



Cézanne is the top model in Shifman's expanded Masters Collection.

Industry News

Shifman rolls out Masters line early after good retail reviews

By David Perry

AT THE MARKET — Shifman Mattresses says its new high-end bedding line is off to a “masterful” start with retailers. Response to the company’s improved and expanded Masters collection has been so strong that the company has moved the rollout date up to this fall, officials said.

The Newark, N.J.-based bedding producer previewed the line with a select number of dealers at the April High Point Market. Those retailers were so anxious to floor the models that Shifman has decided to introduce the line now rather than waiting for the official release date of Jan. 1.

The collection is designed to appeal to the most discerning consumers, those who shop at some of the finest furniture stores in the country, according to Shifman officials.

The Masters Collection offers nine styles at prices ranging from \$3,299 to \$7,399 for a queen set, providing a range of firmnesses and luxurious surface comforts.

In addition to signifi-

cantly improved comfort options, the updated collection features new, multi-dimensional woven damask fabrics, solid brass corner guards, and elegant trim treatments, officials said. And it features the company’s signature eight-way hand-tied box springs, hand-tufting and superior natural materials, including layers of apparel-grade cotton, Shifman’s primary upholstery material.

The Cézanne, Shifman’s top model, is designed with 95% natural materials including the highest quality pashmina cashmere and “an exorbitant amount” of cotton and natural latex, officials said. It retails at \$7,399 for a queen set. The Matisse, Shifman’s former top-of-the-line mattress, was enhanced with new aesthetic treatments for improved appeal. The Chagall, another new addition to the collection, is a firm version of the plush Matisse model.

“We are thrilled to hear about the success our dealers are experiencing with the new Masters Collection,” said Bill Hammer, president of Shifman Mattresses. “The fact that sales associates and

customers alike are responding positively to the collection means that 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.”

Added Mike Hammer, CEO: “From the finest hand-made mattresses in the world to the most effective sales support materials, 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.”

Shifman is also using the High Point Market to offer a new, comprehensive Marketing Partnership Program to its dealers. In addition to improvements to the company’s existing materials, the program includes a number of new items. The program will be packaged to benefit dealers and improve point-of-sale effectiveness while allowing them to enhance their bedding departments to provide the ultimate shopping experience for their customers, officials said.