

SHIFMAN UNVEILS IMPROVED & EXPANDED MASTERS COLLECTION

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By: Christopher Schriever

First introduced in April, Shifman's improved and expanded handcrafted, two-sided Masters Collection continues to impress retailers who are eager to offer the line. Retailers can preview the new mattress line at High Point Market this October.

The Masters Collection includes significantly improved comfort options, new multi-dimensional woven damask fabrics, solid brass corner guards, and elegant trim treatments for enhanced appeal. Additionally the collection features the Shifman's signature eight-way hand-tied boxsprings, hand-tuft-

ing, and the finest natural materials, including layer upon layer of apparel-grade cotton, the company's primary upholstery material.

Designed to appeal to the most discerning customers, the line is available in nine styles with prices ranging from \$3,299 to \$7,399 for a queen set. At the top of the collection is the Cézanne, designed with 95 percent natural materials including the highest quality pashmina cashmere and an exorbitant amount of cotton and natural latex.

Mike Culp, bedding manager and buyer of Sedlak Interiors in Ohio took early delivery of the collection and says, "Since changing over to the newly redesigned Masters Collection, customer acceptance has been amazing. We are very pleased with the Shifman line."

"We are thrilled with the success our dealers are experiencing. The fact that sales associates and customers alike are responding positively to the new Masters Collection means our dealers will benefit from increased premium sales and profitability. It is this kind of success that has contributed to the 23% increase that we have experienced year-to-date," reports Mike Hammer, company CEO.

To support retailer success Shifman is offering a new, comprehensive Marketing Partnership Program. The program includes new materials to improve point-of-sale effectiveness while allowing retail dealers to enhance their bedding departments providing the ultimate shopping experience for their customers.

Hammer adds, "We are committed to providing our dealers the best tools available to maximize their bedding business. Integrity, value, and a philosophy of true partnerships guide every decision we make."

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