

Edmonton Sun  
Friday, November 21, 2003

# Beds fit for the Queen

By **ROB DRINKWATER**  
Special to the Sun

An Edmonton manufacturer has landed a contract to make beds so good that even the Queen sleeps on them.

Araam Incorporated, which builds beds for hotels and retail stores in Western Canada, will begin making luxury beds for the British company Hypnos. The beds are handcrafted and are made with silk, cashmere and lambswool.

"Hypnos is the Rolls-Royce of beds," Feizal Chatur, CEO of Araam Inc., said in a release yesterday. "We will be creating a brand-new market and, in turn, will be setting a new standard in Canada."

Hypnos has been making beds for more than 100 years and boasts two royal warrants - one from the Queen and another from the late Queen Mother.

Terence Bachor of Hypnos Canada said the new beds will be made in Araam's 75,000-sq.-ft.-factory in northwest Edmonton. He said the first Hypnos beds will be available in local stores in December, but that only the box springs on those beds would be made in Edmonton. By March, the Edmonton factory will make the mattresses, too.

A top-of-the-line Hypnos queen-sized bed will retail for about \$6,000, but a more economical model will be sold for around \$3,000.

Surprisingly, the Queen doesn't actually sleep on the most expensive model, said Bachor.

"The Queen actually sleeps on The Sovereign, the second-best one," Bachor said.

"Maybe she doesn't feel she needs the very best."