

# Bedroom

SLEEP RETAILERS' MAGAZINE



## Gold Bond Steps Up Two-Sided Encased Coil Collection

### Addition of "Camelot" Mattress Enhances Line With Double Box Pillow Top and Visco Memory Foam

March 7, 2011 - The well known independent mattress manufacturer, [Gold Bond](#), today announced it will expand its Sacro-Support Encased Coil series with a third model debuting at the Spring 2011 High Point Furniture Market. The Camelot is a high-profile double box pillow top mattress enhanced with visco memory foam. It builds on Gold Bond's popular two-sided mattress collection representing the most successful launch in the company's 112-year history.



Gold Bond President Robert Naboicheck said the success of the Sacro-Support Encased Coil series has encouraged more retailers to take advantage of the company's decades of experience as a leader in two-sided mattresses. Gold Bond recently added salespeople and expanded its distribution in regions such as the Midwest and Southeast fueled by growth it is experiencing with the category.

"Our independent retailers continue to seek quality, value-oriented merchandise available at strong margins," said Naboicheck. "They want products that give consumers more for their money and can naturally communicate the value of two-sided mattresses such as the Sacro-Support Encased Coil line."

“Strong marketplace reception to pocketed coils has also helped the line, and our version is unique because it is among the few offering edge-to-edge steel support and two sides,” he added. “Its success proves that in many cases this is the right type of product for this market.”

The Sacro-Support Encased Coil line was first introduced at the last High Point Market with two models, the Buckingham and Westminster. Pricing will remain the same from \$799 to \$899. Topping the collection is the new Camelot (\$1,199 in queen), featuring a dramatic, double box pillow top offering the shape-conforming benefits of visco memory foam. The box pillow top adds three inches to the middle model, the Westminster, to give the Camelot its luxurious 18-inch profile.

The ticking is made with soft and luxurious rayon knit fabric, accented by elegant medallions in rich gold and dark chocolate tones. Super soft high resiliency foam and plush fiber is quilted to the fabric, with additional super soft foam or visco memory foam layers underneath to bring resilient support.

Durable full-body support comes from 804 individually wrapped encased coils. Designed to move independently, the encased coils not only conform to every curve and contour of the body but also help to eliminate partner disturbance and motion transfer. Each coil is made of 14-gauge tempered steel for exceptional resilience.

The line is built to last with steel edge supports and an all-steel foundation which is used in every Gold Bond collection. The under-\$1,000 models are available in multiple firmness levels.

To experience Gold Bond’s new collections, visit their showroom at the High Point Market April 2 to 7 in space M-610 in the International Home Furnishings Center.

Founded in 1899, Gold Bond is one of the nation’s largest family-operated independent mattress, specialty sleep and futon manufacturers. The company is a leader in mattress manufacturing techniques and more than a century of experience bring product innovations, high manufacturing standards and executive leadership to the industry. Gold Bond products incorporate the latest comfort technologies in their futons and mattresses, such as Talalay Latex, encased coils and visco-elastic memory foam.

Gold Bond currently ships to 40 states and five countries, and its products are available at more than 500 retail showrooms.

**For more information, visit [www.goldbondmattress.com](http://www.goldbondmattress.com).**