manufacturers refrained from passing on costs amid efforts to boost sales, reports BS.

Exports

Exports data point to a 6.1 percent slump in August as previous earlier, which had marginally risen 2.3 percent

India is on a growth trajectory and is getting more and more connected with global economy. US-China trade war can benefit India on one side but on the other side European market is not yet of much hope

in July, attributing the decline to an adverse global trading environment, and base effects. Meanwhile, imports were dragged down by weak domestic demand which, in reality, helped to keep the trade gap broadly unmoved compared to the previous month.

Consumer Spending

Consumer spending was low, including in rural areas. That supports a recent

report by Nielsen, market researcher, that lowered its 2019 growth forecast for the fast-moving consumer goods sector to 9-10 percent from an earlier estimate of 11-12 percent, says Business Standard.

Urban consumers seem to have contributed majorly by curtailing spending, due to looming growth slowdown and fear of job losses.

Naturally, the same sentiment seems to have weighed on demand for loans, with overall credit growth reaching 10.3 percent in August down from 14.2 percent in April, according to Reserve Bank of India data.

The Citi India Financial Conditions Index, a liquidity indicator, showed overall conditions grimmer.

Industrial Activity

India's core infrastructure industries' output, which constitutes 40 percent of total industrial production, grew 2.1 percent in July from a year ago. The data offered mixed cues, with moderately

healthy growth in cement and steel offsetting a contraction in coal, crude oil, natural gas and refinery output.

Industrial output growth accelerated to 4.3 percent in July from 1.2 percent in June. While the headline number showed a bounce, the production of capital goods — an important indicator of future demand — contracted for a third straight month. Both the core sector and industrial output numbers are reported with a one-month lag.

So is that it? Am I to worry now?

No, do not worry, hope is at hand. Every market segment has shown a streak of “lip-stick effect” in its own way. Let’s look at some of the key ones relevant to the sleep industry.

Realty Registers Hope

Real estate sector, hit by new regulations and unable to cope with demonetization, has been reeling under a long-drawn crisis. Stressed realtors, projects in limbo and poor home buyer demand have made things tough. But green shoots are sprouting in some pockets.

Just consider this. In 2016, DLF Ltd announced that it will depart from the industry norm and complete a residential project before selling it. Today, its Ultima project in New Gurugram, has sold 376 ready-to-move-in apartments worth Rs 700 crore. This strategy is helping instill confidence in the market.

Anuj Puri, chairman of Anarock Property Consultants, says that it is also a matter of getting the price-location equation right. “In Dombivali, Mumbai, Runwal Properties sold 280 apartments in three days. We were zapped by such outstanding success. Conversion of footfalls have risen from around 8-10 percent earlier to now around 17 percent,” Puri says.

Office real estate is seeing good demand. For one, office REITs (real estate investment trust) is bringing some cheer in the real estate sector. Embassy Office Parks REIT (launched with Blackstone) has given over 20 percent return since its listing in April.

The industry is showing growth in the market. There are concerns that need to be addressed in this slowing economy to keep business on track.

Encouraged, other developers like the Rahejas and Prestige Group are also considering launching REITs.

Despite hiccups, the government’s Pradhan Mantri Awas Yojana (PMAY), which targets to build 20 million affordable houses for the poor by March 31, 2022, is progressing well. As part of PMAY (Urban), against the target of 1.12 crore, 90 lakh houses have already been sanctioned. “This has attracted good investors like HDFC and Abu Dhabi Investment Authority. Finally, we seem to be making progress in affordable housing,” says Srivastava.

Travel and hospitality industry is regaining its vitality in small measures. This has a direct correlation to the sleep industry. The home refurbishing market is seeing some thaw. A good mattress at home, a cosy branded bedlinen and bed fabric is everyone’s dream. Show them a good product and they will set their mind to it. Come up with the right pricing and payment options you will have “lip-stick” effect kicking for your industry.

So, what is this Lipstick Effect?

The lipstick effect is when consumers still spend money on small indulgences during recessions, economic downturns, or when they have little cash. They do not have enough to spend on big-ticket luxury items; however, most still find the cash for purchase for small luxury items, such as premium lipstick. For this reason, companies that benefit from the lipstick effect tend to be resilient even during economic downturns.

The lipstick effect is one of the reasons that fast-casual restaurants and movie screens typically do well amid

recessions and explains why Bollywood still does well despite a slowdown. Cash-strapped consumers want to treat themselves to something that helps them forget their financial problems. They can’t afford to escape to Mauritius. However, they’ll settle for a fairly cheap night out and a movie, or sleep in a cosy bed, adjusting their budget accordingly.

Just do a quick check if you can appeal to the consumer to kick in a lip-stick effect. **CT**

KEY TAKE-AWAYS

The lipstick effect describes the fact that consumers will still tend to buy small luxury items even during an economic downturn.

Cash-strapped consumers want to treat themselves to something that lets them forget their financial problems.

The lipstick indicator suggests that an increase in sales of small luxuries such as lipstick can indicate an oncoming recession or period of diminished consumer confidence.

So, the last thing you want to do is to despair during a slowdown. Put on your best show, deck up your store judiciously, increase your digital activity within a reasonable budget and start talking to the hassled consumer. Let her sleep well.



Foam and Spring Tango into the future

New formulations in foam and spring are making the mattress industry a hotbed of innovation. This article delves into the broad contours of the industry, how it has moved so far and where it is headed, throwing light on how future products will change the way we sleep.

Foam and Spring have long been the mainstay of the mattress industry, going back to 1800s. There have been variations but not a revolution. However, there are interesting inflection points and some developments are acting as an indicator of the things to come. We try to look through the future and predict what happens beyond foam and spring.

Memory foam versus pocket spring

In the majority of today's mattresses, you'll find the primary support is delivered from one of two options, memory foam mattress and a pocket spring. These are either - memory foam or pocket springs. Memory foam was

invented at NASA for use inside the space shuttle. However, today it's everywhere, it's affordable, and comfortable and you bet that it has clever properties - with this plush feel, body contouring and pressure relief features, memory foam is best for side sleepers. It feels as if the sleeper is engulfed by the foam — as if sleeping inside it.

Meanwhile, the steel coil spring was developed and patented for chair support way back in 1857 and used by German inventor Heinrich Westphal who constructed the world's very first innerspring mattress in 1871. It caught on quickly and since, has become a mattress staple across the globe. It is supportive, bouncy, and firm, spring mattresses are especially popular with folks who like a "traditional" feel designed to position the sleeper more "on top" of the bed than "in" it.

With that we are through with the basic definitions of the memory foam

and spring mattresses. In order to figure out how these ingredients may pan out in the future. Let's take a deep dive into the nature of these two ingredients.

How did we arrive here?

It is interesting to note the path we have taken to arrive here. Steel springs made up the early beds with a thin layer of cushioning. Today, these steel springs have given way to tiny inner springs, each of which are independent to each other and can react to the pressures independent of the other. And there will be thousands of such inner springs.

Whereas memory foam was an innovation from the regular foam. Memory foam, (Visco-elastic material) is denser and heavier when compared to a version of regular polyurethane foams that are oil derived. The real difference is a set of characteristics that determines the way memory foam 'returns' and 'responds' to pressures. While both are made out of the same ingredients, the

precise mixture and 'curing' process vary.

When you lie in a memory foam bed, the heat from your body triggers a mild chemical reaction within the memory foam making the foam shape into an imprint of your body — that is, it matches the contours of your body. Memory foam does a great job of absorbing whatever pressure you apply to it. Lying on top of a memory foam mattress feels like stretching out on a soft patch of grass.

The challenges to overcome

▪ Memory foam

The problem with memory foam is two fold. While it offers a soft, cushiony feel to sleep in, its ability to absorb heat and breathe makes it a hell of a choice for long use. Thick layers of foam act as an impassable barrier causing the heat and moisture from our bodies to build up. This makes it extremely uncomfortable to lie on for long. Because the memory foam reacts to the heat, it can feel too hard in cold and saggy when it's warm.

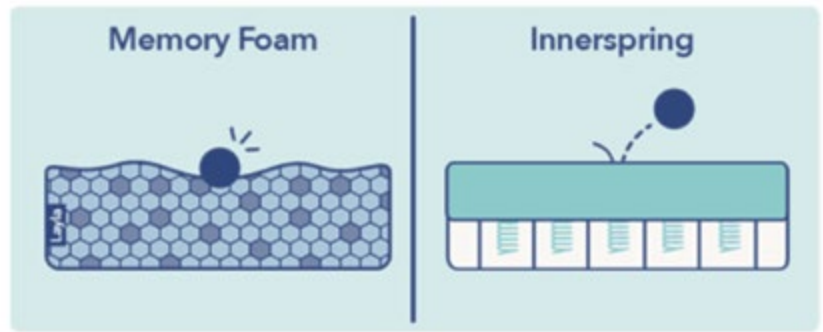
▪ Spring and Innerspring

On the other hand, pocket springs or innerspring offer more support and ventilation than foams do. They have a more open structure than their foam counterparts which allows air to circulate more freely. Also, the individual springs that make up the mattress are housed in their own little pockets and work independently of each other. So when you compress them the movement is isolated to that specific area of the mattress. Overall, a pocket spring mattress will allow you to have a cooler, more comfortable and undisturbed sleep. Preferably, look for one that has natural layers above and below the pocket springs. In order to discover the perfect mattress ingredient, the inventor needs to figure out a way to deal with three factors: Heat, Sinkage and Bounce.

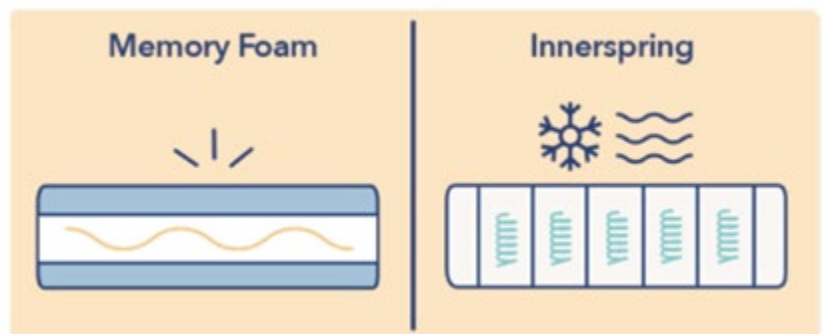
Here's a quick look at these factors.

Hybrid is the future- (Memory) Foam and Innerspring: With the advantages of one playing down the disadvantages of the other, some leading mattress manufacturers are experimenting with

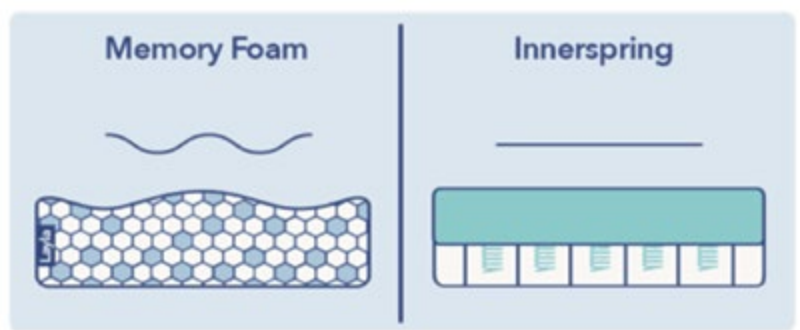
Bounce



Heat



Sinkage



a hybrid approach. These mattresses are made of both memory foam and innerspring or pocket spring. Several layers of specially treated memory foams are placed on top of innerspring coils which are specially wrapped with foam to minimize motion transfer.

To avoid excessive heat absorption, memory foams are either gel infused or will contain copper strips. Whereas, innersprings are wrapped with foam in order to mitigate excessive transfer of motion.

The combination ensures that excessive heat is not absorbed and the mattress is not allowed to build up heat over night. Use of memory foam and wrapped innerspring reduces excessive bounciness. So with hybrids, you get the

best of both worlds.

Latex is another material we cannot forget in the mix. We believe that latex will join the Hybrid revolution and get mixed innovatively along with memory foam and innerspring fillings in mattresses. One cannot forget natural and synthetic fibre material that are used as layering inside mattress. These along with gels will make for the future hybrids.

Plus, sensors and digital gadgets promising a heavenly sleeping experience through intelligent temperature control, contour matching, pressure distribution through gel transport inside the mattress via inner pathways, and many more. All of these promise a new future in mattress making. **CT**



Give your home the makeover it deserves with the new range of **home furnishings from Kurl-on**. The perfect blend of comfort and class. Go on, settle in to the nest of your dreams.

MATTRESS • COT • CUSHION • COMFORTER • SOFA • PILLOW • ACCESSORIES



Kurl-on[®]
India's Largest Selling Mattress
Since 1962

A HOME YOU'D NEVER WANT TO LEAVE.

Presenting complete furnishing solutions from Kurl-on.



VISIT OUR EXCLUSIVE SHOWROOM TODAY

Andhra Pradesh : Hyderabad - 8310998012. **Arunachal Pradesh** : Itanagar - 9508174039. **Assam** : Dispur - 9508174039. **Bihar** : Patna - 9709860009. **Chhattisgarh** : Naya Raipur - 7209980504. **Goa** : Panaji - 9481015244. **Gujarat** : Gandhinagar - 8310997952. **Haryana** : Chandigarh - 8660598004. **Himachal Pradesh** : Shimla - 8660598004. Dharamshala - 8660598004. **Jammu and Kashmir** : Srinagar - 8660597194. Jammu - 8660597194. **Jharkhand** : Ranchi - 8660598011. **Karnataka** : Bangalore - 9379459211. **Kerala** : Thiruvananthapuram - 8310998684. **Madhya Pradesh** : Bhopal - 9665049095. **Maharashtra** : Mumbai - 9998984648. **Manipur** : Imphal - 9508174039. **Meghalaya** : Shillong - 9508174039. **Mizoram** : Aizawl - 9508174039. **Nagaland** : Kohima - 9508174039. **Odisha** : Bhubaneswar - 9776642485. **Punjab** : Chandigarh - 8660598004. **Rajasthan** : Jaipur - 8310998243. **Sikkim** : Gangtok - 9508174039. **Tamil Nadu** : Chennai - 9849498325. **Telangana** : Hyderabad - 9866346258. **Tripura** : Agartala - 9508174039. **Uttar Pradesh** : Lucknow - 8660597607. **Uttarakhand** : Dehradun - 8310998294. **West Bengal** : Kolkata - 8310998534.

For franchisee & distribution, Contact : chandanpradhan@kurlon.org



9 am to 9 pm - All days customer support 18004250404 | E-mail us at : customercare@kurlon.com

EMI

EASY

EMI

DELIVERY

Shop Online @ www.kurlon.com

Total market for mattresses in India was around 18.6 million units

ISPF RESEARCH REPORT

Winter is the peak season for the category; however, the impact of seasonality is lowest in West Bengal and Orissa. This is one of the many interesting findings from the second round of market study commissioned by ISPF. Expanse of the distribution network, annual sales of mattresses and performance of different brands across states in India are covered by this study.



ISPF conducted second round of market research survey to track the overall market size of mattress in Q1 of 2019. Survey objective also found out trend in product mix in terms of types of mattresses, different price bands, customer price points for different categories, preferred sizes and accessories and retail store dynamics.

ISPF collected data from a sample of 3107 retail stores and 23,892 transactions across India.

Category Dynamics

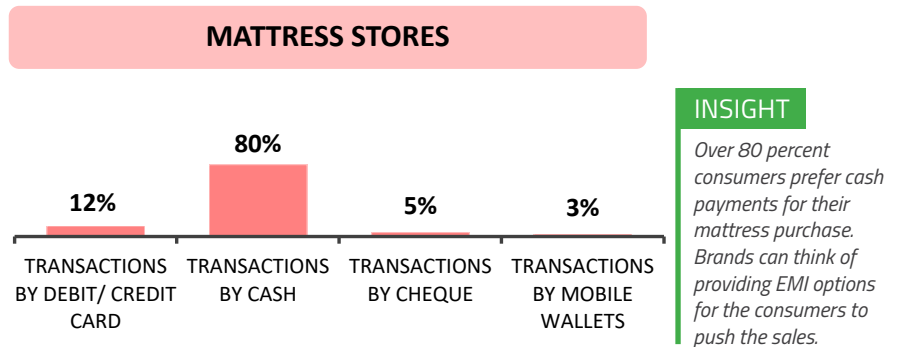
The research focused on the market potential indicators. It was found that the total market for mattresses in India was around 18.6 million units, with an estimated new demand for mattresses being ~7 million units per year. In addition, the average replacement cycle for mattresses was ~12 years, and the replacement demand for mattresses was 11.6 million units. Also, a critical finding showed that the furniture channel is critical towards new demand, as it contributes 50 percent to total sales of mattresses.

Our previous quarter numbers revealed that approximately 1.8 million mattresses were sold every month during October – December, 2018 through permanent stores.

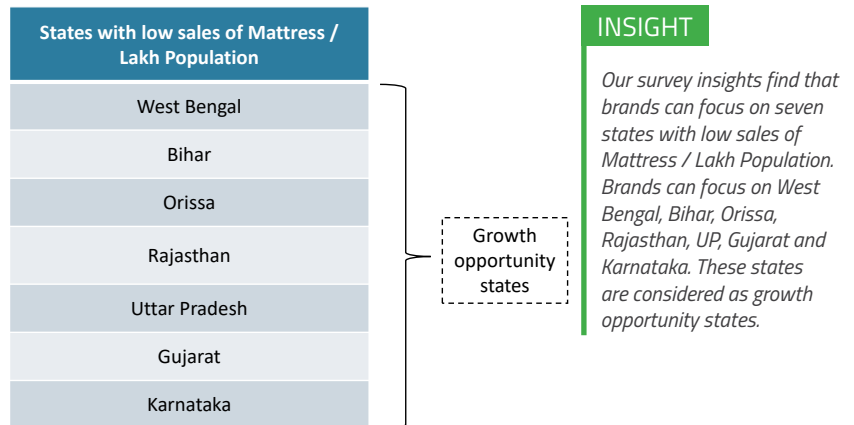
State-wise metrics show that Andhra Pradesh, Tamil Nadu and Kerala were the hotspots for mattress sales, while West Bengal, Bihar and Orissa recorded the lowest sales figures per lac population, but were considered to have immense potential for future growth. Furthermore, lower town classes, especially Tier 5-6 witnessed high growth, and pose tremendous opportunity for the category. Another interesting insights shows that the modern mattress is the 3rd biggest contributor towards household spending, only surpassed by TV's and Refrigerators.

Moving on to the actual mattress sales figures, it was seen that Q3 was the peak season for sales. Monthly sales totaled to 791,108 units for the month of June 2019. There is a visible shift from unorganised to organised

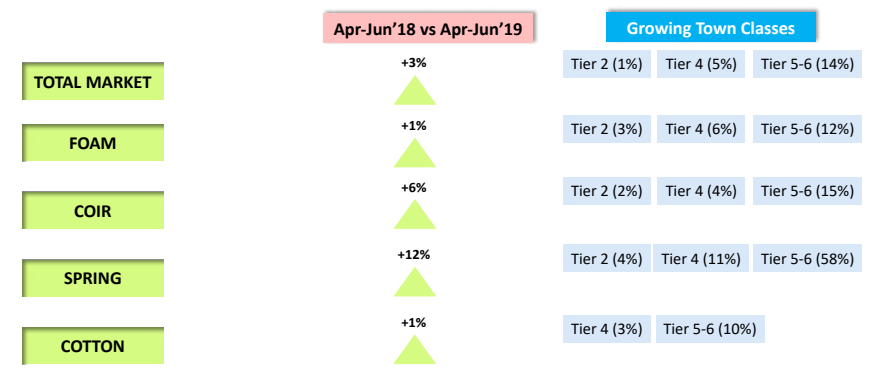
Profile of Transactions



States wise comparison: Sales of Mattress Per Lakh Population



Volume sales of mattresses increased by 3% YoY in the first quarter; Tier 5-6 towns are contributing more towards growth



Tier 1: More than 40 lakhs population; Tier 2: 10 – 40 lakhs; Tier 3: 5 – 10 lakhs; Tier 4: 1 – 5 lakhs; Tier 5/6: Less than 1 lakh

INSIGHT Our survey finds that Tier 5-6 towns (Small towns and Rural areas) have shown high percent growth over the first quarter of 2018 to Q1 of 2019. This is a big opportunity for the brands to focus on sales.

sector from first round survey to second round survey. As far as contribution of channels is concerned, furniture outlets were on top with a contribution of 48 percent in the last quarter, while furnishing outlets and mattress outlets made up 31 percent and 20 percent of

sales respectively.

Moreover, when it comes to mattress related products, their sale value is 27 percent of overall mattress sales. To give you a few examples, for every 100 mattresses sold, 50 bed lines,

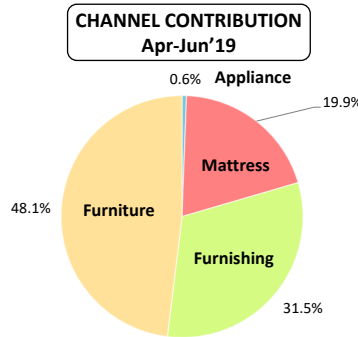
100 pillows, 20 carpets and 20 mattress covers and comforters as sold as well.

Coming to the product mix, or the contribution of different types of mattresses towards sales in the last quarter, it was seen that foam based mattresses made up 52.6 percent of overall sales, while spring based made up 13.5 percent, and coir based made up 34 percent. In terms of size, single mattresses made up 36 percent of total sales, but contributed only to 22 percent of sales value. Also, queen sized mattresses made up 38.8 percent of sales, while king sized mattresses constituted 29.9 percent of all sales. It is interesting to note here that single foam based mattresses are more predominant in Northern Indian states, while their queen and king sized coir counterparts are more popular down South. It's also worth noting that spring is mostly sold in King and Queen sized mattresses, while foam is sold in single mattresses & coir in Queen sized mattresses.

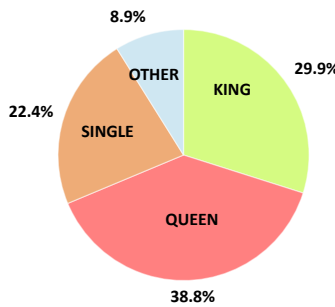
Price Sensitivity

As for the pricing analysis, 63 percent of the mattresses are sold under INR 10K but these account for only 38 percent of the sales by value. Mattresses with cost greater than INR 20K accounted for only 8 percent of sales but the highest value contribution (19 percent), while those less than INR 4K accounted for 11 percent of sales. The highest selling mattresses as per price band were priced between INR 5.5K - 7K, accounting for 16 percent of total sales. Our earlier survey finding said that, on an average, consumer pay

Contribution to sales from Furniture and Mattress outlets increased in summer



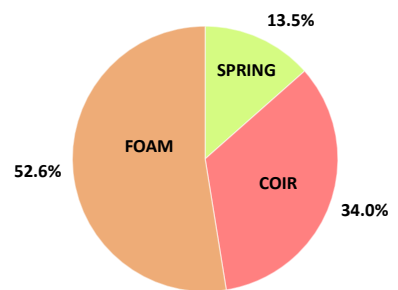
% value contribution of different types Apr-Jun'19



INSIGHT

Almost 80 percent of mattress sales are happening at Furniture and Furnishing stores. It is a good insight for brands to come out with special promotional activities for mattress sales at furniture and furnishing stores.

% contribution of different types Apr-Jun'19



INR 9500 for an organized sector brand and INR 6500 for an unbranded one (end consumer price includes GST). Cash is still king for 73 percent of the consumers buying mattresses while only 13 percent pay with plastic money. Even our current survey echoes the same consumer sentiments.

Brand performance

Sleepwell & Kurlon dominate the market across most of the price bands. Duroflex and Peps are more prominent in the premium segments. Average price of a mattress is higher in Southern states due to higher contribution of King and Queen size mattresses.

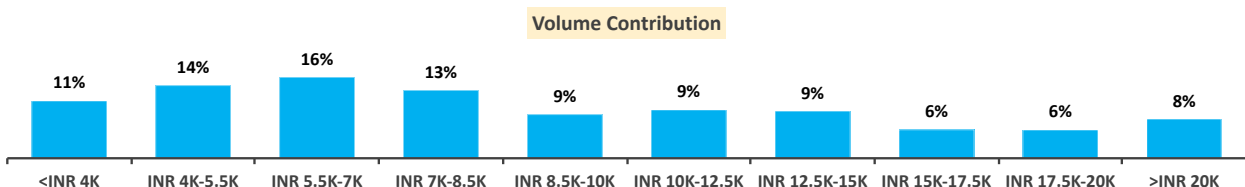
Way Forward

Online sales are estimated to close at Gross Merchandise Value (GMV) of Rs 500 Crs in FY 20 growing at highest rate of 25% year on year.

Finally, it must be said that the Indian mattress market holds incredible potential for the future and if industry players can make the effort towards understanding geography specific buying patterns, as well as creating stronger marketing campaigns that can help create a more personalized buying experience, it's safe to say that the sky is indeed the limit for them. **CT**

63% of the mattresses are sold under INR 10K but account for only 38% of the sales by value

Mattress Sale- By Price Band



INSIGHT

Though the under 10k mattress contribute to 63 percent of sales by volume, it contributed to only 38 percent of sales by value. Over 20k mattress have contributed to 19 percent of sales value.



®

Sweet Dream

30 **MATTRESS**
Years of Success

An ISO 9001:2015 Certified Company



**DON'T JUST
SLEEP
GET
RECHARGED**



**Bamboo
Gel Memory
Pillow**

Contact your nearest "Sweet Dream" Mattress Dealer

Toll Free No.: 1800-233-1933 (Monday to Saturday, 10-30 am to 5-30 pm)

E-mail: tflmktg@tirupatifoam.com Visit us at: www.tirupatifoam.com



Mr. Rahul Gautam, CMD of Sheela Foam Ltd and the Chairman of Joyce Foam Pty Ltd. Australia, & Interplasp, Spain

The major impact of the slowdown was reduction in the average selling price

Mr. Rahul Gautam, *CMD of Sheela Foam Ltd and the Chairman of Joyce Foam Pty Ltd. in Australia & Interplasp, in Spain* shares his thoughts with Comfort Times about the impact of economic slowdown on the mattress industry, implementation of GST and changing consumer expectations. Excerpts:

Q What, in your reckoning, were the major highlights for the mattress industry in 2019?

2019 was a very eventful year. Two opposing forces were in play for the mattress industry. The economic downturn impacted negatively – like for all consumer durables, while the formalisation of the economy definitely supported the organized segment.

Q How is the current economic slowdown affecting the Indian business landscape- particularly, the mattress industry?

I think the major impact of the slowdown was reduction in the average selling price (ASP). The number of units sold held on or increased due to the unorganized segment getting converted. In due course of time the ASPs can be moved up with the combined efforts of the industry.

Q Since Sheela Foam is a leader in PU foam, any specific observations about the PU foam market's performance during this slowdown?

PU Foam is a very versatile cushioning material. With the same raw materials

to add value or reduce cost is possible. This unique characteristic will help PU Foam to keep its relevance in all kinds of economic scenarios.

Q How has GST implementation impacted the mattress industry. Kindly share your assessment - any positive and negative impacts that you note as direct implications of the new tax regime for the industry.

The implementation of GST has very positively impacted the industry especially for the long run. This was truly enhanced when the GST rates were unified at 18 percent. Majority coming down from 28 percent. Slowly but surely the markets are getting formalised and the pressure from the government to adopt GST is pushing the thought that to 'Avoid & Evade is more expensive'.

Q How formidable are issues like presence of a large unorganised sector, Custom made sizes, logistics, Online challengers, Long purchasing time-cycles taken by the customers,?

Currently the large unorganised sector is a boon. It has already helped the

Traditional Mattress users to shift to some form of Modern Mattresses. From this pool it is easier to move them to the organised sector.

Custom made sizes are definitely a pain and will probably only go away with the furniture industry organising and concurrently the customer recognising that the mattress is more important than the bed base. However, custom made sizes are also an insulation from imports. In many segments cheap Chinese products have invaded the markets while the mattress industry is relatively unaffected. As an industry we have to learn to live with this for a long time. India has seen a lot of progress in Logistics as both Roads and Vehicles improve with time. The new MVA may appear as driving costs up, however if and when implemented fully the safety and quality of delivery will be very beneficial.

Although Mattress is a product of 'Touch & Feel', On-line marketers cater to 'Novelty & Convenience'. They will always find some share of the markets. My guess is that in a steady state 10 percent- 12 percent will be On-line.



Long purchase cycles are a reality and the industry is to be blamed for it. In our anxiety to make a sale today, we over committed on Warranties and did not educate the consumer otherwise on the ill – health impacts of the low replacement cycle. The industry should now take this up seriously.

Q Anything else that the industry should brace up for?

The industry should start talks about "Circular Economy". For a long time the solution lies in re-using the waste. India has very diverse economic levels of the consumer. One can always find a market for the recycled products.

Q Is it important for a player to find a niche in the current competitive landscape when a lot of brands are vying for planks like eco-friendly, or organic, or customised, or luxury segments?

Like all categories Niches will always be Niches and co-exist with the various well accepted planks in the market. My only comment is that it is extremely difficult for a single player to operate in both . Each of them have completely different characteristics.

Q Have you seen consumer expectations changing over the last few years? What new trends may come up in the next few years?

It is true that the consumer expectation have changed a lot in the past few years. After all, the consumer is impacted

by improving experiences in other segments in the markets. Besides the above, the industry should constantly work towards giving more and more benefits to the consumer. This will surely drive the ASP up and grow the markets.

Q How are online and offline sale-impacts changing the erstwhile consumer behavior in India?

After all On-line is just another way to reach the consumer and in our under penetrated markets, it will only increase the market size.

Q Also how to educate consumers on some of the ill-effects of old mattress which creates health issues?

Old mattresses are a health hazard for sure. With the quantum of body fluids penetrating the mattress and then helping fungus and molds to grow - these mattresses need to be changed. Such education is taken up both by individual companies as well as the Association. It will also help in growing the market size besides benefitting the consumer.

Q Is import of furniture, mattresses, accessories etc a serious threat to domestic brands.

Import of Furniture, yes and Import of contract Mattresses for sure are a serious threat to the local manufacturers. . However on the general mattress category it is not so impactful and we should accept some imports as a part of

the market dynamics.

Q How difficult it is to manage human capital in the mattress industry? What challenges do mattress manufacturers face? How is Sheela Foam addressing this area?

Managing human capital in this category is like any other area. The white collar workers are generally home grown while the blue collar workers are easily available from the large unorganized part of the industry. Having said that, the practices of training and adding value to them has to be a regular exercise.

Q What strategic considerations or goals spurred acquisition of Spanish company Interplasp ?

Sheela Foam today is fortunate to have the experience of running an overseas business. When the Spanish opportunity came it was a little easy to look at the merits of location – being a part of the largest foam market in the world as well as the potential to supply to Northern Africa. There are always the other benefits of cross-learning and back end consolidation.

Q What are your impressions/ suggestions/expectations with regard to Comfort Times magazine? Going ahead how can we improve the magazine ?

I think it is a brilliant initiative and also being handled very well. I would suggest to consider changes a little later. Congratulations! To the entire team. **CT**

ENJOY UNDISTURBED SLEEP, NO MATTER WHAT.

Nilkamal, the most trusted brand, brings you a range of mattresses.



Available in
COIR | FOAM | SPRING

Get customised SpineFit, Ortho & Side Sleeper mattresses.

Website: www.nilkamalmattrezzz.com

Email: marketing@nilkamalmattrezzz.com

Nilkamal[®] M A T T R E Z Z Z

WAKE UP TO A BETTER TOMORROW



NILKAMAL
Spring Mattress with

ZERO
MOTION
Transfer Technology



INCREDIBLE
PRODUCT
MARGINS



MODERATE
INVESTMENT
OPPORTUNITY



EXTENSIVE
COMPANY
SUPPORT



ZERO
FRANCHISE
FEE

FOR TRADE ENQUIRIES CONTACT - 1800-1219-115



The 7 mattress care tips you should abide by

Mattress care tips are a dime a dozen. Everyone's got their homemade protocols for ensuring the longevity of mattresses, but without the right technical knowledge, there's a good chance you could end up doing more harm than good.

So, before we get into the tried and tested tips for mattress care, let us have a look at some common myths that are widely prevalent in households across the country.

Please remember to never try these at home.

Myth #1: Flip it to save it

While this tip might have been useful in the 20th century, most modern mattresses are built for one-sided use only, and so you actually might be permanently damaging the internal support and foam layers of your mattress with that age-old remedy. However, it is recommended to rotate (not flip) your mattress by 180 degrees once every 2-6 months, so as to minimize wear and tear on a particular set of springs or a part of the foam.

Myth #2: If it looks clean, it is clean

Most people just think about dust mites and common mattress stains, but did you know that the average person sheds 454 grams of dead skin cells a year, and about 285 ml of sweat and oil every single night? Yes, these are all the invisible monsters that aren't under your bed, but quite literally on them, and routine cleaning of your mattress is essential for not just its long life, but also a good night's sleep.

Myth #3: Homemade cleaning solutions are the solution

Using a shampoo-water mixture or any generic cleaning agent to wipe out a stain is a bad idea, as excessive water can encourage the growth of bacteria and mold, while harsh chemicals in shampoos and cleaning liquids can damage the mattress foam irreparably.

Right then, now that we have debunked some of the common myths, let us look at 7 tips that can help ensure the longevity of your mattress and keep you comfortable for a long, long time.

▪ Ensure proper support for your mattress

Just like our bones and muscles provide the right foundational support for our internal organs, structural

support systems such as box springs, foundations or platform beds are essential towards keeping the internal layers of your mattress in good shape.

While box springs are generally paired with spring mattresses, latex and memory foam-based mattresses are best paired with solid support structures such as slats. In addition, it is widely recommended that queen/king-sized mattresses ought to have strong central support frames, in order to prevent the central portion of the large mattress from caving in.

▪ Avoid roughhousing at all costs

It's quite natural for children, and quite unnatural for adults, to jump and play on the mattress, but this is something that has to be avoided to protect the inner layers of your mattress. Roughhousing can damage internal springs, memory foams, latex layers and other support layers of the mattress for good and will certainly force your hand at buying a whole new mattress.

The only suggestion/tip we can give you here is to be gentle with your mattress at all times and perhaps invest in a mattress protector, or indeed a trampoline or playhouse for the kids.



A.S. ENTERPRISES
An ISO 9001:2008 Certified Company

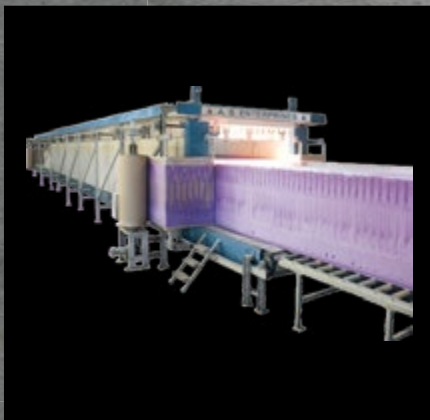
Conceive | Believe | Achieve

**Serving The PU Foam Industry
Since 1989.**



SEPTEMBER 5-7, 2019 | GUANGZHOU
THE LEADING EVENT FOR THE
CHINESE POLYURETHANE MARKET
5th to 7th September 2019
Stand No. 73

The Journey is Our Reward...



- Slabstock Foaming Lines
- Batch Foam Machines
- Foam Cutting Machines
- Foam Re-cycling Machine

INDIA'S LARGEST MANUFACTURER OF PU FOAM PROCESSING & CUTTING MACHINES

Plot No. 28/23/2, Village Badli, Delhi-110042 (INDIA), Ph.: +91-11-27857561, 27855570, Fax: +91-11-27853498
www.as-enterprises.com | www.foamconsultant.com | aseinfo@as-enterprises.com | asedelhi@gmail.com

Longevity and sustained comfort are what any mattress owner wishes for, and since they are essentially long-term investments that become an integral part of our daily lives



- **Use mattress protectors from day one**

A mattress protector is an extra layer of bedding that is placed on top of a mattress, so as to protect the mattress from wear and tear, dust particles, and stains. Some mattress protectors are made of allergen-free materials that can protect you from dust-allergies or allergens from the mattress layers.

Mattress protectors come in different sizes and are made of different materials, starting from thin quilted sheets to toppers made from memory foam and spacer fabrics. In addition, if you have an infant at home, you could also look at investing in a waterproof mattress protector - which is made up of thin layers of latex and are used to protect the underlying mattress from moisture and staining.

- **Believe in routine cleansing**

This might sound cliched, but a regularly cleaned mattress equates to a long-lasting mattress. Periodic vacuuming of the mattress and regular washing of the linens will ensure that dead skin cells and dust particles do not percolate into the mattress, and also prevent the growth of mold and bacteria. Also, if you're the kind that likes to bathe before a good night's sleep, you're certainly going on the right track towards keeping your mattress clean but do remember to dry yourself completely before getting some shut eye!

As far as spots and stains are concerned, it's always a good idea to consult your local expert cleaners - the ones who are always equipped with the right tools to get your mattress sparkling again. Also, always check

the maintenance manual that came with your mattress, so that you can understand what is best suited for it, and perhaps convey the information to your local expert too.

- **Give your mattress some fresh air**

Keeping your mattress out in the sunshine cannot just help in getting rid of dust mites, but also getting rid of bodily odours from them. Remember to keep the mattress out during periods of intense sunshine alone, as damp weather could seriously harm your mattress. Also, it's a good idea to vacuum whenever you plan to air out your mattress.

Plus, if you're looking to deodorize your mattress, you could do so by sprinkling some baking soda across it. Baking soda helps absorb foul odours and can be easily vacuumed and dusted from your mattress without causing any harm to it.

- **Be vigilant during and after your travels**

Traveling to new places often means staying in new hotels, which in-turn means sleeping on beds which could potentially be host to many dust mites and bed bugs. You should know that even the cleanest and most prestigious hotels can be home to these invisible agents of chaos. Moreover, they are extremely good travellers themselves, and can easily cling on to your clothing or baggage and then take the return trip home with you.

Stay vigilant and move out of a room if you feel there are bed bugs there. Read up on the identification of bed bug attacks and how you can avoid them.

Prevention is definitely better than cure in this case, quite simply because they are a nightmare to get rid of. Just ask any hotel and they'll tell you some harrowing stories about their public enemy number one!

- **Moving the mattress? Handle with care!**

Whether you're shifting homes or shifting rooms, it's always a good idea to carefully transport your mattress. Remember that carrying your mattress horizontally is a big no-no, since the mattress tends to sag in the center - which could potentially damage its internal layers. The right way to move your mattress involves keeping them upright on their sides and minimizing any bending while lifting or transporting them. Furthermore, it's always a wise move to use a mattress cover if you're transporting them over long distances, so as to avoid any stains or damage to the top fabric.

Longevity and sustained comfort are what any mattress owner wishes for, and since they are essentially long-term investments that become an integral part of our daily lives, it becomes quite necessary to maintain them. However, taking care of a mattress isn't hectic by any means, and all it requires is some routine maintenance procedures - just like you would do with any appliance or vehicle. It must also be said that the benefits of doing so are immense too, as you get to sleep on an allergen/dust-free mattress that provides long-lasting support to your posture. Having said that, following these 7 maintenance procedures can help you go a long way towards getting a good night's sleep time and again. **CT**

duroflex

m a t t r e s s e s

Certified by Orthopaedists.

Duroflex's Duropedic Range of Mattresses feature the exclusive Full Prone Support System which provides optimum back support and spinal alignment. The Full Prone Support System is tested and recommended by renowned orthopaedists in India and is certified by the National Health Academy.



duroflex STORE | Available at all Duroflex Stores and Authorised Dealers | Andhra Pradesh Ph: 8142226259 | Chandigarh Ph: 9826118140 | Goa Ph: 9920996663 | Gujarat Ph: 9920996663 | Karnataka Ph: 9845871721 | Kerala Ph: 8970019678 | Madhya Pradesh Ph: 9920996663 | Maharashtra Ph: 9920996663 | Odisha Ph: 9338388997 | Tamil Nadu Ph: 7899402828 | Telangana Ph: 8099935477 | West Bengal Ph: 9007127101 | For Trade Enquiry please call: 8884239123 | www.duroflexworld.com



PAEDIATRIC SLEEP

Observe how your child sleeps

Paediatric sleeping products like cots, beds and other accessories are essential ingredients to your child's sound sleep. These products are designed to reduce the build-up of pressure points by providing support to an individual child's symmetric posture. This increases the likelihood of an undisturbed night's sleep for both the child and you.

Extensive paediatric research has gone into the needs of children during their sleep. The two main issues relating to the children using sleep systems, beyond health and safety, are posture and tolerance.

A child's sleep patterns need to be studied in the backdrop of the needs of the family and the carers. So companies design sleeping systems and contraptions which were comfortable, supportive, flexible, easy to use and could be easily transported. Many companies specializing in child sleep products also offer postural care programs to parents and caretakers are equipped to provide children with the best chance to a sound sleep every day.

One of the key factors affecting a child's sleep is asymmetry due to

abnormal tone and gravity. In fact, you can leverage the gravity factor to the child's advantage to create symmetric posture when their tone reduces during sleep.

It is estimated that children spend 42 percent of their time in a sleeping or lying position (Goldsmith, 2000). Babies sleep a lot - about 14 to 15 hours a day! Most kids between the ages of 5 and 12 years old need 10 to 11 hours of undisturbed sleep each night. Hence, it is of paramount importance to avoid inhibiting abnormal postural reflexes and prevent heat and pressure build-ups during sleep. Baby sleeping products are now recognised as a vital component in any 24 hr postural care program for children with special needs.

Many paediatric sleep product companies use a child-centred approach and design cots and beds specifically of various age groups. for children within three different age groups.

Here's a table to give you a thumb rule on cot or bed for your child.

- 0-1 years - cot
- 1-5 years - cot
- 1-5 years - single bed
- 5-18 years - single bed

Long-time research on how children sleep has identified that the two primary issues that may harm the health and safety of the children. The two issues are Posture and Tolerance.

Sleep Postures

Generally speaking, there are three sleep postures: Supine lying, sleeping on their backside; side sleeping posture which includes lying on the left, right or both sides alternatively; and Prone lying, lying on their front. Normally, all postures are used but there will be a primary posture a child always defaults to. Research into child sleep and safety claims that where the child's condition permits, Supine lying is the optimum position for achieving undisturbed sleep. This is because the child's weight is distributed across the largest surface area on the bed. This has the advantage of a minimised build-up of pressure points and hot spots which are a common cause of sleep disturbance.

Supine posture is also preferred by paediatric sleep experts for achieving symmetric sleeping position. Studies have shown where the child can develop a tolerance for Supine lying, they may often be able to sleep through the night undisturbed.

Indian Silks

A quality commitment
of over 30 years.

We manufacture high quality textiles of woven, printed & knitted fabrics for Mattress ticking in innovative blends, and supply to all leading manufacturers. We also manufacture binding tapes in knitted and woven.

Our in-house state-of-the-art production facility with phenomenal manufacturing capacity have enabled us to venture into global regions like USA, Greece, France, Spain, Middle East, & SEA region.

With our wide range of textile offerings, we constantly endeavor to provide high quality, innovative and extravagant designs with active participation, honesty, responsibility and commitment to the our customer's needs.

Indian Silks

www.mattresstextiles.com

Contact Information:

+91 9312888087

(Mr. Sanjeev Kapoor),

+91 9654067967

(Ms. Anita)

Indiansilksg@gmail.com

Indiansilks@hotmail.com

There are however occasions where Supine lying may not be acceptable or desirable. Side-lying is preferred in such cases which means your child may need to be turned from one side to the other during the night. Only on rare occasions, possibly as a result of established sleep patterns, would we see children sleeping in prone. Your child's preferred sleeping position will depend on many things including their condition, age and existing sleep patterns.

How does a good sleeping pattern help?

Parents and caregivers need to be aware of a few postural management issues to achieve good sleeping patterns. Let's take a quick look at various adjustments that are required to help your child acquire better sleeping patterns.

Hip and trunk positioning

Every child needs positive support to maintain a comfortable and desirable lying posture, either in supine, side or prone. Experts' advice is to use any mattress that is mouldable and flexible. These essentially help to mould to the shape of your child's body providing contoured support while adding symmetry to the posture. Mattresses which have cavities allowing the parts of the body to "fall" back in the cavity are preferred. This is when the child's tone reduces and the mattress requires to allow gravity to have a positive effect on an existing asymmetry that is created during sleep.

Chest and Hip Positioning

It is essential that the child's chest and hips are in the right position during any of the postures the child is sleeping in. Just so, the body of the child should not sag unsupported on an otherwise good mattress. The chest and hip position is important in maintaining a good sleeping posture. In its sleep, a child can easily slip into an unaligned, saggy posture. There are special cushioned Guides which can be used on their own. These guides are adjustable and elastic that can provide the necessary tension, like give a light pull at the pelvis region so that the hip does not sag lower than chest level. The child gets the right support while having ample room for comfortable movement.

A child's sleep patterns need to be studied in the backdrop of the needs of the family and the carers. So companies design sleeping systems and contraptions which were comfortable, supportive, flexible, easy to use and could be easily transported

Air-flow Mattress

The Air-flow Mattress is made from a special fibre which provides a free airflow promoting air circulation and keeping your child at a comfortable temperature. It is a cushioned mattress between your child and the Sleepform Mattress. The Air-flow Mattress must always be used when using the Sleepform Mattress. The elasticated Guides allow movement and have proven very popular where the children are finding the introduction of a sleep system challenging. You may choose to use two Chest and Hip Guides to support your child in a comfortable posture at the chest and pelvis. The cushioned Chest and Hip Guides contain the same special fibre as the Air-flow Mattress. This provides comfortable cushion support and prevents heat from building up.

Leg, knee and ankle positioning

Adequate support has to be provided to prevent issues related to leg positioning, abduction and adduction such as wind sweeping, frogging and scissoring. Windsweeping is a condition where the knees are knocked sideways affecting the pelvic region. Frogging is a condition where the knees are tucked inwards and scissoring is a condition where the knees and legs are crossed. Usually, cushioned pillows and guides are used to ensure the knees and legs are in their place. These can be used in any posture. However, parents need to ensure that the guides are realigned whenever the child shifts

postures in its sleep.

Head and arm positioning

The most important part of child sleep positioning is the head and arm positioning. The head requires special care. Additional comfortable mattresses can be positioned under the pillow area to form to cradle the head. This offers the necessary support. Arm positioning is achieved by forming a cavity in the Mattress and allowing the arms to relax into the channels.

Temperature Control

In addition to these, the use of mattresses, pillows and cushions that allow air-breathing and made of special fibre is essential. Usually, as the child sleeps there will be internal circulation inside the bed and a heat build-up occurs. This may cause severe discomfort to the child. So a typical airflow mattress and cushions can be used.

Good night's sleep

In all, a child's sleep is not trivial. Apart from good mattresses, cushions, guides, rolls and pillows out there, parents and caregivers need to consider, the ease of use and the mobility of the entire system. Postural management in children is harder than in adults. Usually, parental intervention is required continuously. So getting a good sleeping system that offers all of these out of the box is the best bet. **CT**

KEY TAKE-AWAYS

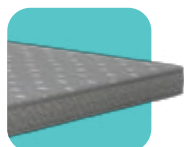
In all, a child's sleep is not trivial. Apart from good mattresses, cushions, guides, rolls and pillows out there, parents and caregivers need to consider, the ease of use and the mobility of the entire system. Postural management in children is harder than in adults. Usually, parental intervention is required continuously. So getting a good sleeping system that offers all of these out of the box is the best bet.



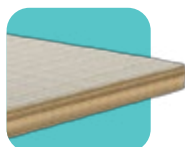
MAKE SPACE FOR SOUND SLEEP.

For good night kisses,
warm hugs and sweet dreams.

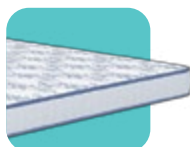
Mattresses that are exclusively designed to support
all body types. Choose the one that's perfect for you.



Comfort
Range



Dream
Range



Orthomatic
Range



Posture Support
Range



The secret behind your super comfortable sleep? It's NASA research!

Ever slept in a mattress so soft and comfortable that it felt like you're floating in space? Well, it's probably because the mattress was built for space!

Yes, it's called 'memory foam', and it was developed by NASA. Memory foam was developed by NASA's Ames Research Center in the year 1966. However, it wasn't used to create mattresses for sleeping, as it simply wasn't comfortable enough at the time to use in a bed, but was instead used to enhance the safety factor associated with aircraft cushions.

Origin of the memory foam

In the 1960s, NASA's engineers were tasked with developing a seating material that could absorb the enormous pressure from the massive gravitational forces experienced by astronauts endured during takeoff and landing procedures. Moreover, since the astronauts went through a rigorous training regime during which they would drastically gain and lose weight, there

was a requirement for a material that could be modified for every single space.

And so, the memory was developed. It was made by mixing various polyols, which are alcohols derived from petroleum products with isocyanates and various reacting agents, after which heat and pressure are introduced to create a 'mattress bun'.

Originally known as the Temper-foam or T-foam, it was developed by an aeronautical engineer named Charles Yost along with a NASA scientist named Chiharu Kubokawa, who were looking to create a polymeric foam material with incredible viscous and elastic properties. The result was a memory foam with high-impact absorption capabilities, extremely soft and comfortable characteristics, and of course, the great utility of adjusting to the astronaut's body when pressure was applied, and returning to its normal shape once pressure was removed.

So, how did it become a commercially viable product?

You would be surprised to know that NASA never used the memory foam for any of its space missions. The reasons being that it lacked the durability for repeated space missions, and that it trapped too much heat from an astronaut's body.

However, NASA did realize that if certain adjustments could be made, the memory foam could find incredible applications right here on our planet. Therefore, they teamed up with a company Mr.Yost called 'Dynamic Systems' to create derivatives of the product which were less-temperature sensitive and more durable. One of the first few applications was in the medical industry, where a memory foam product called 'Sun Mate' was used to provide comfortable cushioned seating solutions for patients and the severely disabled.

How did it come into commercial mattresses?

In the 1980s, NASA sold the rights

to the top-secret memory foam recipe to Fagerdala World Foams, which was one of the leading Swedish players in the mattress domain. They spent a further ten years perfecting the memory foam for use in mattress, and finally introduced the Tempur-Pedic mattress in the year 1991. It became a raging success upon its introduction, and since then, many other mattress manufacturers have gone onto enhance the memory foam, by adding cooling gels, enhanced support layers, flame resistant fabric barriers, etc.

Evolution of the memory foam

While the memory foam was initially quite expensive, subsequent revisions in the manufacturing process and better research led to a reduction in production and selling costs. However, the first generation of memory foam mattresses still had the issues related to overheating, and thus R&D centers worked on creating the 2nd generation of memory foams. In this version of the mattress, companies began utilizing an open cell structure that allowed better airflow in the mattress, therefore helping the user stay much cooler while sleeping.

But improvements didn't stop there, as the 3rd generation of memory foam called 'Gel Memory Foam' was introduced in the year 2006. This mattress consisted of viscoelastic foam infused with 'cooling gels' that helped reduce the process of heat absorption from the body. Some players are claiming to have a fourth generation of memory foams too, which have 30 times more air channels than the 3rd generation, thereby allowing for much better cooling. That being said, future development will certainly improve the safety and comfort of the memory foam.

The latest in space-sleep: Are these the future of beds?

Considering that a material designed for space now occupies a place in millions of households across the world, it is only natural to look at the latest sleep solutions NASA has come up with for its astronauts, and wonder whether they too will find their way into our bedrooms someday.



Having said that, astronauts currently sleep in specified tiny sleeping compartments which consist of sleeping bags. But since they are in a zero-gravity environment, they tend to float around, and so they have to strap their bodies to the sleeping bag so as to avoid bumps.

Fun fact: did you know that astronauts don't need a pillow to rest their heads on? Because of the zero-gravity environment, their heads naturally move forward while sleeping!

However, reports suggest that the entire pillow-mattress assembly for future astronauts will be quite an exciting proposition. While the development is still in its nascent stage, drawings and designs showcase the idea of 'pillow helmets', which as the name suggests, are fully wearable devices with an inner cushioned lining, as well as a comfortable neck support attached to the mattress. In addition, these helmets will be equipped with light and temperature sensors that will optimize an astronaut's sleeping environment. Plus the pillow helmet will also come with a visor with a display screen that can relay relevant data to the astronaut, as well as an in-built speaker device in order for him to communicate or listen to music.

Wearable pillow technology - now that certainly something that could find

its way into our bedrooms someday!

Furthermore, if you're somebody who is into sci-fi and likes to think well into the future, there's some news that can certainly get you interested. As you know, NASA has a burning desire to send humans to Mars someday, and an integral part of that is coming up with a sleep solution that can keep men/women safe through the journey. Well, as per reports, scientists are seriously considering torpor-induced hibernation as a possibility, which involves the astronauts entering into cryogenic pods which will induce hypothermia. This will reduce the metabolism of the astronauts, and reduce the consumption of Oxygen, food and so many more essentials.

While it is currently a real long-shot, maybe NASA could help develop cryogenic sleep pods for people on Earth! If they've helped us sleep once, they could certainly do it again, right?

CT

KEY TAKE-AWAYS

It's quite remarkable how technology meant for an altogether different purpose became such an integral part of our daily lives. Indeed, the memory foam has come along way from the start, and technology has helped remove many of its flaws, so as to make it commercially viable and by the looks of things, the memory foam is going to be improved upon for generations to come. And as for the future, who knows? Maybe we'll see sleeping capsules that have us completely connected to the outside world, or maybe helmet pillows connected to VR and audio sets. Thanks to NASA and technology, the space is the limit!



Sheets and covers drive the mattress market

Today, sheets and covers are making a come back and holding their own ground. Let's see how to navigate that world.

What was once a loss leader, and commonly thrown in as gifts to go with a mattress purchase is holding its own ground today. In the estimated Rs 10,000 crore market, bed sheets and covers are slowly inching their contribution. Though numbers are tough to come by, estimates put it anywhere between Rs 350 - 500 crore in the organized sector, making up 10-15 percent of the organized sector market size.

How did the humble sheet make it here

Not long ago, a typical bed was made from straw, animal hides, leaves, feathers, wool, and hair to add a little bit of cushion to the makeshift mattresses. Even pillows were made from some of the same materials. The bedding evolution was brought about by the mighty Egyptians in 3400 BC. They essentially moved their beds off the floor and installing their cosy bed on an elevated platform and wrap them in fine linen.

What began as the prerogative of the Royals and the rich, gave way to a revolution in how people slept. Yet it took the industrial revolution and beyond to get the bedding revolution. And during all of these, the sheets and covers were the ones which got all the attention. That was until the advent of urbanization when the mattress became the center of attraction which would be placed over an iron cot or a wooden bed. Finally, thanks to the retail revolution which began an aggressive marketing push to sell mattresses and made the sheets and covers as loss-leaders, giving them away as incentives.

Today, sheets and covers are making a come back and holding their own ground. Let's see how to navigate that world.

Navigating the world of sheets and covers

The microfiber fabric is supremely soft, and it is still a bit breathable, so you should be able to sleep on this

High Quality

DIAMOND

Band Messer

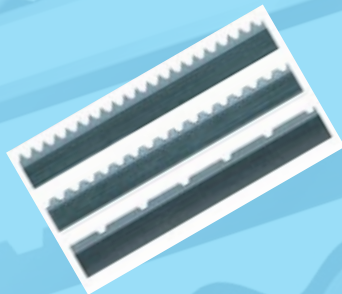
Band Knife Blade

Bandknife Blade

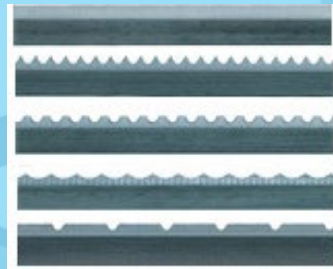


Block Cutter Blade, Vertical Machine Blade, Horizontal & Circular Machine Blade, Peeling Machine Blade, Looper Machine Blade,

CNC Blade



Oscilating Type CNC Blade

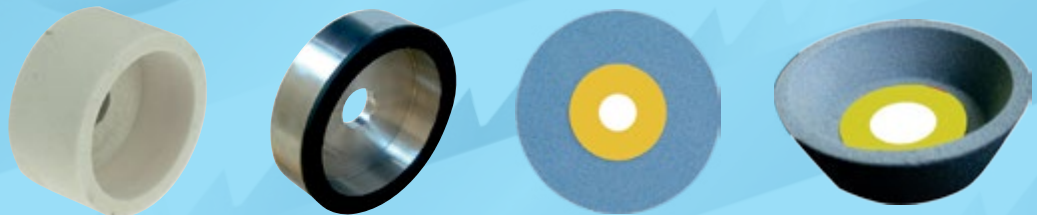


Band Type CNC Blade

Cutting Wires



Grinding Wheels



92463 45339

✉ info@bandknife.com

🌐 www.bandknife.com

Endless solutions to your endless cutting needs

sheet year-round. Still, you might find it warmer than you'd prefer because of the synthetic material.

The polyester fabric makes this sheet less likely to pick up stains or wrinkles, which adds to the convenience factor of this fitted model. However, this sheet is much thinner than you might expect. So, the colors might not seem right on. Plus, there are some quality control issues. The elastic has snapped early on for some users, and threads have unraveled in the stitches. Many more people have had no issues, though.

Choosing accessories

"Look for the terms 'long-staple cotton' or 'extra-long-staple cotton' in the description instead," Crane & Canopy CEO and founder Karin Sun has told Real Simple. "These long fibers are turned into the finer threads that indicate quality."

You should consider other factors when buying sheets, too, including the finish and any dyes used. If you haven't found the most comfortable sheets yet, try an alternative bed sheet set that forgoes traditional cotton in favor of other bedding fibers. Who knows, one may be the key to a better night's sleep for you. Some people are looking for comfort, while others want warmth or cooling abilities; some even shop primarily for appearance and pick sheets based only on what will look best in the bedroom. Knowing what bedding characteristics you want to prioritize can help guide the sheet shopping process, so you aren't wasting time looking at sheets that won't work for you—no one with a penchant for linen sheets wants to spend time sifting through page after page of cotton bedding.

If comfort is key to getting a good night's sleep, though, these sheets have you covered. Best of all, they prove that thread count isn't everything—and these most comfortable sheets may introduce you to a whole new world of bedding.

What's on offer

Sheets

Let's understand what a typical sheet

set includes. A sheet set has a bottom fitted sheet, a top sheet to cover your body, and at least one pillow cover. So when you are talking of sheets, you are talking of all these things together. When you sleep, the sheets cover your body and it's important that they are comfortable and make you feel good when you are in bed.

Today you get to choose luxurious sheets from several brands. Just walk into your local mattress and linen store or a mall to check on the wide variety of sheet sets available in the market. Believe us, there is an overwhelming variety to choose from.

In order for you to decide on which sheet to buy and how much to spend on a typical sheet set, you need to understand the variety a bit.



For the uninitiated it may come as a surprise to know that sheets are made from a variety of different materials including cotton, polyester, tencel, flannel, linen, silk, bamboo, and rayon. In the Indian market, cotton and cotton-blend sheets dominate the market not because they are more affordable. Due to their material characteristics, they're more airy, more comfortable in terms of texture and feel — soft and smooth. In certain micro markets, flannel and silk sheets are becoming quite popular. For instance, flannel sheets offer better warmth and make you feel cozy if you live in a colder environment or live where the seasons change. Whereas, silk or satin sheets are preferred during summers owing to the fact that they are breathable and provide a cooling impact.

Thread Count

What to look for next is the thread count — a popular metric among fabric manufacturers to ascertain the fabric's structure. Thread count determines how the sheets' fabric is built and is not a measure of the fabric's quality. When buying sheets ask about the thread count of the fabric. Here's a catch, unless you are an expert, the store hand's word is what you can go by. But most often you can trust the store hand. Thread count refers to the number of horizontal and vertical threads per square inch of the sheet. The higher the thread count, the higher the weight of the fabric and comfortable. However, lower thread count makes the fabric more airy and breathable but will not have the same weight as a fabric with a higher thread count. The thread count of high-quality sheets can range between 200-800. A

thumb rule is, if you need a warm, cozy feeling for cold nights, pick out the higher thread count. A lower thread-count will go well for summers or warmer nights.

Cotton Sheets

As discussed earlier, cotton sheets are airy and breathable, hence are preferred more in the Indian climatic conditions. Among cotton sheets, the most luxurious ones are the Egyptian cotton sheets. They're softer and more durable than regular cotton and not surprisingly they do not come cheap.

Talking of cotton, those who prefer to go eco-friendly have a choice of organic cotton sheets available in the market today. Organic cotton also ensures they are pesticide and pigment-free,




enough to comfort you. You'll need a comforter to keep warm and cozy at night. A comforter is a two-piece fabric sewn together with a filling, typically down feathers or synthetic fiber. You usually pair comforters a sheet set to keep you warm while you sleep. Comforters come in different varieties as well. The type you will pick depends on how of comforter you buy will depend on how warm you want it to be. A down feather filled comforter will give you enough warmth while a light-weight cotton comforter will halep you sleep longer during warm days.

Now, do not confuse Duvets with comforters. The two look the same but a duvet is essentially a bag. A duvet is a soft, flat fabric bag with some filling—whether it be fiberfill, down, polyester, wool, and silk. You can remove the duvet cover to wash it, and you can pair them with a fitted or bottom sheet. Pairing your bedding set with a blanket, or two keeps the cold away. If you're looking for a blanket to help you sleep better, a weighted blanket is worth researching.

The new accessories market

Thanks to the good home revolution, you can find sheets, covers, comforters, duvets and blankets at many home decor stores. It is estimated that for every mattress sale, an average of 2 sets of sheets, 3 blankets or a combination of comforters and duvets are sold. In colder climates like in upper northern Indian regions, this average will go up to 2 sets of sheets, 5 blankets or a combination of comforters and duvets with every mattress purchase. That's just a thumb-rule.

The good thing about sheets and covers is that they add to the home decor, feel and ambience that people over time tend to buy and stock at home more of these and change it on various occasions.

Thankfully, retail stores are now realizing how important sheets and covers are on their own and are taking steps to display them better and offer exciting offers — not just use them as incentives with mattress purchase. 

free from chemical additives, and hypoallergenic materials. They are best for babies and children.

Tencel Sheets

If you are looking for an alternative to cotton, consider Tencel. Tencel is a brand name for lyocell fabric. Tencel is a synthetic fiber made from a blend of the cellulose of eucalyptus trees, hemp, wool, and other natural fabrics. When compared to cotton, tencel is softer, less likely to wrinkle, and less likely to shrink even after multiple washes. Tencel sheets are relatively popular amongst "green" consumers as Tencel is made from only organic fabrics and the manufacturing process is eco-friendly.

If you can avail of this material, you can consider fabric made from bamboo. Bamboo sheets are another eco-friendly bedding option. Bamboo fabric offers all the advantages of linen like being hypoallergenic, antimicrobial, antibacterial, thermo-regulating, and resistant to pests and fungi. Not all stores will have this option. You need to pick and choose.

Flannel Cotton Sheets

If you live in a cold climate, flannel sheets are the way to go. These sheets are made of cotton fluffed to feel softer and warmer. When you sleep in flannel cotton sheets, they should trap your body heat around you, preventing you from waking up cold. Flannel sheets

aren't available in different thread counts; instead, they're compared by weight. A high-quality flannel sheet should have a rating of 170 GSM or higher.

Silk Sheets

Silk is not only considered ostentatious, opulent and pricey but also healthy. You won't find silk sheets in any common bedroom, let alone your overnight stay budget hotel. A connoisseur of sleep can understand the value of silk more than a household where sleep is but a necessity. Being naturally hypoallergenic it is good for the skin and hair. Silk is moisture-wicking, so it should keep you cool while you sleep.

Linen Sheets

Linen is considered to be the best fabric to make sheets and is more popular too. Due to the fact that linen is twice as durable as cotton, it is the favourite of every household with a good taste and the darling of hospitality industry. To add, linen is bacteria resistant, ventilating, moisture absorbent, hypoallergenic, dirt-repellent, and good for people with sensitive skin. Linen sheets used to be costlier but mostly owing to better manufacturing process they are becoming more affordable and owing to their durability, lasting years, they are popular.

Comforters, Duvets & Blankets

On a cold night, sheets alone are not



Mr. Manish Parekh, Executive Director and President (Furniture), Nilkamal Ltd

Moulding well for growth

Can deep distribution anchors and an honest assessment of one's market stance work in favour of a new player in the mattress industry? It's all about adapting and evolving after all....

We are in no hurry – says Mr. Manish Parekh, Executive Director and President (Furniture), NILKAMAL LTD when he narrates how this relatively-fresh arrival in the mattress industry is approaching the opportunities and challenges that it embraces in new woods. It seems that this player is surely applying all its strengths and lessons of being a formidable player in the furniture industry. Its ability to amplify distribution nerves and its knack of swift stock-replenishments are major advantages in its pocket that are being augmented with a new focus on lifting awareness through sharp advertising efforts. Let's see how this strategy of 'sharpening your axe' first is working out for this well-entrenched furniture player.

Q Nilkamal is an illustrious name in the furniture business, what made you think of entering the mattress industry?

We have a well distributed network including the small mom-n-pop stores that deal in plastic furniture. These dealers were also dealing in Mattress and hence it became a synergistic process for us to take forth. The plastic business has its limitation of growth. We wanted to leverage our distribution

network and the visible shift in the mattress industry from unorganized to organized segment. Branded mattress presented itself as a promising opportunity and thus encouraging us to enter the mattress industry.

Q You started the mattress business in the year 2011. Still, it is hard to be seen as a serious player in this space. How are you planning to address this gap?

We started off slow, however in the last 3 years we have been growing steadily with a CAGR of 30+ percent and also expanded our channel network. Going forward we intend to further intensify the growth as we have a complete product range now. Our focus is on further strengthening the distribution network and establishing Nilkamal as a formidable player in the mattress category through sharp positioning and consumer-centric marketing initiatives.

Q Do all your retailers sell mattresses?

40-50 percent of our retailers are selling our mattress. Our focus is to continuously add new distribution and retail partners. When I go in the market, I see our retailers are happy with the supply chain plus the level of quality that we deliver. This is marked shift

since the early years on quality. We have bolstered our quality norms.

Q What is the current capacity of Nilkamal Hosur factory?

The overall capacity is 30,000 mattresses per month.

Q So you have one factory for mattresses?

We have facilities in all four regions across North, East, West and South of India. We still do not have facilities for foam. But we have a pan-India presence. Even for our plastic business, we have multi-location plants.

Q What percentage of your revenue is contributed by the mattress business?

It is not significant as it is in still in single digits.

Q Nilkamal has built a strong name in the furniture space. How did you achieve it?

Rephrase it as – We are an innovative company. We have come up with many firsts in terms of design, colours and patterns in our furniture offerings. We have invested heavily in building our furniture brand. We have adopted best practices in manufacturing and have been awarded multiple recognitions and



certifications from leading agencies. Our supply chain management system ensures timely availability of our products in the market. All these have helped us in establishing a strong name in the furniture category.

Q How are you planning to adopt some of the lessons learnt in your mattress business?

At the factory level, we ensure all quality process, rigorous checks and balances happen. Plus, at sales and distribution level our supply chains are very strong with a good network and strong buffer norms. The stocks never get depleted. We have achieved high quality in our product and service levels..

Q What is your USP for the mattress business?

We have a complete range of product addressing every sleep type to ensure an undisturbed sleep. We have the advantage of leveraging our strong distribution network. We have created an effective supply chain management system to ensure quicker lead time to service the market.

Q How are you planning to take on International and Domestic

We have a complete range of product addressing every sleep type to ensure an undisturbed sleep

players? Also, the organised sector in bedding industry is a major challenge for branded products like you. How are you addressing this challenge?

Hopefully after GST, the unorganised sector will get depleted slowly. Because you cannot function without proper tax systems. Of course, this will not happen over-night. As to the international brands, yes they can come here with licensing and tie-ups with local players. But India is such a price-conscious market, and it would be difficult for international brands to compete with Indian counterparts. A combination of correct pricing and distribution is more important in this market. Sleepwell and Kurlon have done a good job. India is a wide market. A small segment can incline towards the foreign players but it would be a tiny one. So I feel no threat from foreign players.

Q Can you share some of the new initiatives that you would be taking in the year 2020?

We are clearly looking at strengthening our brand equity in the mattress business. We have to catch up with others who have done it for over 20 years now. We have recently launched "Doctor Dreams" mattress. Doctor Dreams is a new concept of Mattress in a box. Doctor Dreams intends to support India's ever-growing, every-busy and ever-aspirational millennial population by ensuring they not only get the rest they need but truly enjoy it, too. This will be a focus area for us in 2020. We are approaching new retail counters and ensuring our products reaches the last mile.

Q What support do you think the government can give to domestic branded bedding industry to compete with International brands?

Honestly not much but on the GST front, government might announce more steps. The idea of merging 12 percent and 18 percent into one slab would be an additional benefit to organised sector. It will help a lot of industries including the mattress sector. **CT**



Weekend end sleep can help you pay off your sleep debt, but...

Can a weekend sleep help you pay off the sleep debt? The opinion is divided on this. However, one study published in the *Journal of Sleep Research*, offers surprising advice: If you don't get enough sleep during the week, sleeping in on weekends may cancel out at least some of the associated health risks. Note that the operative phrase here: may cancel.

Let's cycle back for a second and look at what happens when we don't get adequate sleep.

Sleep disruption is associated with increased activity of the sympathetic nervous system and hypothalamic–pituitary–adrenal axis, metabolic effects, changes in circadian rhythms, and proinflammatory responses. In otherwise healthy adults, short-term consequences of sleep disruption include increased stress responsivity, somatic pain, reduced quality of life, emotional distress and mood disorders, and cognitive, memory, and performance deficits. For adolescents, psychosocial health, school performance, and risk-taking behaviours are impacted by sleep disruption. Behavioural problems and cognitive functioning are associated

with sleep disruption in children.

Long-term consequences of sleep disruption in otherwise healthy individuals include hypertension, dyslipidemia, cardiovascular disease, weight-related issues, metabolic syndrome, type 2 diabetes mellitus, and colorectal cancer

No wonder that sleep experts all over, have long touted the importance of a regular sleep routine. Going to bed and rising at roughly the same time every day helps to regulate circadian rhythms and improve overall sleep quality and quantity.

The Swedish experiment

One experiment, though has given some hope to those who need to be up and awake and be working like a lark for the during week-days: sleep well, adequately on weekends without guilt. The experiment was a survey from more than 38,000 Swedish adults who were asked to answer questions about their lifestyle, medical histories and average weekday and weekend sleep durations. The data helped researchers to draw conclusions about how total sleep, as well as workday versus day-off sleep,

relates to wellbeing.

While some might be ready to jump at the idea of the study, take a pause. The study spanned 13 years and collected carefully orchestrated, consistent data from the sample. The study, not surprisingly, found that people who slept for five hours or less each night had a 65 percent higher serious health risk, compared to those who consistently slept for six or seven hours per night. Well, that was normal and on expected lines. What they saw next raised eyebrows and is now subject to keener studies.

Researchers looked at the data from people who made up for inadequate weekday sleep with longer weekend snoozes, something interesting came up which would upset long-held beliefs. These people did not seem to have a higher health risk than the group that slept about seven hours a night.

"This suggests that short weekday sleep may be compensated for during the weekend and that this has implications for mortality," say the authors yet drawing our attention to the fact that the results are based on self-reported data.

27 Feb - 01 March 2020 // BIEC, Bengaluru, India

INDIA
mattresstech
expo + upholsterysupplies

5th International Trade Fair for Mattress and Upholstery
Production Technology, Machinery and Supplies

Did you Know?

1.75 Billion Euro
is the projected
size of Indian mattress
market by 2021

35 Million Euro
is the projected
size of Indian online
mattress market

Colocated with:



In Cooperation with

UnitechExpo
Unitech Exhibitions Pvt Ltd

Supported by:



Indian Sleep Products Federation

Official Publication:

Comfort Times

For details:

Kalyan Vedanth

T +91 7619 163 082

kalyan.vedanth@nm-india.com

Organiser

NürnbergMesse India Pvt.Ltd.

707-708, 7th Floor,

Prestige Meridian 1,

29, M G Road,

Bengaluru - 560001, INDIA

Tel: +91(0)80 46 74 88 88

"Intriguing," says Dr Hrishikesh Damle, CEO, Atrimed Pharma. "In medical field thirteen years is not long enough." "We need to collect more data and watch gradual changes in the subjects over a longer period of time. Until then this can be good anecdotal evidence."

Why Weekends Won't Work

It is the Credit Card syndrome. You spend now and pay later. And invariably people are very poor at paying off. They lack the discipline and the will power to stop buying until they pay off. It's the same case with weekend sleep. You may very well intend to sleep well but you may not be able to. Even if you are able to do it, in the near term, this may leave you feeling refreshed, but the feeling is short-lived. After several hours, you'll likely experience a return to the same sluggishness.

How Sleep Works, Sleep Myths & Facts

Most adults require between seven and nine hours of sleep each night. While missing an hour once in a while isn't a

If you're behind on your sleep by 10 hours or more, you'll need to make up that time gradually during the weekend.




big problem, short-changing sleep by an hour every night is more serious. Most often people do not realise that their sleep debt is piling up. Because losing out on an hour of sleep here, another hour there, may not seem much in the beginning. But not getting sufficient shut-eye for a few nights in a row takes its toll slowly. People feel groggy and off their groove. Catching up on missed sleep can be difficult. With smart strategies, though, it's possible to get your body back on a healthy sleep schedule.

Try the 7-Day Approach

Experts suggest a better strategy to reclaim sleep. If you're behind on your

sleep by 10 hours or more, you'll need to make up that time gradually during the week as well as on the weekend. Plan to add an extra three or four hours of sleep to your schedule the weekend after you've accrued sleep debt, followed by tacking on another hour to each night in the week that follows. In practical terms, that means going to bed earlier than your usual and sleeping in later than the usual time in the morning.

As Scott Adams says, "do not trust your will power." If you want to catch up on sleep, make a system where you will gradually pay off your sleep debt. Slowly but surely. The best solution is to get into a regular sleep routine. 

Here's what Dr Hrishikesh Damle, CEO, Atrimed Pharma has to say catching up on sleep.

Consequences of sleep debt are many. Sleep gives necessary rest to our cells and systems, repairs the injured and impaired and gives necessary rest to the mind. Hence, if you pile up sleep debt, you will have them inadequately performing.

Sleeping is a diurnal phenomena. It can't be stocked. Like capacity of the fuel tank determines the distance the vehicle can travel, the sleep tank can last only 24 hours.

Does napping help? Well, it's not a substitute though it can help to reduce the after-effects of lack of sleep deprivation.

We can catch up on sleep with effort. A determined effort to create a noise-free, light-free, phone-free environment for stipulated hours everyday can put

you on to a healthy pattern.

Some are gifted sleepers.

The potential short-term, negative effects include a hazed brain, impaired consciousness making it difficult to drive a car, remembering things, and reduced vision. It can also throw off your internal body clock (also known as your circadian rhythm) and lead to Sunday night insomnia. Potential longterm effects include heart disease, obesity, and insulin resistance. While extra weekend sleep does help reduce daytime sleepiness and stress, your ability to focus and pay attention will still be reduced. However, you can eventually bounce back once you've adapted to a steady schedule that gets you enough sleep.

You should ultimately get back on a



Dr Hrishikesh Damle, CEO, Atrimed Pharma

regular cycle of seven to nine hours of shut-eye per night. It can take days or even weeks for your body to return to a normal pattern. In the meantime, if you're trying to make up for a lost time, go to bed early and wake up at your normal time instead of sleeping in late.

To get your circadian rhythm back on track, avoid bright lights before bed and keep your bedroom as dark as possible. Get back on schedule by going to sleep a few minutes earlier every night until you're back to your regular bedtime.

PRODUCT QUALITY

From theory to practice

With time and innovation, and the explosion of choices for a customer, the realm of quality metrics had changed. So much so that it is both easy and tough to promise quality. Let's find out why



Being on the other side of Disneyland must be so difficult. Of course, it is possible to check if the roller-coasters have a Thumbs-up on safety. But how do you check if they will make a human smile or scream with joy? How to measure experience? Isn't quality an intangible dartboard – first it is hard to see, and second, it keeps moving all the time.

Sleep is the Disneyland that mattress-makers create. They have been ticking a lot of boxes on the nuts, bolts, the tool-box stuff all these years. But as times change, their job is getting more and more tricky. Will the mattress help a customer wake up happy? That's a tough test to pass. Quality – that's a word that has so many connotations and interpretations. On one hand, it can make an industry player feel happy. Specially when Mr. Milton Hersey says – "Give them quality. That's the best kind of advertising." Or when Gucci slogan screams – "Quality is remembered long after the price is forgotten."

Indeed, when done right, quality can be the best gift a company gives to both the customer and oneself.

Sleep is an industry in itself, as Brand-strategy specialist & Founder,

Harish Bijoor Consults iNc. Mr. Harish Bijoor aptly describes this dimension. *"As we emerge into a century of sleep-deprived, sleep-challenged and sleep-endangered folk, this is a big industry where product quality is a big USP to market. Man, woman and child – they are meant to spend a third of the day reclining on a mattress. Something and some place where you spend 8 hours a day is meant to be really, really important."*

He even ventures on to call sleep as more important an industry than any else. *"This is an industry that is bio-centric. It is all about bio-rhythms and the circadian clock which governs our life and well-being. To an extent, sleep is all about healing, and rejuvenation. Therefore, sleep is an industry to watch!"*

This is how the word 'quality' assumes a serious proportion here.

"Product quality is therefore a very important factor. Product quality is more important out here than mere branding. The terrain of product quality in the mattress industry is therefore high science. This high science is going to be embellished by intelligent mattresses and IoT products that will really matter to the consumer in a big and intrusive manner."

Clearly, there's more that precedes and surrounds this word - Quality. There are sages who have defined quality in ways different than Hersey and Gucci did. And that tells the whole story for a mattress-maker.

A Bucket-List of Imperatives

Let's start with what Mr. Mark Twain said - *"Always do things right. This will gratify some people and astonish the rest."*

For a long-long time, this 'doing right' covered the basic manufacturing and design stages of a mattress. It started with the sourcing raw materials, the certifications on what went in a mattress, all the way to how it was assembled to how it passed the finishing-packaging stages. When the form of the mattress was pretty much the same everywhere, the aspects of structure and make of a mattress were obviously the top-list items to check.

This is where a host of factors became important for audits at various levels and degrees of seriousness:

1. Measurements of the cover
2. Design, pattern
3. Dimensions,
4. Count of yarn
5. Warp and Weft
6. Ends per cm

7. Breaking load

It also straddled across areas that would pop during the usage of a mattress

8. Colour fastness to light
9. Scouring loss
10. pH value, ash content, moisture content
11. Permissible impurities, acid resistance, alkali resistance
12. Ageing test, proofing content

Mr. Mathew Chandy, Managing Director, Duroflex World describes 'quality' as a term that is often misused or over-used. *"The customer wants something that is durable, comfortable, and has good support. But what meets the criteria has changed over the years. Yet, the basics remain the same. QA is a lot about the design of the product and the materials used."*

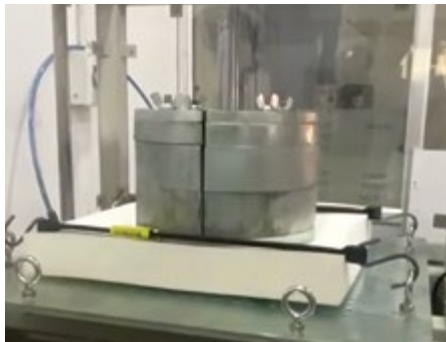
This explains why - from factory-floor tests to pre-shipping tests, a majority of these areas were assessed at the manufacturer's end. The most red-flag bracket ones were definitely those that translated into safety issues - big and small ones.

Example- Mattresses are subject to the Federal Flammability Standard 16 CFR part 1633, and 16 CFR part 1632 - in terms of safety

To meet the standards for safety and compliance, mattresses have to address questions like:

1. Composition of chemical products and the degree of chemical processing used
2. Emission (VOCs - Volatile Organic Compounds) for indoor air quality
3. Use of prohibited phthalates, ozone depleters, mercury, lead or heavy metals
4. Use of formaldehyde and PBDEs (Polybrominated Diphenyl Ethers)
5. Flame resistance quality and ability to isolate fire impact
6. Other areas of safety and health/ environmental safeguards

But turns out that these areas are not in a serious regulatory zone in India.



Mr. Purushottam Malani, Chairman & Managing Director, Centuary Fibre Plates Pvt. Ltd. points out that whether it is flame retardant issue or component-level safety, the standards that operate at international levels are far more stringent than in India.

"Quality in this market is still predominantly about longevity and comfort of the mattress. What meets the expectations of the customer - this question is a strong parameter of quality here." He tells.

At the component level, a lot of metrics can play out as there are three key kinds of material that are subject to various certifications - like A, B and C. *"Spring, foam and coir - all materials have their own certifications and standards. But as of now, they are not evolved for a composite mattress in India."* Mr. Purushottam Malani enlightens more.

Components. Yeah! That sounds like an obvious place to focus on when it comes to quality.

"Quality begins on the inside and then works its way out." As Mr. Bob Moawad said has happened to the journey of mattress quality too.

As mattresses began to kiss the curve of innovation, the quality assurance graph also reached new inflection points. Now mattresses were not just a frame but all about spring, coil, foam layers and eco-friendly materials. This meant that the customer had many other attributes now to decide upon the quality of a mattress.

This brought in some new factors under the ambit of quality checks:

1. Top-tier edge support
2. Bounciness
3. Responsiveness
4. Temperature neutrality
5. Motion isolation
6. Level of noise (specially for inner-spring mattresses)
7. Ability to promote ventilation so that the air is not trapped around a user's body but flows outwards and around
8. Unintrusiveness of a mattress
9. Presence and effectiveness of grids that remove pressure spots and points
10. Ability to minimize the times one turns whole sleeping

For a long time, the focus on the insides and structure of a mattress reigned high in the sphere of quality assessments. It defined the durability, usage ease, maintenance levels and overall cost effectiveness of a mattress. It is what both the makers and buyers focused on.

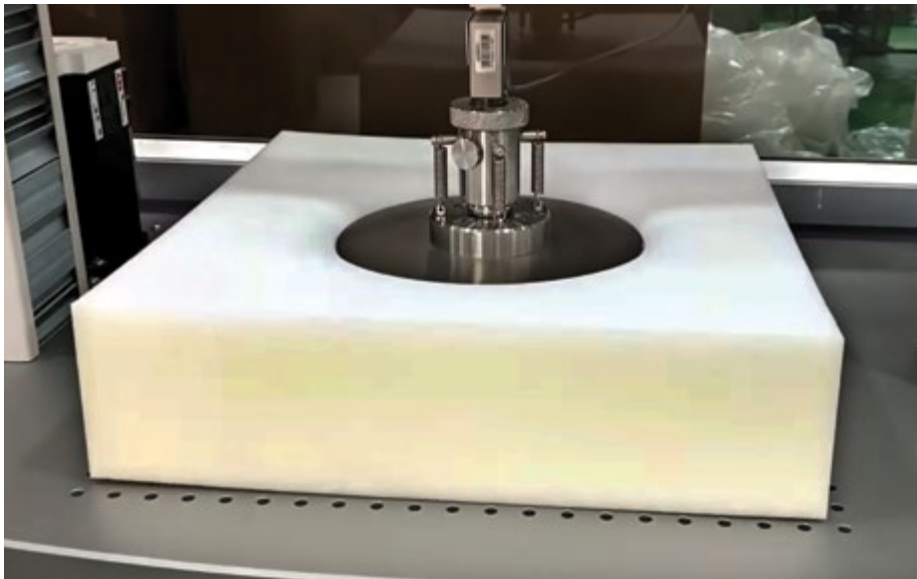
And then, before we knew, the grammar of quality expanded into the experience realm of a customer. Some of it could be measured in some terms. The ability of a mattress to serve unique areas of a user became predominant during a quality assessment from the buyer's side. Words like Sleep problems, sleep position, activities typically done in bed, mattress comfort - turned into metrics now.

Don't sell me a good mattress, sell me good sleep

As Mr. Armand V. Feigenbaum had warned the world already - *"Quality is what the buyer says it is."*

Mr. Harish Bijoor captures the transition from a seller's side to a buyer's side. *"Over the years, there has been big change. We have moved from the real way of sleeping to the unreal. From mattresses that took the shape of the body naturally over use, to mattresses that became pieces of foam and rubber and coir that made your body adjust to them, to the IoT mattresses of tomorrow that will do a lot more than all that."*

But then, have these shifts been



“The pillows and mattresses one buys should be based on one’s own comfort. This should be a personalised assessment. Nothing else – brand, or category or features – matters as much as the individual’s comfort here”



Dr. Manvir Bhatia, MD DM
Neurology, Senior Neurologist &
Sleep Specialist

easy?

How can comfort be bottled into a metric, when one size doesn’t fit all? When the same mattress is great for one partner and too firm or too heavy for another one? This is where words like ‘isolation’ and ‘personalisation’ started becoming adjectives to be used with other words like ‘motion’ or ‘density’ or ‘pressure’.

Beyond factory quality checks

The buyer of this era looks at a mattress from so many angles. Now it will not suffice if a mattress passes the factory-tests and barebones of quality. Now the whole product is assessed from a comprehensive angle. The dimensions of quality have expanded to areas that may not be exactly measured or determined in a touch-feel-break way. This has brought a dramatic shift in the quality game. This has added and modified a lot to the quality check-list of the yore.

The ‘have-to-be’s of layer structure, firmness, safety, product form, maintenance-ease and durability are still prevalent but they are not the last nudge of difference. A shopper checks it all:

1. The room to stretch
2. Overall sleep comfort
3. Fitness to one’s body size and weight
4. Room for trial and tests
5. Mattress experience as per one’s

6. Warranty time – it is said that longer warranty is an indicator of confidence in quality
7. Edge support, pricing
8. Retail experience
9. Shipping and Support
10. Peer reviews
11. Offering of adjustable foundations that elevate the customizable comfort
12. Adaptability for the activities a user does in the bed – TV, emails, Netflix, Books, Yoga
13. Presence of apt accessories – advanced pillows, mattress protector
14. Ability to withstand sagging, stains, compression etc.

As we can see, there is a holistic spin to the quality aspect of any mattress. Customers are looking at everything and not necessarily, in a one-dimensional way. They are not going to compromise on the crucial functional aspects of a mattress but they also want a mattress to live up to the new set of expectations and comfort that have emerged in the present era.

It is interesting to see how the quality metrics for mattresses and other sleep products are constantly changing over the years. We ask Mr. Paramjeet Singh Chhabra, Managing Director, Springwel Mattresses Pvt. Ltd. if and how this aspect affects a pioneer in new technology - spring technology?

Specially when compared to foam mattress assessments?

“In the past few years, the quality metrics part has shifted quite a lot.” He admits. “As customers decision-making has evolved a lot with the reach of Internet. Their assessment is not only based the price anymore - they also asses a product / brand on the shopping experience, variety that any brand can offer. They are not only foam or spring mattresses now, but the space has expanded to orthopaedic foam, memory foam and latex mattresses. This has not only allowed us to learn and expand our offerings but also has increased ticket-size of the retail channels. Customers are now much likely inclined to buy from pioneers like us.” He feels confident that his company’s products are made with the state-of-the-art plant on fully-computerised machines imported from SPUHL of Switzerland. “Our customers find a direct correlation with our quality products and a good sleep.”

Segments differ on the kind of mattress ingredient as well as the kind of users they go to. As to the hospitality segment of this market, it is possible that hotels assess mattresses and products differently than ordinary/retail customers. Mr. Ramanath Bhat, Chief Operating Officer, Repose Mattress Pvt. Ltd. nods in affirmative here. “Hotels’ requirements are very different. It’s a B2B space. Since they purchase in bulk, the price plays a very important role. The fabric is also different – it’s a Fire-Retardant

fabric which is what most hotels follow. We might also have to customise the mattresses based on the requirement. Ultimately, they are interested in keeping their guests happy and we, as a company, need to realise that and pay attention to details."

Turn to Mr. Mathew Chandy, and he is inclined to explain that 'comfort' is a subjective factor. *"It can be soft or hard – it can be about fabric or feel. It can be about heat dissipation. So it can vary."*

Mr. Purushottam Malani notes that new-age parameters like isolation, pressure, temperature etc. can be a value-addition part for some people for sure, albeit a bit relative and miniscule. *"We should not put too much focus on that, specially at the cost of other parameters. These aspects form a small segment."*

Small or big, new attributes are making it to the quality-checklist in the current sleep milieu. Today, a 'quality' mattress has to traverse the challenge of the ultimate experience. Because that's what customers ought to be, and are, looking for.

May be, that's what they 'should' be looking for. After all, a lot of today's society's health and well-being hinges upon the quality of sleep. People cannot afford to ignore the significance of sleep and sleep products. They should be looking out for parameters with patience and diligence. Mattresses cannot be pop-corn purchases for sure. Not if we listen to what health experts are advising.

Dr. Manvir Bhatia, MD DM Neurology, Senior Neurologist & Sleep Specialist tells that a good sleep is about a good bedroom. *"The lighting and décor should be soothing and adequate. Not too much nor too less. The pillows and mattresses one buys should be based on one's own comfort. This should be a personalised assessment. Nothing else – brand, or category or features – matters as much as the individual's comfort here. It can be soft for others but hard for you- and vice versa. So choose as per your body. Change it if it does not work. Personalise your mattress."*



When workmanship surpasses the materials

What about 'Quality' from the eyes of Ovid? Or from the way Philip Crosby saw it? *"Quality has to be caused, not controlled."*

It cannot be reduced to a number or a tick-box. It has to permeate the way companies think about their products at every level. It has to be pervasive and seamless.

Mr. Harish Bijoor concludes that quality metrics have changed and will change forever in this space. *"In the space of mattresses, the product is more supreme than mere hollow branding. Players of yore thought it out the other way round. Time to change and create disruption in your branding mindset for mattresses and allied sleep-industry products."*

As Mr. Purushottam Malani recommends to the industry peers, India really needs to spruce up on two main gaps – regulatory changes and use of eco-friendly components. These areas need some major attention if we want to get serious about quality in the new business landscape. The global

counterparts have deepened their focus on these areas already, so it is high time that our industry also gets up to speed with these imperatives that matter to the customer in a long-term manner.

"My suggestion to the entire industry is that we need to join the world's direction where we see almost every product leaning towards use of environmental-friendly materials. All of us have to concentrate on this so that mattresses can be made recyclable in the future. Example – a lot of companies – thanks to the pressure of showing volumes and market numbers – use sub-standard material. The use of low-quality polyethylene has been rampant. They let out a lot of harmful gases but there is not enough regulation to address that. India definitely can improve with better regulation and thrust on recyclable materials."

He is right. Companies are in for a tricky ride ahead in this Disneyland of sleep. They have to beat themselves – on the tangible and intangible aspects of a mattress. Everything is about quality – the way a mattress is designed, put together, shipped, sold, serviced and used – everything translates into 'quality'. Sometimes you measure it with a scale or a machine or a chart. Sometimes you reckon it in the way a customer sees your mattress. The way s/he sleeps. The way she wakes up. It is both an opportunity and a threat to surpass quality expectations of the user. It is what will make a mattress player stand out. It will, ultimately, boil down to the finesse and depth of the mattress maker. Quality can be a word that not only works as a dreaded word or stamp. It can be something that inspires the overall process of mattress design, making, selling and supporting – at every stage that affects a customer, in ways both visible and invisible.

Because we cannot forget what Jean De La Fontaine said about 'quality', can we? *"By the work one knows the workmen."* And what Henry Ford nailed long back – *"Quality is doing it right, when no one is looking."*

Were they both not saying the same thing? **CT**

ISPF retail training program: Mumbai



ISPF recently conducted the third edition of dealers training at Radisson Hotel, Mumbai. About 60 dealers from different brands attended the training.



Mrs. Manjari, CEO of Global Talent Track Pvt Ltd gave the initial start by motivating the participants on the importance of consumer needs. Mr. Subodh Mehta, Vice President, Marketing of Godrej, gave the inaugural address and talked about customer satisfaction and the need to know what exactly the customer is looking for in any mattress shop. Mr. Samrat and Ms. Mahima, who were the professional trainers addressed the participants with absorbing and highly motivating exercises for understanding the consumers and helping the customers to sleep better.




All the participants were happy to get enriched themselves with new and novel ideas in display of products, handling customer needs and complaints.



The contents of the training was much superior than the previous edition and many practical exercises were conducted.

The dealers felt quite happy and wanted to have this training every year to upgrade themselves in the sleep products marketing.



The training ended with the vote of thanks by the Secretary. 



Here is what is affecting, or being affected by, the world and industry of sleep and wellness

Yoga: The better sleep inducer

Putting an end on medication usage that are used to induce sleep and their harmful side-effects in the long run, a new study has found out that yoga and physical therapy (PT) are effective approaches for treating co-occurring sleep disturbance and back pain. The research conducted by Boston University in US and subsequent report published in the Journal of General Internal Medicine has shown that there are significant improvements in sleep quality lasting 52 weeks after 12 weeks of yoga classes or 1-on-1 PT, which suggests a long-term benefit of these non-pharmacologic approaches. The study claimed that participants with early improvements in pain after six weeks of treatment were three and a half times more likely to have improvements in sleep after the full, 12-week treatment, highlighting that pain and sleep are closely related. The study included 320 adults.



New sleep headset to sleep well

There is good news for all the sleep-deprived souls as now they don't have to take sedatives or sleeping pills to sleep. Neurovalens, a neurostimulation healthtech company has introduced a new sleep headset called Modius Sleep that actively stimulates sleep neurons in the brain in a bid to reduce the time it takes to fall asleep and keep the user asleep for longer. The headsets need to

be worn for 30 minutes before bed.

It then sends electrical pulses into the vestibular nerve that influences the areas of the hypothalamus and brain stem that acts as mini-computer and influences many areas of the brain, including weight loss and even controls the user's circadian rhythm and sleep patterns.

Impact of blue light on sleep

Blue light can impact your sleep. Yes, you heard it right! New Australian research by the Cooperative Research Centre for Alertness, Safety and Productivity (Alertness CRC) reveals that the amount of blue light at night has an extremely powerful effect on our internal body clocks that control our sleep and alertness. The Alertness CRC worked with Australian lighting company Versalux Lighting Systems and Monash University for two years to investigate the same. The research

found out that high dosages of electric light at night can be very confusing for the body clock and lead to disrupted sleep that over time can affect people's health and mood. As a direct result of this research, Versalux has developed a LED lighting product range called BIOGEN which consists of LEDs which are easily programable to vary blue light content across the one building environment. This dynamic approach regulates both visual and non-visual light to maximise well-being.

Adolescents can benefit from school-based sleep program

Sleeping peacefully is an art and this art needs to be learnt right from an early age in school so as to master it later on. Well, here is a study that supports this fact. A recent study published in the Journal of Sleep Research uncovered the potential long-term benefits of a school-based sleep education program for adolescents. The study included 3,622 adolescents, 286 in the intervention group and 3,336 in the control group. Data were collected before the intervention and at a one-year follow-up. The intervention consisted of five sessions, 50-60 minutes, once per week for six to seven weeks and was scheduled as part of students'

school curriculum. Participants were divided into three groups according to baseline sleep duration i.e., insufficient (less than seven hours), borderline (seven to eight hours) and adequate (more than eight hours). At least two times lesser cases of insufficient sleep were found in adolescents in the intervention group at follow-up compared with controls. Further, sleep knowledge improved significantly in the intervention group but there were no changes in emotional sleep hygiene (such as bedtime worry) and perceived stress. However, with increased technology use that included activities in bed, the behavioural sleep hygiene worsened in the intervention group.

SINCE
1898

*Better Sleep
through Science*



KING  KOIL®
PREMIUM GLOBAL MATTRESS BRAND



King Koil, a superbrand present in more than 100 countries worldwide with its premium mattresses and bedding products, is known for its proven quality comfort and craftsmanship. With expertise of over 120 years, King Koil is amongst the world's oldest premium mattress brand that brings technology driven bedding products for better sleep experience.



mattress fabric **SOLUTIONS**

HOUSING THE LATEST KNITTING AND FINISHING TECHNOLOGY PRODUCING HIGH QUALITY KNITTED FABRICS.

WOVEN FABRICS MANUFACTURED WITH FINE QUALITY MACHINE TECHNOLOGY.

VAST RANGE OF TAPE DESIGNS

FOUNDATION FABRICS OFFERING A BETTER YIELD FOR BEDDING REQUIREMENTS IN WIDE TEXTURE VARIATIONS.

BESPOKE MATTRESS BORDERS

improved

PRODUCTION EFFICIENCY

across-the-board
QUALITY AESTHETICS

ready made
COMPONENT

unlimited
design possibilities



JACQUARD

Italian Style in Ticking

talk to us

sales@jacquardfabrics.in

www.jacquard-textile.com