

Italy's popular mid-market mattress brand, Relaxsan will be showcasing its latest 'Magnificent' ranges at the South West Furniture Show in Somerset next month, following its successful UK launch at the Manchester Furniture Show in July.

Relaxsan new collections on display will include the hypoallergenic, antibacterial and highly breathable new exclusive mattress range, Magnificent Bamboo.

Bamboo natural antibacterial elements keep bacteria away and its fibre can absorb and evaporate human sweat in a split of second just like breathing. As well as being highly renowned for its antibacterial properties, Bamboo fibre is also completely eco-friendly, nontoxic and bio-degradable.

Softer than cotton, with a texture similar to a blend of cashmere and silk, the properties of the Bamboo fibre are truly endless. Because the cross-section of its fibre, Bamboo is filled with various micro-gaps and micro-holes, and has much better moisture absorption and ventilation. Moisture

As ever, Relaxsan ultimate mission is the consumer's total wellbeing and relaxation, by offering combined extreme functionality and innovative design.

The new Magnificent Bamboo range forms part of the Premium collection (which also includes an innovative Silver fabric range) and with a height of 26cm is higher than any ordinary mattress. All Relaxsan mattresses are 100% made in Italy, come with 12 years warranty and are FIRA certified.

Already widely popular and distributed in the UK since 1998, **Relaxsan** is part of the *Gruppo Magni*, Italy's largest mattress manufacturer, producing a broad line of mattresses and accessories for sleeping and relaxing, shipping to more than 70 countries around the world. Founded more than 50 years ago in Tuscany, Italy, the firm has built a reputation as the world leader in quality, comfort, and innovation. Since its first introduction to the UK, in 1998, many companies have tried to imitate the concept of vacuum-packing, but the firm strongly stands on its heritage of being first and the original one. Today, the factory based just outside Florence

West Show. It will be a first time for us and hopefully as successful as the Manchester Furniture Show in July. We are delighted to be able to meet existing and new customers in the South West area and we are confident that our new collections, as well as our outstanding show offers, will be well received."

Come and visit Relaxsan Stand 6 at the *Sedgemoor Auction Centre in Somerset* (21-23 September 2010) or visit [www.relaxsanmagniflex.com](http://www.relaxsanmagniflex.com)

For press enquires, ring 07989 400962 or visit [www.relaxsanmagniflex.com](http://www.relaxsanmagniflex.com)