

IMM COLOGNE 2017: SUSTAINABILITY TAKES OVER THE BEDROOM



In Cologne, bed manufacturers will be presenting their new products and ideas in the Sleep segment. The subject of sustainability will be a key area of focus in a segment strong on innovation.

"You made your bed, now sleep in it", so the saying goes. The choice of bed determines how well we sleep. That sounds simple, but is in fact quite complex. There are beds of different heights, with varying levels of mattress thickness, type and size, box spring beds, waterbeds and futons. This year, once again, the Sleep segment at imm cologne 2017 offers a complete overview of what is currently on offer from the industry. Across approximately 18,000 square metres, all of the big names in the industry will be presenting their ranges. The themes of the action areas are sustainability and recycling.



imm cologne is the perfect place to guide the trade through the multiplicity of beds and mattresses: once again, in 2017 bedroom furniture for every taste and need will be on show here. Says Arne Petersen, Vice President Trade Fair Management at Koelnmesse: "Our Sleep segment is again expected to be hugely popular at the coming imm cologne 2017. Hall 9 is already fully booked and Hall 5.1 has also to a large extent been booked by vendors from the Sleep segment."

The big exhibitors will without exception be represented again in the coming year in the city on the Rhine, including the German company Oschmann, which has been manufacturing upholstered beds for five generations, and the home textile specialist Frankenstolz. And Tempur,

Hilding Anders from Sweden, Badenia, Rummel Matratzen, Veldeman, Auping, Fey & Co. as well as De Rucci will be showcasing their contributions to a restful sleep in Cologne. A lot of international companies will be debuting at imm cologne in 2017, including Perzona International, Ecus Sleep, Ersan Madeni, Boydak and Toom Tekstiil, among others. And a number of German companies will also be among those represented at imm cologne for the first time, including Centa Star and Shogazi. Shogazi has been specialising in healthy sleep since 2002. With its mattresses made from natural materials, the Munich-based manufacturer is a perfect match for the focal point of the Sleep segment at imm cologne 2017.



The subject of sustainability will be addressed in two special areas: in cooperation with the American organisation ISPA (International Sleep Products Association), Koeln-

messe is creating a Lounge area in Hall 5.1 on the theme of "Mattress Recycling". Hall 9 also addresses the topic of the responsible use of resources: "The Recycling Lounge ties in with the topic we'll be covering in Hall 9, which is the subject of sustainability", explains Petersen. "In this way, the Sleep segment in 2017 will again illustrate the current state of the bedroom furniture segment whilst at the same time offering answers to issues that are relevant to society."



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