

Comfort Times

by ISPF



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E-Commerce moving towards One-to-One commerce?

E-commerce is emerging as the major shop for the new mattress sales. What defines this market? Here is a glimpse at growing influence of online medium on consumer loyalty and behoof of mattress players

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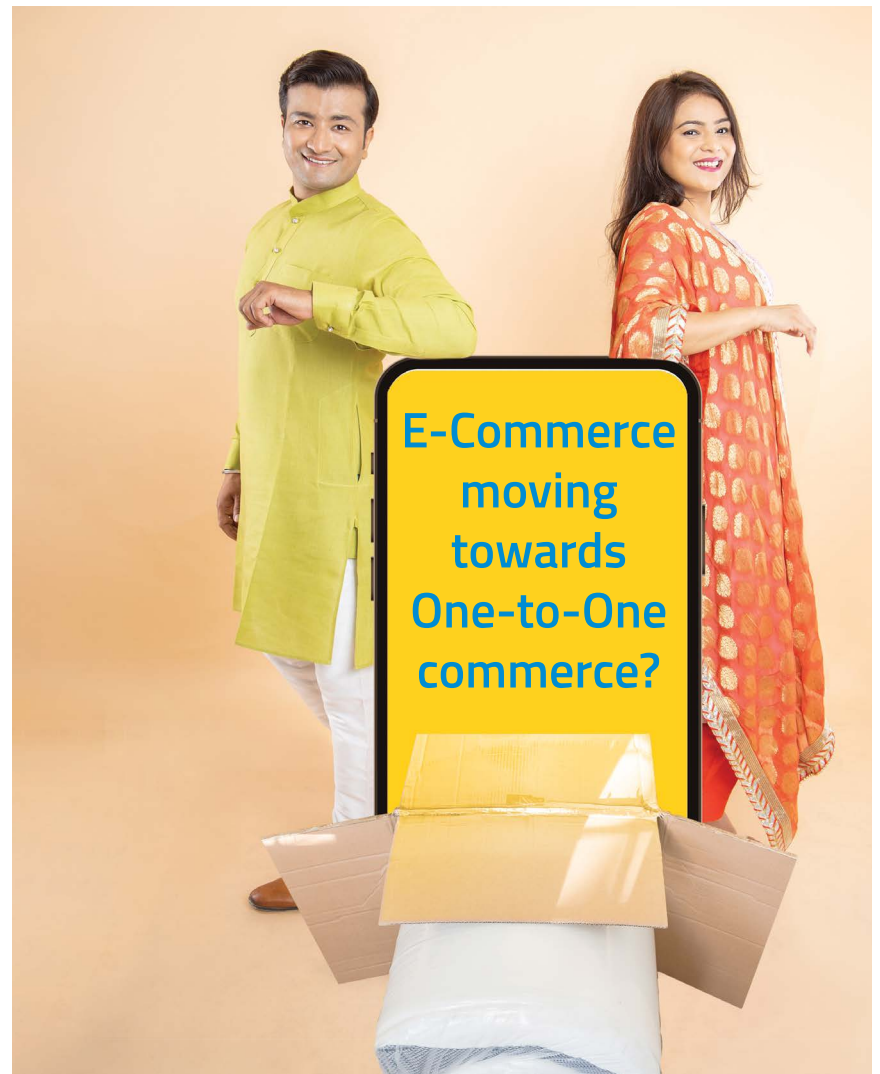
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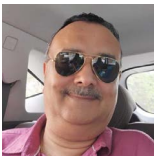
“We have not yet found a commercially viable solution to recycling of mattresses”

Mr. Mathew Chandy, Managing Director,
Duroflex Pvt. Ltd.



“Just with rubberized coir mattress we cannot survive”

Mr. Muhammed Kunhi, Managing Director,
Sulfex Mattress and Furniture.



“We are the first company to introduce oil-free fabric”

Mr. Sanjeev Kapoor, CEO of Indian Silks

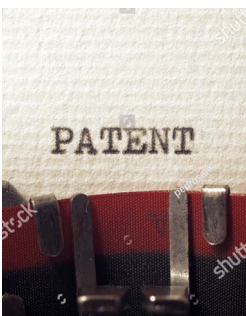


“Eastern India mattress market is low cost and low value market”

Mr. Himanshu Mehta, Managing Director,
Himrag Coir Pvt Ltd

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Perks of Patents and IPs in the Mattress Industry

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[#phenkonahirecyclekaro](#)



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FROM THE EDITOR



The Digital India campaign has undoubtedly made India digitally empowered. Transformative developments in areas like e-payments and financial inclusion are driving growth in every business sector. The Indian mattress sector has also embraced the online channel to reach maximum customers.

Today, the digital technology has enabled B2C companies to create one-to-one commerce. It is nothing but to provide personalized products to customers at the individual level using digital medium.

Everyone likes such personalized approach. So, when the shopping experience is tailored to match his or her requirement, consumers will naturally be more loyal, will have better engagement and less shopping cart abandonment.

I know it is too early to talk about such one-to-one commerce for products like mattress. It may work for consumer goods companies, but a standard product like mattress may find it difficult to adopt. However, we cannot ignore global online trends. The mattress industry must find an answer to catch on to this opportunity.

Currently, the United States is the largest market for online mattress sales. Germany reported the highest growth in the incidence of e-commerce in Europe. In the Asia-Pacific region, growth is primarily driven by the Chinese market followed by South Korea. These facts coming from a CSIL research indicate that the Indian mattress

industry has to up its game to become a major contributor to the fast growing and promising Asia Pacific region.

Coupled with factors like changing consumer preferences, better standard of living, Indian mattress companies have been able to reach out to their consumers to purchase sleep products online. Meanwhile, we are also witnessing digitally native brands disrupting the mattress market with the launch of innovative products with an affordable price tag. After gaining recognition from online marketplaces and their online channels like websites and apps, they too are foraying into the offline space, while keeping their product's price competitive.

Various market reports also present an optimistic opinion about the growth of the online mattress market. With advanced technology and increased disposable income, there is an opportunity for the mattress industry in India to expand the customer base and one of the ways to achieve this goal is by creating new online sales channel including one-to-one commerce.

As the industry moves forward, it is time for each brand to customize their strategies for each shopper and adapt as preferences change. In recent years, the e-commerce market has exploded in popularity and innovation. For the Indian mattress industry looking to take the next step into the digital world this is a perfect time to get recognized in the global market space and get maximum out of it.



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The Sleep Company





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ISPF **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.

Duroflex likely to launch an IPO in the next 3 to 4 years

Duroflex hopes to launch an IPO in the next 3 to 4 years. The Sleep solution provider aims to achieve Rs. 2,000 crore revenue by 2025, an ET Retail report quoted Mohanraj Jagannivasan, CEO of Duroflex as saying. For FY 2022, the revenue stood at Rs. 1,000 crore and the company is eyeing a revenue of Rs. 1,300 crore for FY 2023. While the company got 70 percent of its business from traditional channels, the remaining 30 percent of the revenues came from D2C channels, namely its stores and websites.

Duroflex currently runs 51 company-owned company-operated (COCO) stores with its presence in 5,000 multi-brand outlets. Currently, Duroflex has a market share of around 16 to 17

percent and it expects to become the top player in the next three years. The company is currently manufacturing eco-friendly mattresses with organic fabric and recyclable sustainable products.



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For more information, visit www.mysleepwell.com



Premji Invest eyeing on majority stake in The Sleep Company.

Premji Invest Opportunities Fund is looking at buying majority stake in the mattress company The Sleep Company. According to Live Mint reports, Premji Invest Opportunities Fund is in negotiations to invest \$15 to \$20 million in the Mumbai based sleep solution provider. Sleep Company is supported by Fireside Ventures and the firm may consider reaching out to institutional buyers as well for raising funds. The Sleep Company was founded by Harshil and Priyanka Salot in late 2019. Its mattresses are made with SmartGRID technology, that provides higher levels of sleep comfort compared to the traditional base of memory foam, springs, or latex with a grid-shaped hyper-elastic polymer. The mattress firm's other line of products includes office chairs, pillows, and bedding accessories including comforters and protectors. It has its online presence through its website and various e-commerce market places like Amazon and Flipkart.

The Sleep Company received ₹13.4 crore in its final round of fundraising in July 2021.

Premji Invest has also invested in companies, namely, FabIndia, Hygienic Research, ID Foods, Lenskart, Flipkart, Policybazaar, SBI General Insurance, Shubham Housing, Aditya Birla Capital, KreditBee, Best Value Chem, SB Packaging, and Microplastics.



Corsicana Mattress Company acquired completely by Blue Torch Finance

Corsicana Mattress Company has been acquired by Blue Torch Finance under section 363 of the U.S. Bankruptcy Code. According to Yahoo Finance, Corsicana Mattress Company and its affiliated entities filed for voluntary reorganization on June 25 under Chapter 11 of the U.S. Bankruptcy Code in the Northern District of Texas in Fort Worth. The court approved the sale on September 30 making Blue Torch Finance the sole owner of the company. Prior to this acquisition, it was a majority owner in partnership with KKR and Long Point Capital.

"The sale is complete, and the new ownership enables Corsicana Mattress Company to emerge from Chapter 11 as a stronger company with the ability to build on its long-standing foundation as the nation's largest private retail mattress manufacturer," said Eric Rhea, CEO of Corsicana Mattress Company.

In its official statement Eric Rhea explained that the company has restructured itself and strategically defined its footprint within key distribution channels to reach its customers. "We sincerely appreciate our loyal customer base and strategic suppliers. Corsicana remains highly focused on providing our customers with exceptional service and products. We are thankful for the continued hard work and devotion of our employees and their focus on making Corsicana the most efficient and effective mattress supplier in the industry, said Rhea.

Corsicana Mattress was established in 1971 and it currently operates nine factories in the US. Corsicana's wide range of sleep products feature the latest in sleep technology, including innerspring, memory foam and hybrid models. The company also has a mattress-in-a-box line that simplifies delivery.

Mattress Firm and iHeartMedia to launch podcast on sleep routines of extraordinary professionals

According to PR Newswire, Houston based mattress specialty retailer, Mattress Firm celebrated the International Podcast Day on September 30 with the launch of a new podcast series "Chasing Sleep," produced in partnership with podcast publisher iHeartMedia, . The series is hosted by Anahad O'Connor, a widely respected wellness expert and health columnist, and explores the sleep routines of astronauts, ultra-marathon runners, emergency room doctors and



other people who lead extraordinary lives.

"Our mission at Mattress Firm is to help people sleep well so they live well," said Mickey Mericle, Chief Marketing and Experience Officer at Mattress Firm.

Panda London introduces Bamboo Hybrid mattress



After the success of Panda London's innovative Hybrid Bamboo Pillow, the mattress brand has launched its breathable bamboo mattresses. According to Furnituresnews, the innovative mattress manufacturer

has developed a unique BioCell Foam, infusing third-generation memory foam with premium, fresh bamboo. Its exclusive open-cell technology breathes with the sleeper even in the hottest summer months, maximising airflow for healthy, refreshing sleep. Its bamboo infusion is also moisture-wicking and anti-bacterial. Panda also offers a 100-night trial and a 10-year comfort guarantee along with its "gold-standard" customer service. All mattresses come with free UK delivery, including the optional collection and recycling of an old mattress.

Global Mattress Industry projected to reach USD 41.7 Billion by 2027

Market research firm ResearchAndMarkets.com released its study titled "Mattress Market Intelligence Report-Global Forecast to 2027". According to the research report, the Global Mattress Market is projected to reach USD 41.70 billion by 2027 from USD 27.41 billion in 2021, at a CAGR 7.24% during the forecast period. The research figured out that the mattress market size in the US is projected to grow at a CAGR of 7.01% to reach USD 11,464.08 million by 2027. Meanwhile, The Asia-Pacific Mattress Market size is projected to grow at a CAGR of 7.43% to reach

USD 13,687.75 million by 2027. The Europe, Middle East & Africa Mattress Market size is projected to grow at a CAGR of 7.24% to reach USD 16,556.85 million by 2027.



E-commerce is emerging as the major shop for the new mattress sales. What defines this market? Here is a glimpse at growing influence of online medium on consumer loyalty and behoof of mattress players



**E-Commerce
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towards
One-to-One
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The mattress industry is a very niche industry, yet the industry is thriving and spreading with very visible inquires.

The mattress industry is embraced by a very fresh and additional recognition with the origination of E-commerce. E-Commerce is the cherry on the cake for both the seller and the consumer. Nowadays, consumers have more accurate, accessible and comprehensive content to scrutinize the correlation between health and sleep with the advancement of technology.

Clearly, there is an interesting shift in the consumer's perspective, where currently the mattress is being considered as a quality of life, unlike only a consumer durable, and the demand for the mattress industry is on the rise.

Disrupting brick and mortar to leverage digital platforms is a complement to the customers exploring sleeping products. The online medium has become a versatile resource to promote, communicate and establish a solution for the customized sleep problems of the consumer. Additionally, this new medium manifested recognition of sleep propositions.

When mattress brands entered into Omni-Channel marketing, limited sleep products were available across their digital platforms. This got momentum post-Covid when consumers became more cautious about health. The coronavirus pandemic caused an unavoidable decrease in retail sales and altered purchasing habits of consumers. Consumers have started giving attention to health, hygiene, and safety, and started considering sleep as vital to their wellbeing. Indian consumers also recognized the distinct stages and predictable patterns of sleep as an important element in establishing work-life harmony. E-commerce plays a very deliberate role in making the product more accessible, feasible, and an optimization of money.

The online medium has gathered more sense, depth, and flexibility for all categories. There is a steep growth in online sales because of the changing buying pattern of consumers. This grabbed the attention of all the branded mattress industries. Is it feasible or is there a strong solution that marketers need to pay attention to?

Connecting the dots between E-Commerce and Mattress

Although the unorganized market has a grip on the Indian mattress industry, the innovation in the product, quality, durability, customized services, and appearance have impacted the choice of the masses. Consumers are looking forward to more ethnic, comfortable, smart, and price-oriented products which complement their sleep and bring endless benefits to their health.

In 2020, a steep increase in online sales has been

The Indian demography of mattress market is majorly occupied by unorganised sector. The mattress industry leaders are adding a new avenue supported by the technology to improve the mattress business in the market. There are advantages for both consumers and industry in this technology platform of e-commerce. This is the step towards the new market environment for the Indian mattress industry.

recorded among the largest mattress market. And in the last 2 years, the mattress industry has played a major role in establishing an interconnection between healthy sleep and productivity, economic progression, and happiness through digital platforms. Marketers have started associating it with the stimulation of good sleep and establishing their brands. Distinctly, Digital Platforms have immense potential to expand and communicate the mattress product line by offering them a real comfort experience vis a vis encouraging healthy sleep.

India's overall mattress market is consistently increasing. With the evolution of digital media, organized mattress players delineate business models to create a defined space. E-retailers, D2C/online mattress selling and the Brick and Click model are the profitable business models of E-Commerce. It breaks the shell of geographic constraint and resolves various peculiar issues of the mattress industry such as services, product features and logistics.

Dr. Priyeta Priyadarshini, Assistant Professor, Bharati Vidyapeeth's Institute of Management (BVIMSR) Mumbai done an interesting thesis, found that the mattress industry, which usually combines with furniture, especially beds or sleeping comfort items, is not a standalone concept. In her observation, she established that customers, especially from Gen Z, are shifting their preferences from physical stores to online platforms or e-commerce sites to purchase their favorite products due to heavy offers, home delivery facilities etc. The research recommended that marketers need to revisit the minds of customers and empathize with them while providing them with the right service, with the right price, with the right product and with correct specifications.

The market is progressing every day with the refinement of technologies. Ironically, the USP of the mattress industry



is to design a solution that consumers haven't even thought of, such as pregnancy pillows, memory foam, sleep trackers for antisnoring devices, etc. All these products are scientifically researched and developed to create a conducive environment for a healthy lifestyle.

Apart from inculcating a healthy lifestyle, e-commerce is also creating new avenues and preferences for a comfortable, convenient, luxurious and lively lifestyle. The marketing dynamism of digital platforms, the technological evolution of e-commerce, inflating infrastructure, the rising number of hotels, changing lifestyles and health alertness are considered as the major domestic components in regulating and maturing mattress industries.

Distinctly, the magnifying range of E-commerce also decoded the major concern specifically for mattresses – shipping of mattresses due to their weight, bulkiness, shapes, packaging, and boxes. Organizations scrambled to adapt to empathize with consumers and reconfigured their operations.

In other words, marketers need to recalibrate the emotions of consumers. Casper's has received prominent success through their innovative content policies in E-commerce. The direct-to-customer strategy while narrowing down their content as a subject on sleep, wellbeing, and comfort is their competitive advantage. The differentiating strategy of Casper disrupted the traditional

methods of promotion and communication with customers and funneled down every user experience through their content.

E-commerce moving to One-to-One commerce

Turns out, that mattress players need to revamp their old-school promotional strategies and require to hinge a lot on their design thinking, innovative and disruptive ideas and study online consumer behavior. Though many marketers etch a differentiation in the minds of their customers by taking advantage of a wide spectrum of the online media and introducing customized e-services to approach customers, such as:

- Tech-enabled shopping support
- Free shipping and online delivery
- Immediate return
- Cash on delivery
- Discount offers
- Customer feedback
- Scientific evidence
- Post-purchase behavior

The key part is here that mattress brands have started fiddling with their website and links with customer expectation-based approaches. It turns out that the integrated marketing blueprint is acknowledging the concerns of lack of awareness, sleep discomfort, non-standardization of equipment, transportation, and weight of

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mattresses and currently delivering feasible and attractive centralized solutions to their consumers.

AI has already adapted the outlook of E-commerce business. Artificial Intelligence is highly useful in predicting consumer behavior through their previous browsing and preferences through the usage of AI algorithms. Mattress industries are also exploring and trying to tailor the consumer's pattern and requirements.

Meanwhile a study from McKinsey research and analysis offers a detailed look at the trajectory of e-commerce in consumer goods. According to research, three trends are set to influence how consumer goods companies identify, evaluate, and pursue opportunities over the coming year.

- 1. New ways to reach consumers will continue to emerge:** Consumer goods companies must be active across many new platforms and formats to keep up with where consumers are engaging and shopping. Omnichannel fulfillment alternatives to in-store shopping—such as home delivery (from a local store), ship to home (from a distribution center), and click and collect—continue to see accelerated demand from consumers. With the growth of quick commerce (home delivery in less than one hour and as fast as 15 minutes), are resetting customer expectations around delivery speed.
- 2. Competition for marketing and profitability will heat up:** Profitability challenges, exacerbated by the growth of e-commerce, are forcing retailers to look for new avenues to increase margin. Commerce media—for example, retail media networks (RMNs)—offers retailers the ability

to monetize their first-party consumer data by selling advertising to brands on their websites. The research found that approximately 15 percent of total advertising and promotion spending is already being directed to commerce media, which typically represents anywhere from 2 to 10 percent of gross sales (depending on the subcategory). Spending in the channel is expected to grow twofold to threefold each year.

- 3. Personalization and precision targeting will become top priorities:** The rise in online transactions and the general digitalization of commerce are creating an unprecedented volume of data about how consumers shop and engage with brands. With transactions shifting online, companies also have greater visibility into the purchasing journey, including metrics such as cart abandonment, add-to-cart rates, browsing behavior, and time to purchase. While consumer goods companies might not collect data at the same rate as retailers, they have to become more sophisticated in their data management capabilities to meet the ever-rising bar of customer personalization and to achieve returns on their investment.

Shana Pilewski, Senior Director of Marketing, Dynamic Yield in her blogs says, based on real-time and past activity, machine-learning algorithms can recognize previously unknown connections, and respond to them in a way that raises customer satisfaction and revenue.

There's a strong connection between data, segmentation, and personalization. Getting one-to-one marketing right is much easier when there's a solid understanding of the

Delivering real customer experiences through their omnichannel methods while offering consistent and desirable products is the challenge. Leading Indian online mattress players are exploring and evolving with the progression of artificial intelligence and machine learning. Artificial Intelligence is highly useful in predicting consumer behavior through their previous browsing and preferences through the usage of AI algorithms

characteristics of the segments it is based on. A common practice is to first discover, analyze, and target the most high-value customers and only then personalize. A simple pyramid-like structure can portray the facilitated dialogue between the three elements:

Pyramid Base: Data Collection – The key to both segmenting and personalizing experiences is having robust customer data. The richer your data, the better the understanding of your audience, and the better you can segment and personalize experiences based on that data.

Mid-level: Segmentation – Once you've collected enough valuable data, you can start analyzing it, looking for interesting correlations between groups.

Top Level: Personalization – Real-time, one-to-one personalization can only be achieved if you have enough data, and if you know who your audience is and what your most valuable segments are.

A large retailer in India tried to use AI method to predict the sale of a new product with one of its accepted brand name in the market. Interesting analytics threw a surprising result to the company that the new product may not do well in the market. The retailer had chosen mid-level segmentation where the data was correlated between the target group and the brand.

Online Delivery and Price Points



Dr. Priyeta Priyadarshini, advises that online selling of mattresses can be an attractive offer and is somewhat seen increasing at a faster pace. *"Online players in the mattress industry usually offer a competitive product at a cheaper price point by eliminating the fixed cost associated with running retail outlets, sales staff and multiple product offering."*

"They are ready to ship the product at the customer's doorstep in compact boxes with an offer of either 100 days/365 days or lifetime money back guarantee."

Like Domino's, delivering real customer experiences through their omnichannel methods while offering consistent and desirable products. Online mattress industries are also providing supreme gratification through years of guarantee, return policy, distribution strategies and number of trial nights.

Incidentally, the growing consciousness of sleep hygiene has had a spill-over into the mattress and sleep products, where several innovative brands have realized that they cannot just package sleep, but consumers also need related incentives attached to that. Leading Indian online mattress players are exploring and evolving with the progression of artificial intelligence and machine learning.

All these brick and click online mattress players are significantly providing a lifestyle of comfort, health, safety and luxurious lifestyle. Technology elevation is providing a service and luxury to customers which they haven't even thought about and looking forward to delivering mattress consumers a highly seamless shopping experience with a user-interface app.

Work hard, Browse harder, Vigilance hardest

The dawn of technological preferment has moved the mattress market from retail stores to the website. While unorganized brands are still at their very nascent stage in advancing to digital platforms, branded mattress players are making capital and earning perks from technology upgradation. However, differentiating their own brand on a crowded background is a tough nut to crack and consumers are often vulnerable to exploring all other digital stores.



Ratan Dubey a writer and editor who has incidentally edited an interesting book on *"Critical Reflection and Strategies for New Expectations"*, observes that artificial intelligence tracks subconscious patterns and regularities of consumers by applying various different machine learning algorithms. This generates a useful data set for marketers to derive their needs and requirements and uplift the consumer experience.

She explains that branded mattress players are exploring some very common narratives in promoting their product online. *"Use an immersive experience to satisfy and delight people while narrating your key proposition and make the usability of products more personal."* Automation disrupts the traditional patterns of promoting mattress products, and caters the support and comfort of the mattress. The online mattress industry needs to explore the social media platforms and be consistent in expressing a product's usage, image and grabbing the attention of consumers & abandoners through sharing consumer feedback.



Consumers are looking forward to more value-based pricing, specifically for a product which is going to be there with them for another eight to ten years. Apparently, marketers are introducing various scientific technologies to deliver a comfort sleep, such as memory foam, but tech-savvy consumers are collecting and analyzing every testimonial. The rising issues of body pain increases the demand for memory foam. India reported several body pain days, so inducing the emotions of consumers could be one of an interesting and creative ways to speak to the consumer.

Brand Expert Ratan Dubey recommends that mattress players need to develop their online promotional strategies cautiously as, now, consumers are highly tech-savvy and price sensitive as mattresses are a onetime investment for another couple of years.

Ironically, when marketers deliver their digital promotions with only false promises and deliver an unappreciated product, this always creates a long-term negative impact on the minds of consumers. In today's era, when information is available 24*7, consumers won't ignore the testimonials, feedback, reviews etc. On digital platforms, consumers have become brand advocates. And they do create a major impact on buying and selling the product.

This mattress please – Loyalty is new brand
E-commerce is already following a growth trajectory. Amidst

the emergence of machine learning and artificial intelligence, few mattress industries are lubricating their purchases by offering complimentary consumer appellation. This signifies that online consumers of mattress industry will look for introductory and loyalty bonus offers, experience based assistance while purchasing, use of Chatbot's, technical help, exceptional customer service, demonstration of the product, if possible, through proto types, 3 D view of the product Inclusion of cash back facility, EMI options and assured gift on each purchase and very importantly customized product.

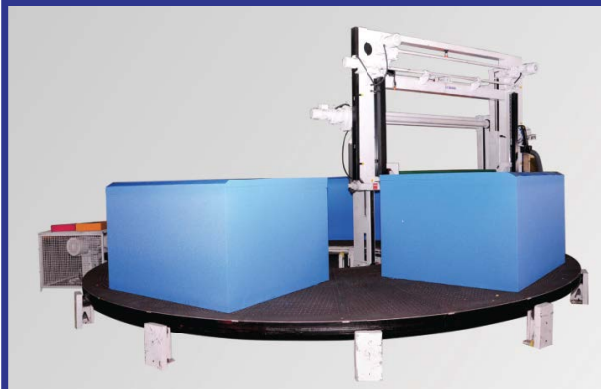
Leading Indian Mattress players have started considering the Omni channel method i.e. integration of both the channels – the online and offline medium to promote their product. The objective of this combination is to make life easy and better of consumer. To purchase a mattress is long term investment of an Indian consumer, yet the demand of useful sleep products is always in demand.

With the growing trend of technology, AI/ML, global exposure, it is really tough for Indian mattress players to fetch the capital from the market. And the tough gets tougher, when plethora of brands are providing specialized customized benefits, advanced technologies, logistics benefits and value for price.

However, to create your own space, branded Mattress players need to recalibrate the emotions of consumer and



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push their sleep products to generate feasible and optimized product, while encouraging best practices. As the consumers are constantly evolving and changing their habits, yet their value for the product and their generational perspective will always be imbibed.

Empathizing with the consumers, understanding their needs and selling the requirement such as “sleep”, before the product is highly essential to attract the attention of consumers. Celebrity endorsements, awards, recognition, testimonials, storytelling, emails, user-friendly app, and brand blogging are few essential strategies to reinforce your brand image and make it more memorable in the minds of consumer.

Influencer and social marketing makes the mattress brand more likable and receive the loyalty of a customer. Apart from this, D2C model is cost effective and create painless purchase and ease of convenient to the customer.

Indian mattress players may also create relatable online mattress campaign and shower the videos of consumer experiences. Casper’s Summer Vacation Ideas, was a very unconventional method, as the consumers are posting lots of their videos, stories and pictures on various social media platforms while tricking their peers as home in bed.

Amul is known for its topical print ads and series of hoardings with different advertisements on daily issues on various portals. Like this unique strategy of Amul’s branding is highly contemporary, relevant and topical and created an observable likable space in consumer mind. In the same format, mattress brands may also explore game-vertising in their campaign and make the content more relatable.

Indian consumers are still exploring technology and online purchasing of mattresses. They are opinionated and diplomatic in their purchases and while associating with brands. However, they are evolving and vigilant to

their comfort, price-sensitive, distribution and give special consideration to guarantee when it comes to mattress industry. Online medium is having potential to avail them these benefits.

A collaboration of E-commerce and tech-savvy consumers brings brand loyalty, product innovation, customer satisfaction and need-based mattresses. At the same time, Mattress companies (brands) need to understand that typically fewer than five percent of the online users contribute more than 90 percent of the online revenue, making it 95-5 rule, which requires additional attention. **CT**

KEY TAKE-AWAYS

- E-commerce has not only changed the purchasing pattern of the customers but also their perception, perspective and attitudes in shopping.
- Around five percent of the online users contribute more than 90 percent of the online revenue, says Ehrenberg-Bass Institute for Marketing Science.
- Just like telecom sector, average revenue per user (ARPU) is the most important eCommerce metric
- After the pandemic, consumers have started paying attention to health, hygiene, and safety and started considering sleep as vital to their well-being.
- Discover, analyze and target the most high-value customers and only then personalize
- According to The Economist, Nike’s 40% revenue comes from D2C model backed by one-to-one commerce
- Harvard Business Review says that it’s critical to know customers in as much detail as possible: not just their names and addressable characteristics for one-to-one commerce, but their habits, preferences, and so forth.
- One-to-one marketing requires a certain amount of capital investment across the board, and many companies are unwilling or unable to provide enough funding to all relevant areas to make the initiative worth the effort, says HBR

Perks of Patents and IPs in the Mattress Industry

Patent and Intellectual Property Rights are playing a major role in providing recognition to the mattress industry. What is needed to increase IPs and Patents? Here is a glance at their influence on export and premium pricing on the mattress industry.



PATENT

In the past 20 years, Intellectual property rights played a major role in giving recognition to innovative, creative and unique ideas through protecting them by global novelty, patent, copyright, trademarks and many more ways of protecting the ideas. These legal rights are a prerequisite to protecting and securing the invention of big businesses, local organizations and individuals, and bestow an exclusive right to the creator and innovator.

Back in 1856, India inaugurated its roots of intellectual property based on the British Patent System and majorly focused on protecting industrial property. Though after independence, the Indian patents and designs act also received certain amendments to ensure food and medicine commensurate and compensation to patentee. However, the mattress industry was still riding on the traditional unorganized market and not exploring the new amended Indian patent and design act of 1950. Mattress industry got revolutionized post when Kurlon Enterprise Ltd. launched its first sleep comfort segment in 1962 and in a span of ten years, several organizations launched their own products.

And with the advent of technology, many sleep comfort brands recognized their ideas through leveraging their patented technology. This trend of patenting of the brand, innovation, design, logo, tagline or ideas has risen in the business market to streamline IP processes, commercialize and promote the advertisements. Patents, industrial designs, copyright of expression of ideas, geographical indications are among few of the offerings of Intellectual Property Rights 2016.

Considering there is a lot of advancement in IPs and its scope, it also increases the value of the brand. The brand value of Apple is close to 150 billion euros and its intellectual property rights have played a major role in delivering remarkable growth in the last 5 years.

ReST Bed, the leading sleep product industry, has patented their twenty technologies as they are disrupting motion through innovative hardware and software bed designs while featuring smart mattresses. Protecting one's innovation can lead to market dominance and an increase in revenue for the company, along with establishing the company in the market for a longer run. To achieve this goal, a company can use patents as a useful method. The Sleep Company has patented their super stretchy SmartGrid technology and leverages the benefit of first mover advantage.

Industries are earning advantages from IPs and patents in various ways. Startups are trying to patent and trademark their ideas and technology through licensing, while big brands are pushing to patent their innovative strategies, designs, ideas etc. Eventually, this becomes highly essential to protect brand's intellectual property, as it will attract premium price and give more value to the stakeholders.

The intellectual property rights are very important for brands and the organisation to secure the inventions and ideas. This helps the brands to establish themselves in the market with their unique ideas and secure their market share. Mattress industry is also not out of it. There are many patents filed by the leading mattress companies of India that are innovative. The trend of filing patents is increasing day-by-day, leading to increase the brand value.

Take a bite out of Apple: Patent and IPs

Legal Associate from Infosys, Nidhi Mishra defined that Intellectual property (IP) and Patent rights protect genuine business assets that can be vital to an organization's products or services or the success and profitability of business. She mentioned, *"It is important to note that while some IP rights are automatic, others will need formal application and registration before one can claim. Patent protection is an investment because patents bring value to the company in many ways. Patenting strengthens the competitive position; for instance, patented products can be sold at a higher price, and it can also be used as a marketing tool."*

She accentuated that all these different types of intellectual property rights are basically purposed for the same goal – *"to prevent copying so that a competitive advantage can be gained. The patent also provides the right to prevent others from using the protected invention."*

Intellectual property rights are highly diversified, such as trademarks to protect product names, design registrations to protect the appearance of the products, and patents and utility models to protect the technical solutions used in the products. Sheela Foam Ltd, maker of Sleepwell Mattress brand applied for a patent for its personalized sleep experience concept *"Perfect Match"*. This is an in-house developed concept of Sheela Foam and the company has started exploring more opportunities for the export market.

Apparently, these IPs rights generate additional revenue for the brand, as it directs additional purchases at a premium price. If a product or service is technologically superior to others, then it can be sold at a higher price or produced at a lower cost. IPs and patents provide value to their brands, sellers, customers, re-sellers, distributors, suppliers and

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potential investors too.

The Indian mattress industry is using this right pretty well as most of the companies have their patent and other IP rights, which helps them to grow. Though unorganized market absorbing the Indian mattress market share solely on the basis of price.

Yet, IPs and patents directs the way to move from unorganized to organized market. A patented product provides a marketing advantage over competitors. Branded mattress players have started initiating and recapitalizing IPs and patent rights as a consequences of competitive aggressiveness, stealth marketing and the epitome of challenges to secure the ideas.

In the past few years, the mattress industry has witnessed a bloom in the Indian market. From being a necessity, the mattress market has moved to the luxurious upfront of the customers, fulfilling the need for good sleep and mixing it with a dash of status and comfort.

It is also required for the betterment of the customers and for the competitive nature of the market. Indian branded mattress players are trying to fill the gap through consumer experience, product enhancement and technology. Additionally, patenting these innovative practices is a pathway towards international market.

Now-a-days innovation is not only limited to technology companies or pharmaceutical companies, but has expanded where sums are invested in the research and development of a variety of products pertaining to the demand of the consumer. Innovation is the key to success. Though these innovative ideas need to be protected. Awareness and government efforts are required to strengthen the need for IP rights among the people and mid-level companies; it will be beneficial for the economic growth of the country.

Skim the Cream: Patent and IPs for Indian Mattress Players

The Indian Patent Act, 1970 governs the entire process of patents and protects a patent by allowing its inventory control over the use of such an invention along with protection from infringement. As Nidhi Mishra, Expert in International Law, advises, exporting IPRs can increase the commercial value of the products/services because they are signifiers of ownership, quality, reputation, and experience. Be certain about the IPR the company owns in both local and foreign export markets. Differentiate your IPRs for the physical goods and the services you export. IPRs are tools that protect both the goods and the services that are essential to your business operations. Copyright will open mutually profitable business avenues and avoid infringement. Technology or know-how, such as products developed by the companies, can be protected by patents, trademarks, or industrial designs; IPR can facilitate consistency on which consumers can rely both locally and abroad.



Companies can apply for a patent in India by following these steps:

Step 1: Navigate to the comprehensive e-filing gateway on the official website (<https://ipindia.gov.in/>).

Step 2: Log in directly (if registered) or register manually as new user by following DSC manual.

Step 3: Select New form for new patent filing or any application form as per existing patent filing requirements.

Step 4: Create the new application form(s) or any other form(s) & upload the required PDF document.

Step 5: Save the draft & Go to the already drafted form(s).

Step 6: Enter the mobile number for SMS alert.

Step 7: Choose the drafted form (s) & sign the form(s).

Step 8: Proceed to payment gateway & make the payment.

Step 9: You will get the acknowledgment receipt.

Consider creating a virtual presence for advertising, marketing, and selling your products & services, or those of third parties. Brand's IPR is a key tool when dealing with vendors and online companies and establishing long-term relations with consumers of other countries, specifically in the mattress industry. By granting others abroad the right to sell a brand's product/services (franchise), there are standard and customized IPR licensing models that are designed to give a level of certainty when franchising the brand's locally developed business to others abroad. Open innovation-based products; check whether licenses are valid in target markets. Through subsidiaries that manufacture and sell abroad, IPR is the key tool that can facilitate the optimal customer value proposition and a profit formula in the country of export.

Intellectual property plays a vital role in developing the economy. Anandita Joshi, a legal consultant, emphasized that *"the growth of the industry can be attributed to three factors: the first being the enhanced paying capacity of the customers, the second being the availability of multiple options and third, which is of paramount importance, is the protection of the technological advancement (innovation) adapted by the manufacturers in the making of the products."*

In one of her reports, Anandita Joshi, an IPR and Business law expert identified that, *"The consumers are willing to invest money in the products pertaining to their needs, pay has increased and people are willing to spend for their comfort and luxury. The consumer is aware of the market competition and is willing to pay for the new and improved products which enhance their comfort and lifestyle."*

IPs rights establishing a brand and brings value in brand marketing processes. Peps Industries filed a case against Shakti Mattress & Gears Pvt Ltd. and Coirfoam Pvt Ltd, as both of the groups were using Peps Industries registered mark 'Spine Guard'.

The leading global mattress brands Avocado, Curlon, Purple, Brooklyn Bedding and the leading Indian mattress players The Sleep Company, Wakefit, Peps are monetizing millions of currencies in profit through patenting over these years in the form of license fee payment, competitive advantage and compensations.

Wake-up Call

The definition of Patent itself clarifies that the owner of the mattress brands will get an exclusive right over that invention, which means that the patent holder can prevent

Brand's IPR is a key tool when dealing with vendors and online companies and establishing long-term relations with consumers of other countries, specifically in the mattress industry. The definition of Patent itself clarifies that the owner of the mattress brands will get an exclusive right over that invention, which means that the patent holder can prevent unorganized or organized brands from commercially exploiting the patented invention.

unorganized or organized brands from commercially exploiting the patented invention. In other words, patent protection means that the invention cannot be commercially made, used, distributed, imported or sold by others without the patent owner's consent. This means that once a patent is granted on a product or a process for mattress players, the other competitors in the market will not be able to use that technology or process or product in their own company. This will not only benefit the patent holding company to gain revenue but will also encourage other companies to invest in their research and development to come up with better products, hence resulting in better products and a variety of options for the consumers.

Patents are also prominent as *"Rights granted for invention."* It turns out that IPs rights for mattress industries would hinge a lot on creative ideas to promote the product and innovative technology while enhancing their expansion to the global market. Incidentally, the growing realization of various fundamentals of Intellectual property rights has had a spill over into the mattress players and sleep product industries.


Vesa tuominen, CEO, Unikulma, the finnish company received millions of euros through utilizing the IPs and Patents. The company has established itself globally for the last 30 years and is one of the best companies in innovation, technology, durability and appearance. The company has more than forty-two types of patent registrations. And also recognized the importance of patent registrations and raised the awareness of Intellectual property rights.

Patent hegemony over the growing revenue and premium pricing of mattress players have potentially productive ramifications for economic development. Intellectual property rights nourished industries to acquire ownership of

intelligence assets.

The mattress industry has a highly diversified product portfolio and is also considered as one of the most competitive sectors. The sleep product sector has a huge customer database from corporate to home furniture and sleeping products, as it is expanded to homes, hotels, hospitals and nursing care etc. Intellectual property and patents have benefitted mattress players through creating their rich information vis a vis designing a secure platform for innovative marketing ideas to hold their database. Protecting the designs, appearance of product, technical solutions, product names and even the whole supply chain are highly crucial to securing the product from infringement. As it can be easily traced.

Patents a privilege or a menace?

Monopoly is not the right introspection of a patent as it is not receiving recognition for something which is already in the public domain. Patents and IPs do not take anything out from the public. Therefore, patents help the mattress market or any other industry to conduct research, utilize advanced technologies and inhibit competition. Patents and IPs rights provide the freedom to operate and to leverage their own ideas. Because securing the patent encourages the company to grow globally. It encourages their experts, designers and innovators to deliver their competitive position and technologically superior products. 

KEY TAKE-AWAYS

- Industries are earning advantages from IPs and patents in various ways. Startups are trying to patent and trademark their ideas and technology through licensing, while big brands are pushing to patent their innovative strategies, designs, ideas, etc.
- Intellectual property (IP) and Patent rights protect genuine business assets that can be vital to an organization's products or services or the success and profitability of the business.
- IPs and Patents help brands to establish themselves in the market with their unique ideas and secure their market share.
- Patents fetch premium pricing for a product.

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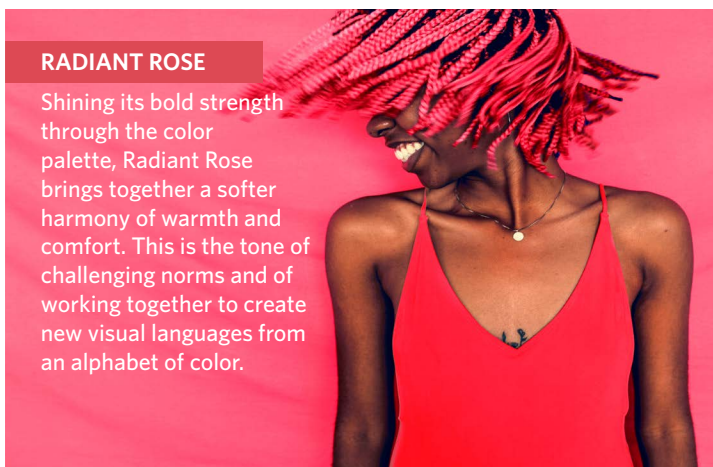
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In 2023, as the world celebrates a resilience greater than we could have hoped for, Milliken & Company's ColorDirection Bold Unity presents a collection of connected tones powerful in impact and vulnerable in expression, colors that can sing gentle harmonies or raise the roof with vibrancy.

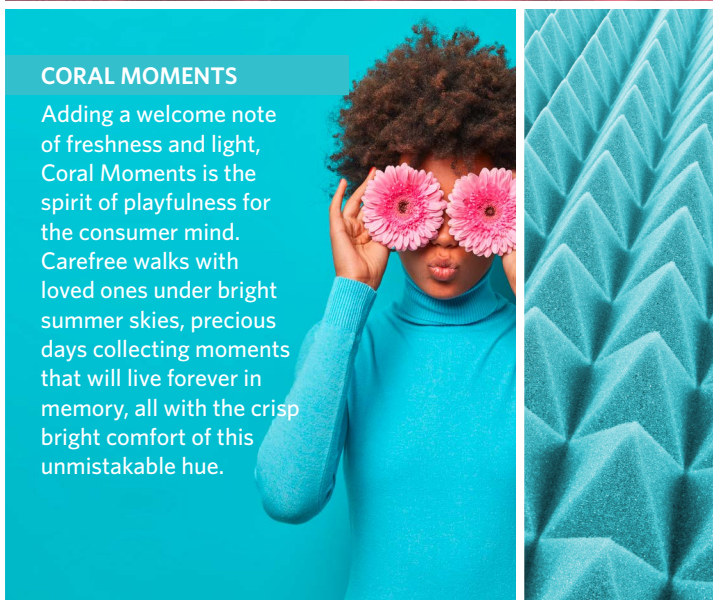
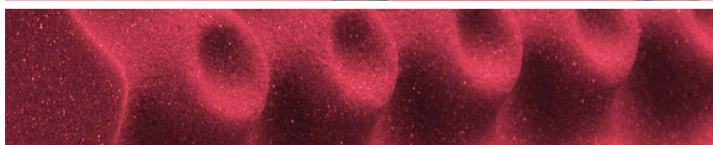
The new 2023 collection is the work of thought-leaders and trend-watchers in the worlds of textiles, packaging, fashion, design, and marketing and a specially convened Milliken panel, analyzing what's trending today and what is next.

Mixing the dreamlike with the ultra-real, the gentle unknown with the vibrant unmissable, Milliken ColorDirection 2023: Bold Unity combines a palette of boldness with pastel alter-egos, creating tones and contrasts that work together as a team.



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Mr. Mathew Chandy, Managing Director, Duroflex Pvt. Ltd.

In a freewheel interview with **Mr. Mathew Chandy**, *Managing Director, Duroflex Pvt. Ltd.*, he shares his views on Circular journey of Mattress, idea behind Duroflex Customer Experience centres and industry's growth path. Excerpts:

“We have not yet found a commercially viable solution to recycling of mattresses”

Q Buying a mattress is a big decision for Indian consumers. How do you influence them to buy your product?

To be fair, in a country like India, mattress is a significant purchase. It's a high-value purchase for most people. In fact, we also say it's one of the most important purchases that a person can make because they spend 8 hours of their daily life on a mattress. And there are very few products which have that. We are constantly communicating about the importance of sleep to consumers. The importance of sleep for good health and the importance of a good mattress is both for good sleep as well as for a good back.

I think in general, we also do a lot of education and awareness, which benefits the entire industry. We talk about the lifecycle of a mattress, how long the mattress lasts, how often they need to be replaced, and how unhygienic a mattress gets after five to seven years of use. how it loses its supportive property, durability etc. So, I think constant communication, education and awareness to consumers is influencing to buy the product. At Duroflex, we invest a lot into product development and design, and also the fact that we are now widely available. We have almost 10,000 touchpoints across India, and we have 60 experience centres.

Q What is the idea behind your customer experience centres?

We have invested quite heavily in user experience and customer experience. We feel the average general trade outlet doesn't do justice to the product. Some times they may not explain it so well. So, That's why we set up these studios, these high engagement, user experience, and customer experience centres. These centres will have all our products like Mattresses, Furniture, Sleep accessories etc for display and to feel the product. It will help consumers to decide on the products. In fact, we did most of the investment during the COVID years when customers were worried about their health



and immunity. So, it really paid off for us.

Q You have two separate brands for online and retail. Sleepyhead and Duroflex respectively. How do you manage both brands? What are your views on Omnichannel?

In my view, omnichannel is needed because consumers are Omnichannel. I don't think there's any consumer today who lives purely online or purely offline. Even my 70-year-old mother buys products online. She buys her groceries online, she books her cabs online. So I think all customers are both online and offline, and therefore we have to be Omnichannel. There's no choice. We believe that customers will research the products online and they may search for the products in stores as well, and they may complete the purchase anywhere. I think Omnichannel is not an option. Not being Omnichannel is not an option anymore.

On two brands, to be honest we have to invest in building awareness for both brands, but they have different customer segments. Sleepyhead is for a much younger customer and Duroflex is for a slightly more evolved customer. So the target customer segment is slightly different. And, we actually have different teams working on the marketing and product development for these two different brands.

Q And one new trend what we are seeing is that a lot of celebrities are getting involved as brand ambassadors by the mattress companies. Can you share your experience with celebrities?

We have Alia Bhat for Duroflex and Ranveer Singh for SleepyHead and in the past, we've had Virat Kohli, Chris Gayle, Ab De Villiers, RCB as well as CSK team as celebrities. We've had India's best cricketers and favourite Bollywood celebrities endorse our brands and products. I think we should admit that our product in the past has been a little bit boring and sleepy. It has not been a high-engagement product for consumers. So, we have consistently for five years now, used celebrities to carry a message more strongly about the importance of sleep, the importance of health,

and the importance of blended mattresses. And it's really paid off for us. It's something that we're committed to doing, something we invested in and just paid off. And we chose people who are good and who can resonate with that message.

People who are very conscious about their health and well-being and they're and also people like Alia and Ranveer, they represent the new India, a new, very bold, fearless and health-conscious India. So we chose them consciously.

Q What's your opinion on the circular journey of mattress? What should industry do about it?

I think it's a very important question which I don't believe we have answers to. I think we have only one planet and through our consumption, we are slowly destroying that planet. And when I say we, don't mean the mattress industry, I mean just all of us. So, finding a good use of the products which we produce and consume is very critical. I think in all honesty, we can say we have not yet found a commercially viable solution to recycling of mattresses because the product is quite unhygienic.

I think at best right now, we're able to make some flooring or using it in roads or cement. So right now the circular journey is not yet complete. But some good steps have been taken by the ISPF. I think all of us have come and admitted to this problem and these kinds of big problems bring competitors together to work together to find a solution. I think that's a great step that ISPF has taken. I'm sure in a few years we'll find an answer. And if we don't find an answer, we'll be forced to find an answer. Because consumers want to support brands which support sustainability equally, the government is likely to come down with some kind of extended producer responsibility regulation, EPR regulation. So I think it's our responsibility to find a solution. We need some very innovative young researchers and scientists to help us to find a good use of these products end of life. But for sure one of the reasons people don't replace their mattress which has been worn out is because they don't know what to do with it. **CT**



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A Case Study...

BekaertDeslee road to transparent circularity

In a recent leap, BekaertDeslee launched a digital platform that can identify each mattress which has a BekaertDeslee cover with a digital tag which simplifies the process of recycling

Last month, an incident as erratic as stirring made the headlines of many newspapers across the world. A Van Gogh painting vandalised by two environmental activists wearing “Stop Oil” T-shirts. The move in all its absurdity did exactly as intended, draw attention to the immediate environmental crisis that surrounds us. As lengthy threads of heated back-and-forth unfolded on twitter and elsewhere, certain people dotted on a very keen observation. The T-shirts with their bold message seemed to be a product of fast fashion. An unignorable irony.

No doubt oil retains its title of being the most polluting industry. However, textile doesn't fall far behind. Yet our imagination often seems to start as well as end at the image of a fast fashion store or an extravagant ramp clothing when addressing the matter at hand. The mattress textile is often not the first image that takes over our mind. Nevertheless its environmental impact remains notably radical.

BekaertDeslee, being one of the largest textile manufacturing companies specialising in ticking and jacquard weaving mattress fabrics, has been keen on finding a sustainable solution to curtail their environmental impact. In a recent leap, they have launched a digital platform that can identify each mattress which has a BekaertDeslee cover with a digital tag. The online resource gives away the detailed information about the mattresses' individual material and production through the tag, thus facilitating and simplifying the process of identifying, sorting and recycling the material at the end of its cycle.

A gutsy move in an industry that thrives on its unique recipe of material and processes for competitive advantage. Besides the potential direct impact it ought to garner, the move also comes as a push for other industry giants to embrace transparent circularity for the greater good of a circular economy. Read on as we unfold the case study to take an in-depth look at this initiative.

Understanding the problem: Complexity of mattress textile recycling

The functions that a mattress textile is bestowed with are multi-layered (a pun with 100 percent factuality). Ensure intactness of all that it withholds, facilitate a comfortable surface that moderates a hospitable sleeping temperature, resist germs, allergens and other impurities, and retain all these qualities for as long as the mattress survives.

This sophisticated job profile explains the complex nature and form of the mattress textile, thus making it hard to separate and recycle. A simple example: Think about putting a composite textile with cotton, polyester, and elastane in a shredder – the stretchy, bonded nature of these fibres makes it hard to separate the materials. The moisture-rejecting coatings on mattresses are no help either, making it difficult to recuperate the materials.

Besides, they certainly end up in a landfill after approx 8

BekaertDeslee, being one of the largest textile manufacturing companies specialising in ticking and jacquard weaving mattress fabrics. To curtail their environmental impact. In a recent leap, they have launched a digital platform that can identify each mattress which has a digital tag. The online resource gives away the detailed information about the mattresses help sorting and recycling the material at the end of its cycle.

to 10 years. By then, it is hard to predict the condition they'll arrive in and thus, depending on the kind of wear and tear they have endured, the components that are fit for recycling may vary. Hygiene check is also reliant on the type of material and process used during manufacturing. All of this lends the already complex question of mattress recycling a very individualistic nature.

BekaertDeslee sees this as both an opportunity and a challenge. In a period of 8-10 years, the recycling technology will have revolutionised drastically. This, they believe, tends for hopeful times but not without the ability of the company to adapt a futuristic approach, by anticipating the changes and altering today's production accordingly. Design without a doubt plays an essential role here. As Charles Christiaens, Sustainability Manager at BekaertDeslee, stated in a recent interview with Ariniti: “we mapped the impact of every aspect of our operation, and found that our largest potential gains lie in becoming a circular operation” in spite of the challenges it brings.

Understanding the goal: Transparent circularity led circular economy

Transparency sits at the centre of the overall concept of sustainability induced circular economy, acting as a validating element to the process, if not a necessity itself. To be able to adopt various recycling, reusing and upcycling methods, there lies an inherent need to possess complete knowledge of the material and process involved in the primary production. Historically speaking, the focus of mainstream recycling has revolved around goods that are largely homogeneous in nature, for example: plastic bottles, glass, paper, etc. Lack of extensive material transparency has been an obvious roadblock.

Material transparency for industries like mattress



textiles plays a vital role for other reasons as well. It not only empowers recyclers to find creative solutions and optimise the existing recycling technology but also widens the scope in terms of previously unexplored markets. Recycled materials whose compositions are fully known and accessible tend to have higher quality value and fetch better prices for the confidence they induce. This monetary incentive and market scope itself can become a big driver to nudge the industry into a more organically circular direction.

According to a 2020 report from IBM and the National Retail Federation, 73 percent of consumers said traceability of products is important to them. Of those, 71 percent say they would pay a premium for it. Hence accessibility of transparent material information to all stakeholders is another vital aspect. This free flow of information is what empowers and encourages feasible movement for a circular economy.

BekaertDeslee: Background & Approach

With headquarters in Waregem (Berlin), BekaertDeslee is one of the world's leading specialists in the development and manufacturing of mattress textiles, mattress covers and other sleep solutions. They undertake the large operation of producing volumes of advanced fabrics in 26 production sites all over the world. This also carries a great environmental impact, one that BekaertDeslee very well acknowledges and aims to curtail.

In a recent interview with Ariniti, Charles marks how

the management encourages their people on the floor to take initiative. He says "We use a bottom-up approach. I'm convinced that the people in our business units are much better placed than I am to see opportunities and estimate the cost & feasibility of sustainability efforts." Adopting a similar approach, they are working with recycling companies and researchers to understand how they should prepare the products for recycling by the time their lifecycle ends, to understand the future needs of the recycling industry and take steps today.

Solution: Digital Tag & Platform

Starting this spring, BekaertDeslee plans to produce and sell mattress covers with an integrated and unique QR/Rfid label linked to an online digital platform that transparently keeps track of the components' information during the cover's life cycle. This will let one access the individual material and production information on the platform without any hassle. When the mattress finally reaches the end of its cycle, recycling companies will be able to read the information through Rfid to identify, sort, and recycle the cover through optimum processes.

Owing to the surety about the type and quality of the textile that the site provides, the recycled material will be able to find its way to the right manufacturers and back into the production cycle. BekaertDeslee is also looking forward to this initiative as a way for them to increase the volume of intake of their end of cycle mattress fabrics and hence, play a larger role in the transparent circularity model. Once

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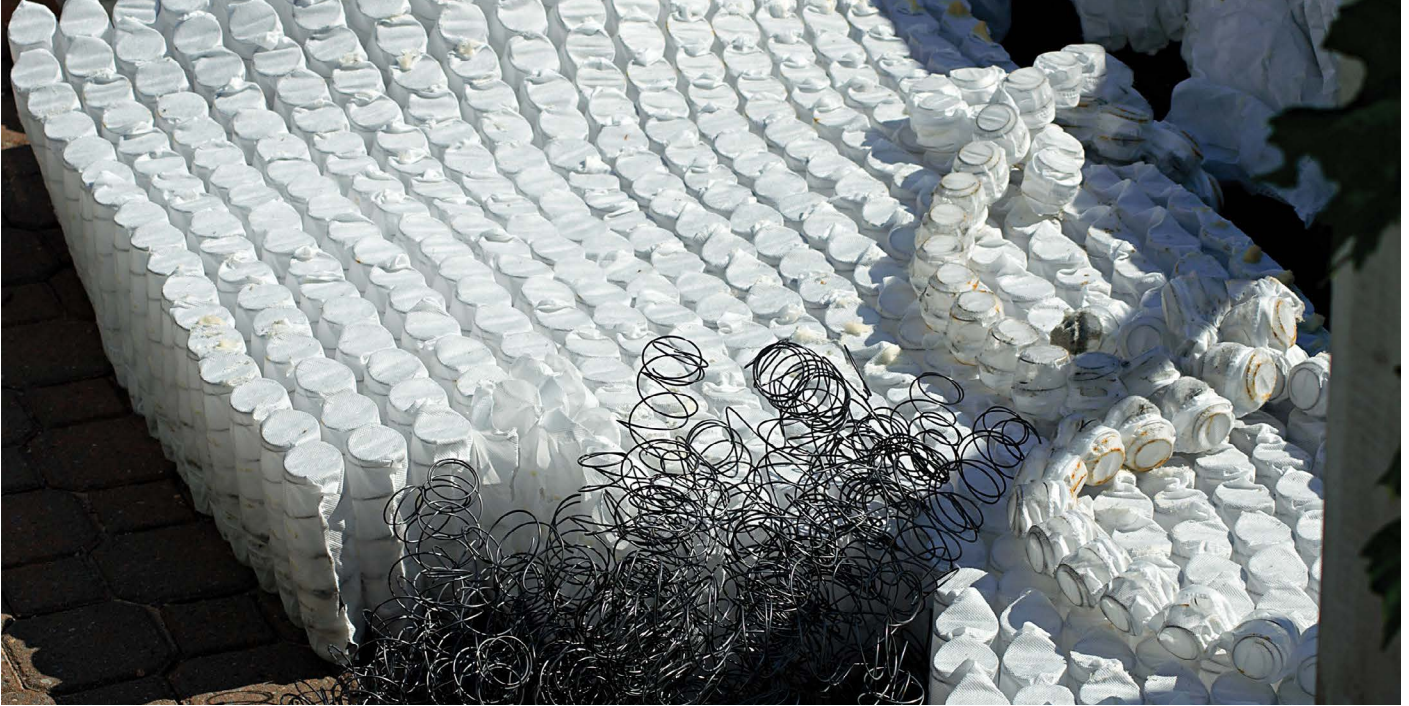


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brought back, they will let their recycling partners sort and recycle its components for them, before it is induced back into production. All of this facilitates better regulation of the process. A win-win situation!

Besides the recent introduction of the digital tag, BekaertDeslee has been in the process of optimising its overall design for a while now, as part of the larger transparent circularity model. Development of mattresses covers that can easily be disassembled at the end of the cycle, without compromising their intactness throughout their lifetime, has been central to their smart design efforts in recent times.

A larger picture & Beyond

In the words of Charles, there lies a “responsibility to come up with a viable plan that goes beyond our own production process”. Hence transparent circularity forms part of the larger conscious mission of BekaertDeslee & Beyond. From finding a way to incorporate current products into a circular economy to innovating textile technology that can help reduce ecological footprint, the initiative looks at penetrating into all the aspects of their operations to optimise them for a more sustainable and circular economy.

In terms of products, they have a special range of mattress ticking called the 2nd Life. The yarns are made using recycled plastic bottles collected from the ocean. This brings us to their other correlated effort called The Seaqual Initiative, an organisation that pays fishermen from the Spanish coasts of the Mediterranean Sea to collect garbage and bring it ashore. Each material, including aluminium, metal, glass or plastic, goes to its own unique recycling chain. Textile technology enables them to upcycle them into new

yarns that are further used to produce mattress textiles and covers.

Then there is another range of Lyocell fibres called the Tencel that uses bio-fibres to maintain the environmental balance and integrate the fabric into nature’s cycle. The wood used for these fibres come from natural forests on certified sustainably managed plantations. Right from pulp to fibre to yarn to fabric, all processes are controlled to result in eco-friendly products. BekaertDeslee has also launched a certified vegan range with respect to the wider public belief and demand. In the development and manufacturing of the Vegan textiles and covers, no use of animal product, by-product, or derivative is involved, and products are not tested on animals.

Impact & Challenges and the resulting scope

The initiative of transparent circularity, in all its vigorous sincerity, backed by the resources and competence of industry giants like BekaertDeslee, still stands at a point where the impact can not be gauged just yet. To draw direct statistical lines between transparent circularity, recycled material, and furtherment of circular economy or to say the least, circular industry, in itself poses as a rather tricky venture. Yet the kind of validation and encouragement it provides to the bold move of making your product details accessible to all is evident.

What could really help us understand better the implications of this initiative is extensive and transparent reporting. Every product carries an environmental debt and that has to be audited and reported at a granular level. A recent amendment of the Corporate Sustainability Report Directive (CSRD) in Europe has introduced more

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detailed reporting and accessibility requirements, along with mandatory certification by an accredited independent auditor. Thence, role of legislation can not be underestimated in regulating a transparent and circular economy in the case of the Indian subcontinent as well.

The EU has also introduced the concept of DPP (Digital Product Passport) to refer to the digital data associated with a product or material. A DPP would include formulation data, recycling and end-of-life instructions, and other product attributes. The goal of a DPP is to provide equal access to a form of universal digital data that can be exchanged without loss of information. Manufacturers and recycling facilities would ideally have a DPP for all materials in their product composition, providing the full visibility that circularity requires for its next steps. Though still in its initial stages, Toxnot's Shared Materials platform is an example of what DPP would look like. Blockchain poses as another possible technological solution for the management and safe access of this data.

Before even sophisticated technology, what truly lies at the core of the transparent circularity efforts is the shift in behaviour and norm of all stakeholders. As the name suggests, transparent circularity comes at the expense of a certain degree of vulnerability as one makes their product information accessible at a large scale. However it is nothing compared to the fear that consumes our world if the current ways of mindless economic practices are to continue.

So yes, mass participation is the answer. It requires retailers, manufacturers and brands to be more collaborative, pooling knowledge and sharing innovation. At the end of the day, a transparent circular economy is an inclusive model which asks for something from everyone today but

more essentially, promises a more hospitable earth for all tomorrow. [CT](#)

KEY TAKE-AWAYS

- Some textile companies are initiating an integrated & unique QR/RFID label linked to an online digital platform that transparently keeps track of the components' information.
- By enabling RFID in the mattresses, recycling companies will be able to read the information to identify, sort, and recycle the cover through optimum processes, when the mattress finally reaches the end of its cycle.
- It is hard to predict the condition they'll arrive in and thus, depending on the kind of wear and tear they have endured, the components that are fit for recycling may vary.
- Material transparency for industries like mattress textiles plays a vital role for other reasons as well. It not only empowers recyclers to find creative solutions and optimise the existing recycling technology but also widens the scope in terms of previously unexplored markets.



Mr. Muhammed Kunhi , Managing Director, Sulfex Mattress and Furniture

Mr. Muhammed Kunhi thought of starting a mattress company in 1994 after exploring several other business options when he was in Gulf. Today Sulfex mattress is one of the largest selling rubberised coir mattress in Kerala. Mr. Kunhi, MD of the company has shared his company's future plans and current state of rubberised coir market in India

“Just with rubberized coir mattress we cannot survive”

Q Kindly share your 30 years of mattress business journey

I was working in Gulf and decided to start a business. I thought of entering mineral water business, manufacturing PVC pipes, Amusement Park etc. But I didn't get any technical know-how on these businesses. However, I got a better understanding of mattress manufacturing through local market. This is the reason for the creation of Sulfex. I created the mattress business in Saudi Arabia and in India as well running both at the same time.


Q Your business presence is mainly in Kerala. Do you plan to take it to Pan-India?

Definitely. We are already available almost across south India- in Goa, Bangalore, Mangalore, etc. We are purely a family-owned business now & in the future, we are planning to get some partners with whom we can share our business. We are already looking for a company having both exposure and experience. Even we are checking the possibilities with American or European companies because nowadays such companies can start it with 100 percent direct investment with any partners. We are the no. #1 mattress company in Kerala. "A man who succeeded in Kerala means he can diversify his business then he can grow it everywhere in India." We may start some business in Gulf countries since my roots are in Gulf - Saudi Arabia & Sharjah. Since we got a very good name in Kerala so we may do it in Gulf countries also.

Q If I look at the per capita consumption of mattresses, Kerala is the highest. What are the factors contributing to this?

There are few reasons for this. Over 30 percent of the population of Kerala is connected with overseas either in Gulf or Europe or America. What is happening around the world is happening in Kerala also. There is a raise in income levels, literacy rate is also high and their replacement cycle of mattress is fast. Consumption of mattress may be more but number wise Kerala is not number one.

Q What are the innovations we can expect from your company Sulfex on the product side?

Just with rubberized coir mattress we cannot survive. We are planning to provide all kinds of mattress like PU foam, Spring mattress, memory foam, natural, latex for the consumers. We also have huge capacity factory for manufacturing. We are looking for some partners and investors whom we can partner and also looking for mattress manufacturing on turnkey basis 

Waste reduction in mattress manufacturing: A profitable hassle



All of humanity's bittersweet endeavours of creation involve a certain degree of destruction.

Manufacturing is a sophisticated form of craftsmanship that calls upon ceaseless optimization of the process to produce uniform products, whose quality only enhances and production cost only depletes over time, with best case scenario in hindsight.

Waste management during the manufacturing process obviously poses a big question mark for this apparent goal. As the mattress industry sees a big push towards a more optimised and sustainable outlook, new and better waste management methods during the manufacturing process have become the need of the hour.

Note: Since waste management is such a wide concept that sips deep into every aspect of manufacturing, the article tries to explore it from all possible facets without any particular concern for chronology or steps, while more stress is laid upon suitable examples from the industry. So let's get to it!

Get your basics right

While frantically looking for novel technology-induced solutions, we often forget to get our basics right. SOP (Standard Operating Procedure guidelines) comes first to mind in regard with this approach. It reads like a bible for the manufacturing process. Regular resensitization of on-the-floor employees in regard to the SOP is also an underestimated but important aspect. Invest heavily on training sessions and even revisionary meetings for smooth operations. True, to err is to human but getting rid of the smallest of mistakes and acts of negligence can turn out to be a huge optimisation push for your manufacturing unit.

Details matter

Besides the obvious reason of optimum use of resources, waste management also springs from the innate urge to always aim for perfection. And perfection can ever be achieved without paying attention to the smallest of details. Let us take the example of adhesive for a better understanding.

As the core raw materials see a shift in the industry due to changing customer behaviour and requirement, the adhesive properties in demand also evolve. The market comprises any of these, hot melt glues and advanced water based adhesives being some of the popular examples. The mattress adhesive application methods include rolling, spraying and beads. All these methods can be realised manually, semi automatically or automatically. For all these application methods to be optimal, proper implementation and training is essential. Manufacturers of mattress adhesives provide products, suitable equipment and training to guarantee you the most efficiency.

Even an extra bead of adhesive can impact the efficiency

As the mattress industry sees a big push towards a more optimized and sustainable outlook, new and better waste management methods during the manufacturing process have become the need of the hour. Some types of commonly observed wastes in manufacturing facilities include waste from overproduction, defects, inventory, unnecessary motion and transportation, waiting times, over-processing, and unused time and creativity of employees.

of the process. Hence manufacturers need to zoom in and also not shy away from experimenting in a controlled environment to understand what processes and material give best results with minimum wastage.

Leggett & Platt's Global Systems Group serves as a good example of this. They added to the company's sustainability story with its XT9, which joins comfort layers with thread instead of glue. Paul Block (President of Sales) claims that by using thread, the process of joining layers has become quicker, cheaper and improved airflow.

R&D for you, by you

No one knows your manufacturing's a to z like you do. Focusing on R&D efforts (both, inhouse and in partnership) to help zoom in on particular areas of design and thus, facilitate development of solutions that are uniquely suitable and advantageous to your process could really be a game changer move.

The Vito group has recently announced their sustainable range of foam, Orbis. The foam uses raw material derived from recycled foam products. They have partnered with materials science company Dow, working on their RENUVA Mattress Recycling Program. This circular economy program converts end-of-life polyurethane (PU) mattresses back to their raw material on an industrial scale. From reducing production cost and finding feasible solutions for end-of-cycle mattresses to partaking in Extended Producer Responsibility (EPR) and paving the way for a circular economy, the effort neatly ticks many boxes at a time.

Working with researchers at the University of Huddersfield, James and the team at Deluxe Beds led a project to develop a new approach to mattress design that enabled individual components to be replaced over time. A



modular design has been developed, composed of different blocks that can be arranged, removed and added separately, thus adding years to the life of the product while retaining valuable materials.

The R Revolution

Reduce, reuse and recycle are inseparable triplets of a sustainable and circular industry. In order to reduce waste and cost, recycled materials definitely pose a lucrative option. What it essentially requires is the shift in customer behaviour towards more acceptance and trust for mattresses using recycled components.

Since various models are already under experimentation and even operation, many options are at the disposal of the manufacturers if they were to take up this path. Here's the operational processes they can look for in a well performing end-of-cycle mattress treatment facility:

- feeding and storage: reception (unloading) and dry storage to avoid contamination, sorting by type
- sanitising: applying chemical or heat treatments for sterilisation
- filleting: cutting the mattress' outer fabric cover and the binding flanges
- disassemble and sorting: separating and sorting the different materials by type
- handling materials: baling processes, product storage as bales, loose material (sorting residues) or in containers (metals), before delivery to downstream processes (e.g.

recycling of metals)

Automation all the way

The benefits of automation require no introduction. Let us look at the few examples that are revolutionising the industry for the better.

Bed-in-the-box is all the craze lately, finding widespread status as the norm across the American subcontinent. Even giants like Atlanta Attachments couldn't resist the capitalising opportunity from this. ARP-20 Model can automatically wrap, compress and roll the mattress, simply removing the human work of putting the mattress in a plastic bag and then bringing the mattress to a compressor and then rolling it by hand. The secondary roll pack option does secondary rolling to bring the length of the rolled mattress to half. So in a truck where you can put only 110 mattresses can be filled with 510 mattresses.

ESCO's high-speed and precise HTX 51-88 horizontal foam slitter slices a wide range of polyurethane foam blocks into sheets. The company also touted its Profilematic CNC Vertical Wire Saw, an automated cutting system that frees up operators to perform more value-added duties in the plant.

Best of Human Resource

It is true that there is no other resource like human resource. Efficiency greatly depends on the employees operating the machines and making their way around the factory floor. So



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Waste arising in production processes can have a significant effect on profitability. The challenge is to reduce waste from production without undermining the effectiveness of the process. Basically the aim of the industry 4.0 is the realization of the intermitted manufacturing with mass production's productivity and specific cost. If manufacturing companies can reach this aim then we they can satisfy the unique customer needs quickly and efficiently

in a sense, in today's world, human resource optimization is more about facilitating an environment that ensures complete synchronicity between humans and machines.

Machinery makers like UMIT Makina and Atlanta Attachment have identified many ways to combine process steps so fewer machines can perform all the tasks required to create the product. This type of machinery typically performs repetitive tasks that are easily computer-driven like measuring, cutting to size, electronic sensor-controlled sewing, and much more. Hence operator ergonomics are taking a centre stage in optimisation efforts through automation because well-designed machinery reduces operator fatigue and injury, and speeds production.

Data: Knowledge is power

Knowledge, in any field, is empowering for the analytical capabilities and better decision making power that it brings. When it comes in numbers, even better! Many manufacturing units aren't shying away from installing integrated cloud systems that serve as the one-point for all their operations, at the touch of their fingertips.

Besides, the data stored as well as provided in real time serves as a very statistically reliable way of looking at the larger picture, understanding patterns, recognising strengths and points of pain, and forming a base for better decision making and action on part of the executives. Goes without saying, the real time benefits of supervision and identifying potential faults in the assembly are also absolute.

MYFOAMPLANT is one such service provider. It connects your factory and understands how your process is performing. It also connects relevant data sources (foaming machine, raw materials, handling systems, cutting machines,

mattress assembly, etc..) and correlates all process data to run quality and efficiency analysis to optimise, control and ultimately, maximise savings in your process. A local architecture is deployed with big data analysis either on premise and/or cloud. In addition to existing factory data, it also helps you to control your process adding relevant information thanks to IPFs proprietary sensors for the foam process.

Raw material: true gamechangers

It is a tricky subject to meddle with the raw materials. Even the slightest change can affect the design efficiency, overall quality and brand/product uniformity. However, it also bears the potential to have maximum impact on curtailing waste management. So before we dive deeper into all the ways of cost and waste reduction through raw material, be mindful of the qualitative impact it might bring.

Foam:

- Application of four turn springs instead of five turn ones allows reducing the block cost by almost 10 percent. But such a mattress won't be as hard as required to provide orthopaedic effects. Ideally, a high quality mattress should be from 17 to 22 cm thick in ordinary state and not less than 15 cm in a condensed form.
- Thinning out. A high quality mattress should have a number of spring rows equal to the width of the ready-made mattress expressed in decimeters. So there must be 16 rows in a 16 dm mattress. There are a lot of manufacturers who reduce significantly the number of rows

Packaging:

- Minimise the thickness of the plastic wrapping used. Rolled mattresses reduce the carbon footprint for delivery and boxes can help with courier logistics.
- Companies have changed the polymer mix to include recycled plastics, with 50 percent recycled reported by the attendees without detriment to the packaging. Supposedly easier to recycle.
- Reusable bags are one of the most sustainable options. However the combination of complicated reverse logistics and lack of reuse of the bags can be challenging and also backfire by potentially increasing the carbon footprint

Observe and adapt

To observe and adapt is in itself a sustainable method of sourcing waste management methods. Take the example of Andons. Originating in Japan, Andons are used to alert staff when there is a problem during the production process. Andons allow production to be ceased so that corrective measures can be taken immediately.

In doing so, they save manufacturers a significant amount of time and money in the long run. By preventing sub-par or faulty goods from being produced, Andons ensure that production lines are able to operate efficiently and prevent costly materials from being wasted. They are finding wider



popularity in manufacturing industries across the world today.

The much-needed external POV


A known fact that familiarity often works in deceitful ways. One might become so accustomed and habitual to the current manufacturing process that identifying potential points of pain with complete objectivity could become a demanding task. This is where levying services of outside consultancies and experts come into play.

Yuantian is one such firm offering its multi-fold service in the mattress industry. Their Smart Mattress Production Line offers customizable solutions to maximise the use of space resources in the production workshop, make the production process unimpeded, and realise the functions of mattress production and production efficiency maximisation.

Time for some honest one-on-one

Anyone can make their cost-to-selling-price ratio appear better by making a cheaper product. But, if you start to devalue your product this way, you are on the road to developing a product that ultimately only competes on price. It is one thing to cleverly manage waste and optimise your manufacturing and another to simply compromise on material and processes that add actual value to the products. Have a long-term investment mindset and choose methods that strike a balance between enhancing your sleep products and being humble on the environment.

Truth be told, producing in large quantities at a thrifty price is not where the definition of manufacturing ends today. Efficient manufacturing takes into account optimum and mindful use of all resources to produce best quality sleep

products and the ultimate test lies at how close the process comes to stimulating a circular economy. So get going, because we've come so far and there's so long to still go. 

KEY TAKE-AWAYS

- The mattress manufacturers need to zoom in and also not hesitate in experimenting in a controlled environment to understand what process and material give the best results with minimum wastage.
- Reducing waste, cost, and recycled materials, essentially requires a shift in customer behavior towards more acceptance and trust for mattresses using recycled components.
- Modern machines can automatically wrap, compress and roll the mattress, simply minimizing the human intervention of putting the mattress in a plastic bag and then bringing it to a compressor, and then by hand rolling. The secondary roll pack option does secondary rolling to half the length of the rolled mattress.
- Even the slightest change can affect the design efficiency, overall quality, and brand/product uniformity. However, it also bears the potential to have the maximum impact on curtailing waste management.



Mr. Sanjeev Kapoor, CEO of Indian Silks

Mr. Sanjeev Kapoor, CEO of *Indian Silks* shares consumer preferences when it comes to Mattress Fabric and also shares his company's expansion plans over the next 5 years.

"We are the first company to introduce oil-free fabric"

Q Mattress Fabric- What is trending for consumers?
There are two segments of consumers. One is the high-end, and one is the general market. The general market is going downwards. They are looking for cheaper products. There's a lot of competition in the general market and mostly unorganized sector is catering to this market. For the corporate and the branded fabric, they search for good quality. And they don't want to go to small suppliers who compromise on quality. This segment is going and lot of innovative products are being explored in this segment.

Q How big is the Indian mattress textile market?
Difficult to put a number on the market size. But it is growing at an average of 15 percent - 20 percent per annum

Q What innovations we can expect from Indian silks in the next two years?
We are doubling our capacity every 15 - 16 months. This Diwali has not been very great for the manufacturers and there's a bit of a recession now. It was expected to be very nice this year. But the current sentiment of market is not very nice for all the factors including electronics and consumable products and others. We are planning to bring out few innovations in the fabric part.

Q Market is mainly dominated by very few players. Do you see more players entering this place?
I don't think so. There's a lot of space at the top. There is a lot of consolidations at the top that the brand will be pushing with better qualities and better products. I mean they don't want to buy quality products like ours. So there's a lot of competition at the unorganized sector. So people who are supplying to an unorganized sector cannot supply to the organized sector and people who are supplying to the organized sector cannot give the package that what unorganized sector requires.

Q What is your vision for Indian Silks?
We have done a big innovation. We will be the first company giving oil-free fabric. We have started giving oil-free fabric. All metal fabric had 3 percent anti-setting oil. We are setting that oil from the fabric so that the fabric doesn't smell. There's a pungent smell if there is oil in the fabric. Over the time when oil decays, there's no smell coming in and there is an oil mark or bacteria or something like that will set in on the fabric. So, we will be the first company that will always be different from other suppliers. **CT**



World of Sleep to return this December with better sleep ideas



After an excellent response from the visitors, especially mattress retailers, in the previous editions where World of Sleep was launched by ISPF in association with HGH India, the concept will be taken forward in December 2022 edition as well. Next edition will be held from December 13-16 in Mumbai. Experts at World of Sleep will guide on retailers on how the quality of sleep affects our health and how better health can be achieved with better sleep quality.

World of Sleep also imparts knowledge and information on innovations and new trends in products and materials that help achieve better sleep. It will also share research findings on contribution of elements like light, air quality, room temperature, wall colours, aromas & fragrance on quality of sleep. Of course, latest innovations and improvements in the basics of good sleep like bed, mattresses, pillows, bed sheets & comforters will also be highlighted by the experts at World of Sleep.

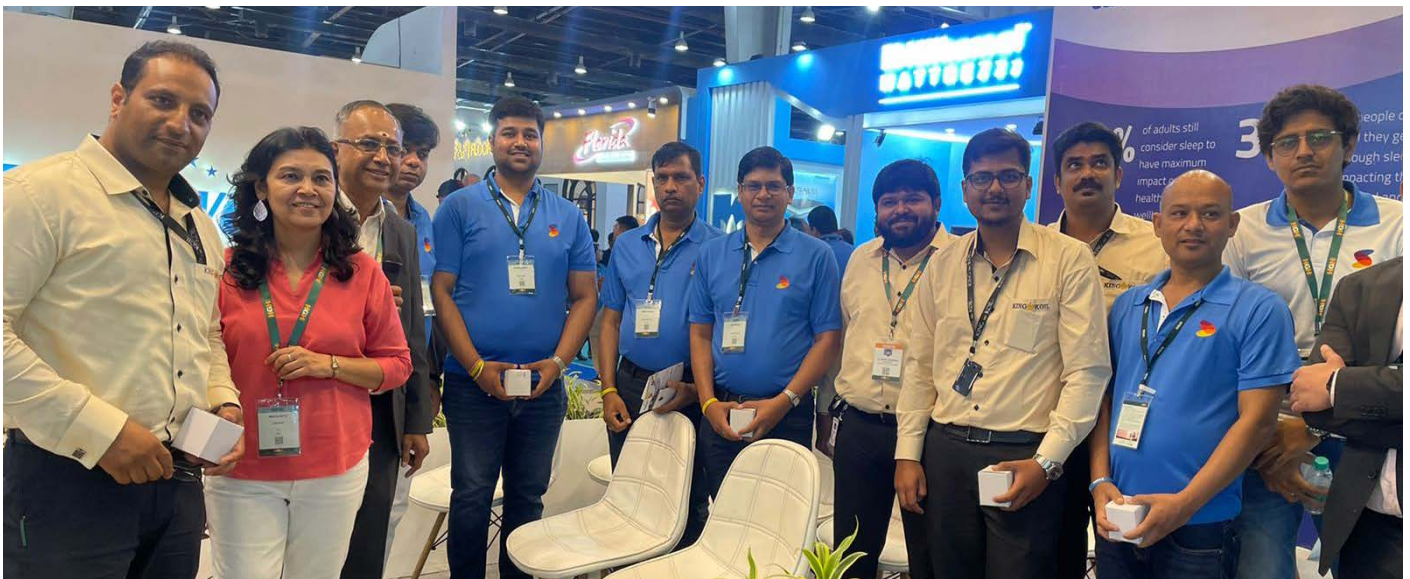
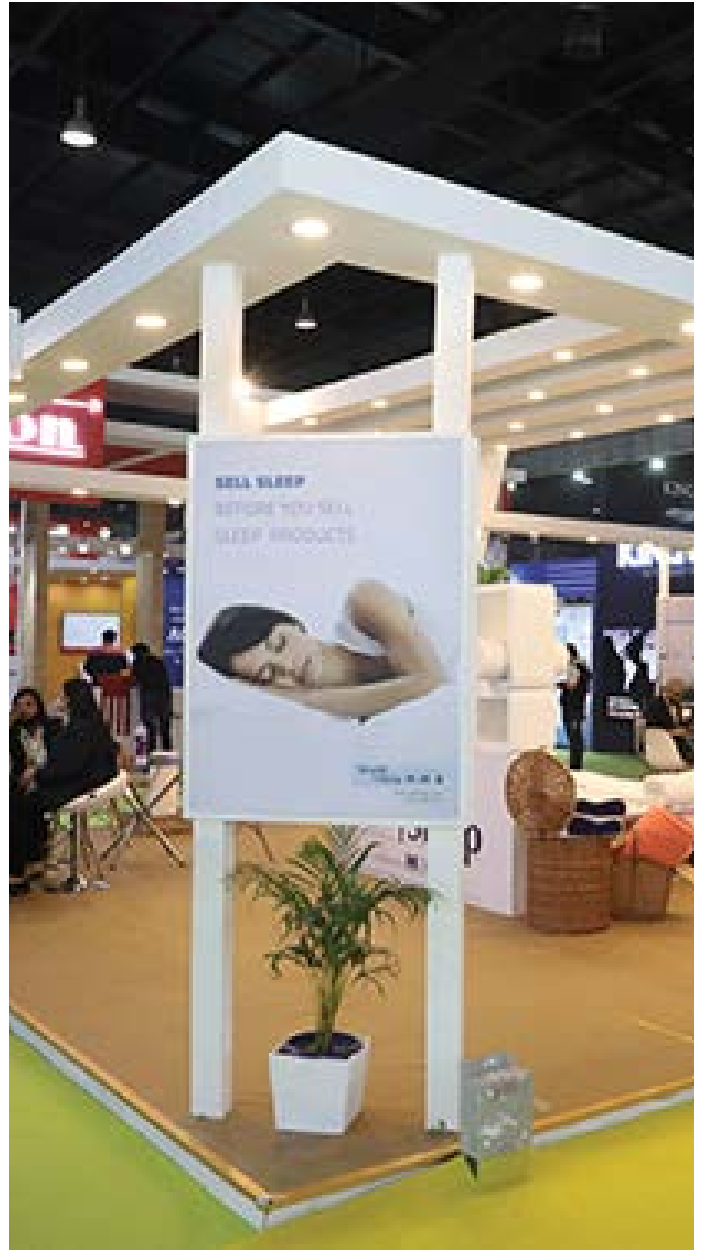
Speaking on the next edition, S Sundaresan, Secretary, ISPF notes, "The mattress industry is increasingly focussing on the comfort of the customers and promoting good sleep. For that, various innovative products have come to the fore. For example, a new bed sheet is developed that can absorb dust from the air when you switch off the fan or air



conditioner, so no separate air cleaner is required for the room. Likewise, many other innovations are taking place.” That said, mattress protectors, mattress covers, good quality bed sheets and pillows among others are all the factors that have a significant effect on the quality of sleep and promote a good sleeping environment. Next edition will see some of these innovative products for display.

Growing consumer awareness on the health benefits of good quality sleep constantly propel innovations. Leading brands like Sleepwell, King Koil, Nilkamal, Centuary, Springfit, Refresh, M.M. Foam and many others will introduce their latest range of mattresses, pillows, beds, comforters. From memory foam, box spring, latex, coir, PU foam in new combinations to many new age synthetic and natural materials like gel, water, air, cotton, wooden springs are now being used to create new experiences in healthy and more comfortable sleep.

World of Sleep concept also helps retailers prepare



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better to increase sales of mattresses, pillows and other sleep products from their existing stores. "Over 275 retailers attended the training at the World of Sleep Pavilion during the HGH show in July 2022" adds, Mr. Sundaresan.

A good sleep is the most important part of our life as it promotes good health, yet it is the most neglected aspect. However, gradually, due to growing advocacy and the plethora of information available online, now the awareness about quality sleep is growing at a fast pace. People are increasingly realising the benefits of practicing good sleep hygiene and how it can positively impact their daily lives, notes Sundaresan.

That said, apart from a good sleep hygiene, one thing that still needs more attention and is probably one of the most important aspects for promoting quality sleep and better sleep naturally is the sleep environment.

In fact, it's better to consider good sleep environment as a long term investment and just like you invest in a new tech gadget to make your life more convenient, you need to invest in a good mattress, pillow, bed sheet and other sleep related things and gadgets to promote good sleep that impacts you overall mental health and physical well-being. So, how do you do that? Well, you can do that by building the right ambience in your bedroom and for that you need to delve deeper into the world of sleep. [CT](#)



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Pragati Maidan, New Delhi, September 22, 2022: The Architecture Industry of India witnessed the grand opening of one of the biggest Expo-D-arc BUILD which took place from 22nd to 25th September, 2022 organized by Zion Exhibitions with an aim to bring forth a venture with worldly opportunities for B2B Industry, manufacturing brands, entrepreneurs and organisations from the Industry of Architecture, Design, Building & Construction with an innovative approach of showcasing their latest trends, technological advancements and related services.

With the presence of relevant and niche crowd of Architects, Interior Designers, Builders & Developers, Hoteliers, Purchasing Managers & more than 150

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I would like to congratulate D- arc BUILD because the way they have exhibited the things and the quality of the exhibitors is fantastic. Whosoever participated have participated with complete excitement. I would also like to congratulate D- arc BUILD team for giving relentless efforts and for putting up a fantastic show.

-Mr. Sunil Jha, Bestone Impex

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Exhibitors across India showcased their innovations including leading industry players such as Philips India, JK Cement, APL Apollo, Saint Gobain, K2India, Bestone Impex, Hogar, Epson, RAK Ceramics, Alankaram, Dolphy India, Zen Stone, Interior Craft, Maranello, Daikin, Lamiwood Floorings, Surie Pox, Mahayco, Weave Craft, One Step, Anantaya Decor, CPM Systems, Om Furnishings, Fanzart, Malani Marbles, Super Surfaces, Loom Craft, Hybon Elevators, National Granito, Xylo Paints, Fabrinox, Credo Planters, Toyo, Easa Elevators, TechVault, National Interio, Fidele Kitchen, Kaara Decor, World of Mosaic, Kidzplay Structures, Mayfair Lighting, Europlast, Neff Kitchens, Eco Vision, Ultralite, Sifon, Shubam Lifts, Vibrant Floors, Primegold Doors, Amaryliss Appliances, Orientbell and many more!

The mega exhibition was supported by many acclaimed associations and also hosted a series of conferences:

On 22nd September '22 Indian Institute of Architects (IIA) the National body of Architects, held its Northern Regional Conference, BUZZ, moderated and conceptualized by IIA- Northern Chapter being our Conference and Advisory partner and supported by IIA- Chandigarh, Haryana, Himachal Pradesh, J&K, Punjab, Uttara Pradesh & Uttarakhand.

On 23rd September '22 Institute of Indian Interior Designers (IIID) the





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Thank You D- arc BUILD, Mr. Adarsh Singh and team to bring us here on this great Platform, I would like to wish you best chance for next year and see your double digit growth for bringing all the IIA and IIID participants. We had a good time.

-Mr. Mahesh Nagreja, Super Surfaces

”

apex all-India association for Interior Design in India, celebrated 50 years of Establishment- Golden Jubilee by holding a National level conference with presence of Interior Designers & Architects from 34 Regional chapters curated and conceptualized by IIID- Delhi Regional Chapter as Knowledge Partner and Supported by IIID-Chandigarh, Lucknow, Kolkata, Jaipur Chapters. In the evening, a grand Gala Networking Dinner took place with a purpose of one on one interaction with design maestros.

On 24th September '22, Prof Charanjit S. Shah also known as the 'Airport King' hosted a Global Conference with a theme- 'The Dawn of Modern Infrastructure and Transportation' with prominent Architects, urban Planners, Engineers, Builders, Developers Construction Consultants, Project Management Consultants (PMCs) provided for construction of Railways Sidings, Highways, Railway and Road over Bridges, Buildings and Mechanical, Electrical, and Plumbing Consultants (MEPs). Speakers are going to be from authorities like KPMG, SGS, CBRE, Rail India Technical and Economics Services Ltd. (RITES), Airports Authority of India (AAI), National Building code of Conduct (NBCC), Land-port Authority of India (LPAI), Rail Land Development Authority (RLDA) & Delhi Metro Rail Corporation (DMRC)

On 25th September '22, Hospitality Purchasing Managers' Forum (HPMF), a forum of purchasing managers from the hospitality Industry representing star hotels, catering companies, stand-alone restaurant chains and airlines are held a National level conference on the theme- "Reinvent X Rethink, The Future of Hospitality Procurement" with presence of more than 250 hospitality professionals.

The event has been marked as a huge success with 25000+ visitors from Pan India, 150+ Exhibitors, International Participation from more than 5 countries, an exclusive pavilion exhibiting premium and luxury brands, Prime Time Showcase by Renowned Architects.

The Indian Construction Industry recorded growth of 17.1% in 2021 and it is expected to register an average annual growth of 6.2% during 2023-2026 becoming one of the major contributors to Indian Economy. Further adding to the current scenario, the purpose of this Exhibition was to offer a platform for networking and knowledge- sharing. The show was elevated to a grander one with 16,000 sq. m space that provided the visitors a hassle free experience where they could explore all things design under one roof. Additionally, there was presence of Premium and Affordable Manufacturing Brands showcasing their proprietary products, innovative solutions equipped with next-gen technologies.

"What stood out most to the visitors was the exclusive, D-arc Ultra Luxe Pavilion- a decorated and stand-out pavilion meant for Signature collections and Premium ranges of products only displayed Luxury and High-end manufacturing brands, it was indeed a centre for attraction and caught many eyes."

The Expo turned out to be a great success and witnessed the presence of architects, designers, engineers, real estate developers and consultants apart from huge number of general visitors and has been possible with the strength of the team of D-arc BUILD. D-arc BUILD wishes on creating a revolution of the construction and the infrastructure industry and hopes do so to every year.



“

We participated in D-arc BUILD 2022 and received huge response, it was very well managed and we got a huge amount of enquiries and orders. Also we had a very cream and niche crowd here, there were Architects, Builders and the users. Everything was amazing and we are in full support of Zion, Kuddos to Team Zion.

-Mr. Ratan Sehgal, Hybon Elevators

”

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Mr. Himanshu Mehta, Managing Director, Himrag Coir Pvt Ltd

Mr. Himanshu Mehta, MD of Himrag Coir Products delves into Eastern India Mattress market and shares his company's growth plans

“Eastern India mattress market is low cost and low value market”

Q How Eastern mattress market is different from rest of the country?

Eastern India markets are too cost centric. It's a low margin, low value market. If you compare it to the Southern or the Western part of India, where value addition material proportion is good to lower value material proportion wise, Eastern India is excessively low cost, low value market. That is the primary point of difference. Secondary point of difference is the use of filler material in the mattresses. Lower value Filament like EPE, which is much higher in content than the other parts of India.

Q Do you plan to have a pan-India presence?

We already have pan-India presence. Maybe we're not too focused on the North of India, but other than that, we are already operating at a pan India level.

Q How do you see rubberised coir panning out in next 3 years?

I am not too positive on it, but I'm not negative on it from the last two years. After we have seen the government procurement, the demand is matching supply. Currently, since supply is restricted due to no new entrants in the market and the existing players being the only one who are supplying, I think currently the demand supply position is more or less matched. So, any change in those dynamics will change the outlook of the industry.

Q Can you share some of your growth plans for the year 2023?

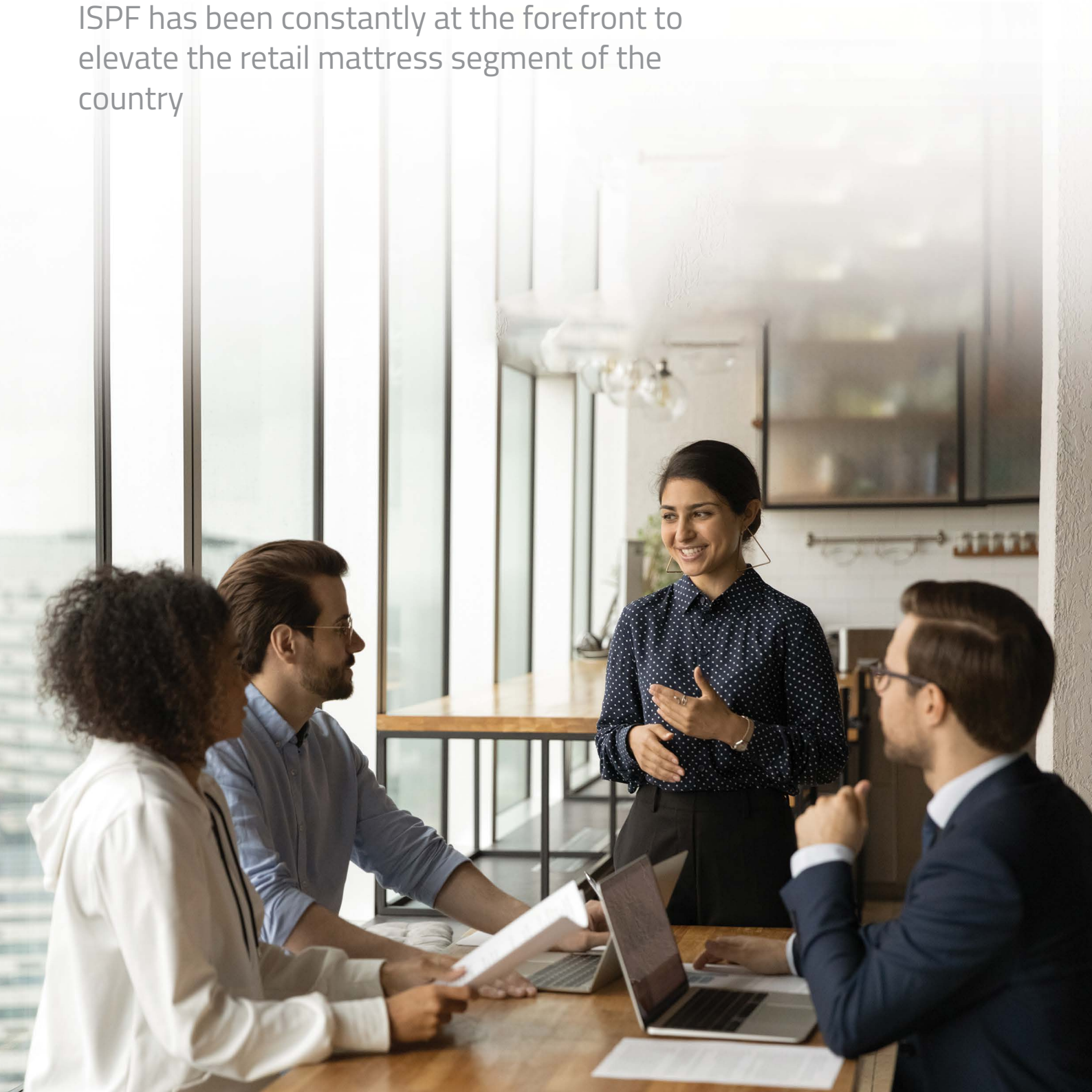
We are planning to put up a plant in Jharkhand for foam mattress manufacturing. Also planning mattress integrated plant in Nepal. We are looking at introducing new set of sofas, dining chairs under our furniture business segment.

Q What is the USP of your product?

We have been manufacturing rubberized coir mattress for around 20 years. So, in terms of rubberized coir technique, I think we are much informed, since there is no new tech in rubberized coir segment. For PU foams we are 6 or 7 years old and we don't make commercial grade high filler materials. We are trying to maintain quality PU Foam, so that our margins are balanced. Maybe we may not have volume growth, but in terms of branding we definitely have that. **CT**

ISPF trains retailers on Digital marketing skills

ISPF has been constantly at the forefront to elevate the retail mattress segment of the country



Rise in income levels and health consciousness is giving a boost to the mattress market in India. Today, mattresses are no longer considered as mere consumer durables. In fact, they are assumed to be the indicator of quality of life. Hence, consumers are demanding more and more of functional mattresses rather than just a comfortable mattress product. In an answer to this, mattress manufacturers are actually manufacturing mattresses that are highly advanced using innovative technologies and most of the times, even the mattress retailers are not aware of such technologies, forget about the customers. Thus, this makes it imperative for the retailers to gather industry knowledge and learn about the new trends before catering to their customers.

Further, gone are the days when the shoppers came to any store with no knowledge about the product they wanted to buy. Thanks to the internet, people coming to any retail store know exactly what they want and are very clear in terms of their need. The same goes with the mattress customers as well who are now coming to the retail stores fully armed with knowledge but can this be said for the mattress retailers as well? Well, not really and this makes training of mattress retailers more important than ever.

ISPF on the foray

Given the fact that on an average, a person spends nearly 8 hours on a mattress while sleeping and uses the mattress for at least 10 years in a row, it is imperative that the customer buys the right mattress as per their need. That said, mostly it is the retailers only who help the customers choose the right mattress after effectively interacting with them and then giving the best solution as per their knowledge and expertise. However, given the present online competition and drastic changes in the customer demands, retailers themselves need more information, education and training to give the best solution to the customers to boost the mattress sales and benefit the mattress industry as a whole.

Realising this need, organisations such as Indian Sleep Products Federation (ISPF) have dedicatedly taken up the task of educating and training the mattress retailers. In fact, since past few years, ISPF has been constantly at the forefront to elevate the retail mattress segment of the country and has become the best guide for the retailers nationwide.

Srinivasan Sundareasan, Secretary, ISPF, avers, "ISPF offers the Retail Partner Certification Program as we consider all the retailers as our partners. Two virtual training sessions are conducted per year by the professionals. Last session was conducted in August 2022 and the next session will be held after 6 months. Nearly, 2000 retailers have been trained until past year. This year, we have modified our course and made significant changes in the modules. The focus, this year is on training the retailers on using the twelve digital tools and social media marketing methods like Whatsapp, Facebook etc."

Mattress retailers are not aware of technologies, new trends before catering to their customers. Hence ISPF is taking a step to train the retailers to get ready for challenges ensuring that retailers are ready to exploit the present market avenues that are non traditional, that brings new age of customer experience. Retailers are to be trained on the newer technologies used in the industry and how beneficial are they.

Talking about the main focus point of the overall retail training program, Sundaresan notes, "We train the retailers for ensuring three things that is customer experience, customer delight and customer satisfaction." It definitely requires expertise to ensure these three things. For that, retailers need to make it a point to analyse and understand customer mindset (perceptions, wants, needs and desires) first and then give them solutions regarding what mattress product would be the best for them. This they can learn only through a good training program.

Further, earlier marketing was directed at only promoting the product but now the focus has shifted to promoting quality sleep which has become the need of the hour amidst growing diseases, unhealthy lifestyle and hectic schedules. Today, more and more customers are looking for mattresses that can give them quality sleep and they are seeking help from retailers to find such products. In order to cater to such customers, retailers themselves need to become sleep experts and that can only happen if they are well-informed. Here again, ISPF comes to aid the retailers. ISPF provides monthly newsletters to the retailers giving updates on new developments and trends in the mattress industry. Besides this, the retailers also receive a certification and a mention on the ISPF website, so that the customers can contact them easily.

Unique retail training program of ISPF

There are four modules of the ISPF training program. The first is about training the retailers on general retail etiquettes of the industry. The second one focuses on equipping the retailers on how to increase the consumer experience through understanding their needs and enhancing their knowledge before they make the purchase decision. The third module focuses on training the retailers on using the digital tools in the right manner and enhancing their digital strategy in the present digital era. This includes helping

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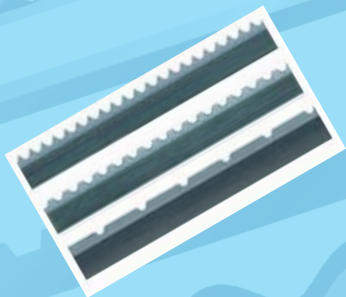
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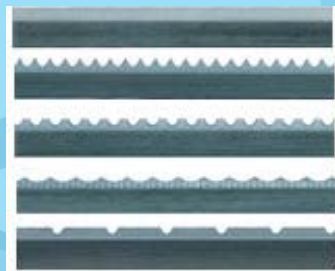


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CNC Blade



Oscilating Type CNC Blade

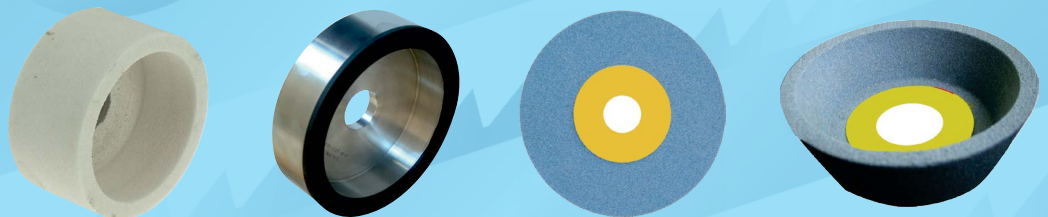


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The Corona Pandemic has changed the way the retail use to work with. The customer interaction methods, experiences, methods of attracting the customers have changed in a big way.

them to reach out to the right customers through suitable platforms. Lastly, the fourth module focuses on helping the retailers in adopting the right display techniques. This is because as soon as the customer enters any store, the first thing that catches his/her attention is the visual appeal of the store which is then followed by the products for which he/she has come to the store. So, subtly, good visual appeal of the mattress store can induce the customer to make the buying decision. To this, Sundaresan avers, "Since we know that mattress is a product which customers want to see and touch, we educate the retailers as to how they can enhance the customer experience through simply displaying the mattress on a flat surface and then asking the customer to roll over the mattress from left to right or vice versa to see the comfort the mattress offers."

To sum up, the retail training program offered by ISPF ensures that the retailers are able to create a good personalised experience for the customers, meet their expectations and ensure maximum customer satisfaction which can ultimately lead to increased sales. This indeed is a win-win situation for all involved in the mattress industry.

In a nutshell

Since the mattress buyers of today generally go online to arm themselves with all sorts of information, it is necessary that the retailers are also fully equipped to handle such educated customers. Thus it only makes sense for the retailers to opt for the retail training program offered by ISPF to up their game.

Further, in the present times, what makes retail training all the more important is the fact that before the Corona virus pandemic outbreak, mattress customers mostly used to visit the stores and buy the mattress. However, the pattern changed drastically after the pandemic as people moved more towards online shopping. Thus, it is now more important that retailers are well-equipped to address the needs of the customers, so that they can counter the competition posed by the online brands and ISPF is just helping the mattress retailers in doing that. So, to be precise, ISPF's retail training program is definitely a novel way of helping the Indian mattress industry reach new heights by giving a boost to the retail segment of the country. 

Global Mattress Market is estimated to Progress at a CAGR of 6.5 percent

One of the most innovative industry trends in the global mattress market is the growing preference for organic and natural mattresses



In its latest report Transparency Market Research says that the size of global mattress market stood at US\$ 36.7 Bn in 2021. The market is predicted to rise at a CAGR of 6.5 percent during the forecast period, from 2022 to 2031. The global mattress market size is likely to attain value of US\$ 68.5 Bn by 2031. The growing preference for comfortable and modern mattresses across the globe is predicted to propel the growth of the global mattress market. Market participants are developing improved mattresses as consumer knowledge of the quality of sleeping mattresses' materials rises.

Improved materials and cutting-edge technology are being used by producers to provide consumers with better sleep. Companies are focusing on employing natural materials to make mattresses spurred by an increase in demand for mattresses made of natural and organic materials.

Companies also need to concentrate on using internet channels to boost sales. Additionally, companies are likely to be able to remain on top of market developments with the use of this strategy and this is also likely to work in favour of the mattress industry value chain.

In the 20th century, memory foam and innerspring mattresses became increasingly popular, and demand for them soared. Since the earliest grass-lined beds, mattresses have advanced significantly. The fundamental idea, though, of a warm, safe, and comforting place to relax recharge during the night, has not changed. The need for comfort bedding is growing as people are more interested in relaxing and getting good sleep.

Key Findings of Market Report

One of the most innovative industry trends in the global mattress market is the growing preference for organic and natural mattresses, which are considered best mattress for people with respiratory problems. Over time, there has been a considerable rise in consumer demand for organic commodities. A variety of organic mattresses produced from hypoallergenic substances are currently being offered by manufacturers. Customers now choose organic mattresses due to better understanding of the negative impacts of synthetic mattresses.

Key participants in the global mattress market are concentrating on smart mattresses that offer more comfort and better sleep. Smart mattresses are likely to emerge as important mattress trends 2022. Mattress makers are eager to use efficient foam technologies. Additionally, manufacturers are interested in biometric sensor technology since it monitors a person's sleep habits at night. In addition to that, customers are increasingly utilizing cutting-edge technology that supports sleep monitoring.

Twin or single mattresses category is likely to dominate the global mattress market in terms of size. Single people

India Context:

This rise in global mattress and accessories market can be attributed to the various factors such as increased focus of the product manufacturers on product innovations, surging demand for mattresses owing to the rising number of residential properties, growing cases of backbone related problems, growing popularity of e-commerce platforms and increasing personal disposable income. The reasons can be attributed to India as well.

On the flip side, fluctuations in the prices of raw materials, change in government regulations, pricing pressure and global recession may impact the market growth rate.

of all ages, young adults, and teenagers opt for queen-size beds. The use of twin or single-size mattresses is predicted to increase quickly during the forecast period due to the exponential growth in the young population worldwide.

Global Mattress Market: Growth Drivers

Home interior design is gaining more attention from the general public. In order to complement the interior décor of their homes, they choose to replace outdated household items with brand-new ones. This factor is anticipated to increase mattress demand during the forecast period.

The need for mattresses is increasing as the number of beds in the hotel and healthcare industries rises. The constantly expanding hotel and healthcare industries are exhibiting the major mattress trends of 2022. This is likely to have a big impact on the mattress market globally.

Medical Mattress Market - The medical mattress market, which is estimated to exceed value of US\$ 21 Bn by 2030, expanding at a CAGR of 4 percent during the forecast period

Mattress and Mattress Component Market - The global mattress and mattress component market is expected to reach US\$ 71.31 Bn and US\$ 42.32 Bn by the end of 2031, expanding at a CAGR of 5.5 percent and 4.6 percent from 2022 to 2031

Mattress Topper Market - The global mattress topper market is estimated to exceed the value of US\$ 1.7 Bn by 2031, expanding at a CAGR of 7 percent during the forecast period

Luxury and Premium Mattress Market - Globally, revenue generated by the luxury and premium mattress market accounted for US\$ 6.2 Bn in 2019, which is expected to expand at a CAGR of 4.5 percent in terms of value during the forecast period. 

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You are sleep deprived if you fall asleep in less than 5 minutes

While there are many symptoms to ascertain if you are sleep deprived. Some of the signs to determine sleep deprivation include feeling tired and fatigued throughout the day, constant feeling of irritation and lack

of concentration. However, there is one more way to determine, if you are actually sleep deprived. If it takes you less than five minutes to fall asleep at night, you're probably sleep-deprived. Ideally, it should take approximately 10

to 15 minutes for anyone to fall asleep. So next time when you go to sleep, keep a note of the time you take to fall asleep. If you sleep off immediately, it should give you an indication that you are highly sleep deprived.



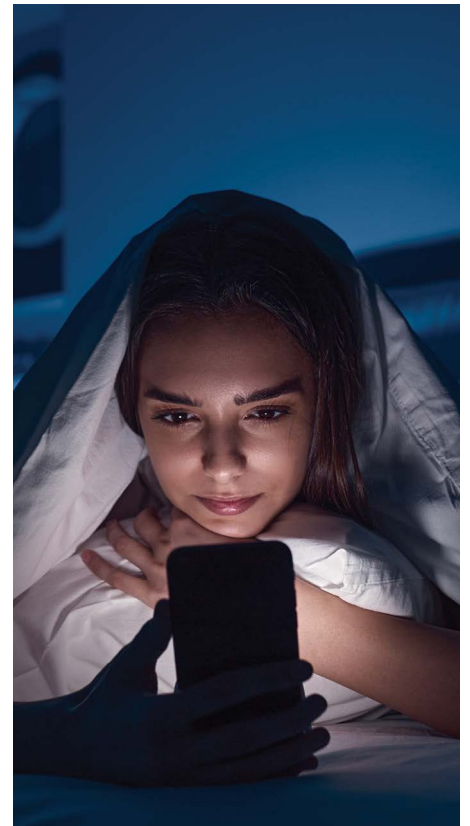
Sea otters hold hands when they sleep

Sea otters hold the hands of their mates and babies while sleeping so that they do not drift away from each other while they are in deep sleep. One will usually not spot a sea otter holding their family's hand while sleeping. It is usually the mother otter holding her babies' hand so that they do not leave her side while she is sleeping. It is an intelligent way for any mammal to protect its babies. Otter babies sleep right on the sea surface and it is very easy for them to drift away during sleep. Mother otter holds her entire family during sleep and she ensures that her grip is tight enough to hold all the babies while she is asleep.

What is 'Social Jet lag'?

The difference between social and biological clock due to sleep and wake up time difference across weekdays and weekends is defined as social jetlag, explains a research study by United States National Library of Medicine. The term 'social jet lag' was coined by German researcher Till Roennenberg in 2006. A person feels jet lagged, tired or fatigued due to social jet lag.

While social jet lag can affect anyone, it is most common among teenagers, when they do not maintain a healthy sleep routine. Social jet lag occurs when they are expected to go to sleep and get up early for school on weekdays. Some of the side effects of social jet lag include disturbed sleep, fatigue, poor concentration, digestive disorders, feeling unwell, behavioural issues and metabolic problems.



Why are we less alert after lunch?

After having your lunch at work, it is very obvious to become less alert at work. Tiredness peaks twice a day i.e at 2 am and 2 pm for a majority of people. A New York Times report calls this universal phenomenon as 'post-lunch dip'. There is a reason for our body needing rest after lunch time. The primary reason is the 24-hour cycle of the body, also known as circadian rhythm is in a resting phase at this time. In the afternoon,

it converges with a physiological cycle, known as homeostatic, which measures the amount of time spent awake and that is also pushing your body to rest. Besides that, there are certain foods that can contribute towards causing drowsiness and demands your body to take rest. While the effect is natural, it is not experienced in equal intensity by everyone, as reported by the New York Times.



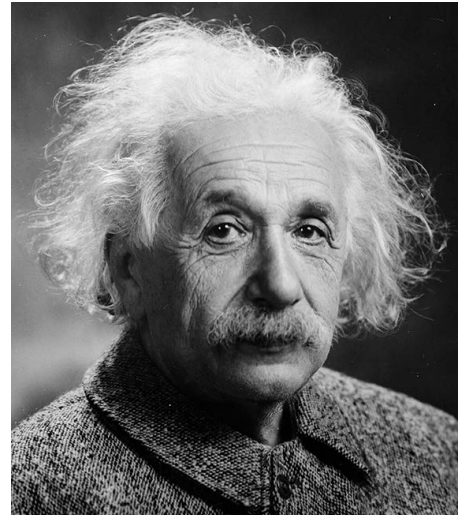
24-hours internet access is the biggest sleep distraction

Excessive use of social media close to bedtime can affect your sleep quality and increase the risk of sleep issues. It is very common among people these days to check their social media, emails and casually browse through the latest trends and feeds. Night time use of gadgets can have a negative impact on our sleep quality through the stimulating effects of light from the digital screens. The blue light emitting from the electronic screens has the greatest impact on our sleep. Blue light stimulates that part of the brain that makes us feel alert, activating our brain during bedtime, when it should ideally prepare to sleep.

Many people wake up from their sleep to check their phones and the impact of this blue light may be worse during that time. It leaves them with higher risk of losing sleep and developing sleep disorder like insomnia. A majority of people find it difficult to resist checking their social media before sleep.

The 'Famous Naps' we should know

We know personalities took their naps to recharge themselves during the day. It is said that Da Vinci and Einstein took a nap during the day and they could make the most of their mind. It is also believed that Einstein wanted a pen and paper by his side while sleeping, wherein, he could note the ideas coming to his mind during sleep. Among the recent time personalities, Margaret Thatcher and Bill Clinton preferred taking short naps to recharge themselves for the rest of the day.



The types of 'nap' we must know

There are different types of naps depending on their duration. The most common types of naps are nano nap, micro nap, original power nap and lazy nap.

- **Nano nap:** It's kind of a nap that you get easily. For instance, you can take a nano nap when you are waiting to

board the flight or you are on your way by cab or train to the office. It lasts only for few seconds.

- **Micro nap:** it is a kind of a nano nap, however, the duration is slightly longer and ranges between 2 to 5 minutes.
- **Original power nap:** These naps last for around 20 to 30 minutes and

gets us refreshed for the rest of the day.

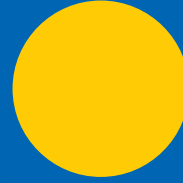
- **Lazy nap:** This is almost like a good sleep and lasts somewhere between 50 to 90 minutes. A lazy nap allows us to reach the REM stage.



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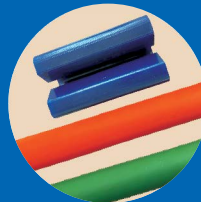


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