

Ex-retailers buy into Dream Makers

STEVE LYTELL AND SAM KATZ, the founders of retailers Mattress Discounters and Mattress Giant, have purchased a majority interest in Dream Makers Sleep Products, a mattress manufacturer based in Miami. Terms of the purchase were not disclosed.

Dream Makers, started in 2003 by President Brian Sherebrin, serves Florida and the Caribbean, producing primarily mid-range and promotionally priced bedding.

With the acquisition, Lytell will be chief executive officer and Katz will be involved in strategic planning, as well as serving as a consultant.

"Our goals will be to expand our base of business both in and beyond Florida, to be a product innovator and to help our dealers grow their bedding business while enabling them to increase both sales and profits," Lytell said. "With our unique backgrounds both in the retail and manufacturing sides of the mattress business, we are looking to establish important relationships with our customers and we will use our design, merchandising and marketing know-how and expertise to help our customers become stronger at what they do."

U.K.'s National Bed Federation restructures

The National Bed Federation, an association representing bedding manufacturers and their suppliers in the United Kingdom, has elected a new president and announced a reorganization.

Peter Keen, chairman and managing director of bedding maker Hypnos, has been elected to lead the association. He succeeds Stephen Yates of Airsprung.

Keen will be running a distinctly different association.

Its headquarters have been moved from Taunton to Skipton, North Yorkshire, and Jessica Alexander, who has been running The Sleep Council under the federation's umbrella since 2005, now also provides administrative services for the association as a whole. Patrick Quigley, who had been serving as chief executive, has left the association.

The restructuring is part of an ongoing, comprehensive review of all aspects of the association, including its membership structure, governance and services. As part of that, the federation expects to become an active member of the newly formed British Furniture Confederation, which will lobby the government about flammability regulations and other issues.



New regime Peter Keen of Hypnos has been elected president of the National Bed Federation and Jessica Alexander is taking on new duties with the association.

Other changes planned for 2007 include a single tier of membership that will replace the current two-tier system. Manufacturers and suppliers

will pay the same fees, based on turnover, and will have equal status within the association.

"The NBF has the potential to become an even stronger voice for our industry in the U.K.," Keen said. "But we need to improve our communication skills and we need to work more closely with other industry bodies so we can pool resources and expertise and have a greater influence on standards and legislation."

Learn more

For more information about the National Bed Federation, check www.bedfed.org.uk.

Bragada adds adjustable to lineup

BEDDING MAKER BRAGADA NOW IS OFFERING ADJUSTABLE POWER BEDS as part of its line of visco-elastic mattresses and pillows.

"We have had such a demand for adjustable beds from our current customers that we knew in order to continue to grow our company into the world's largest specialty sleep company, we needed to provide them to the public," said Vincent Simmons, president of the Poughkeepsie, N.Y., firm.

Bragada is offering two models. The first has "unlimited independent head and foot-position adjustability." A second has three preset "comfort positions," as well as a "wall hugger" feature that keeps a person close to a wall or nightstand while the bed converts to another position.