



COMFORT FOR THE WORLD®

## Sinomax® USA Opens New Las Vegas World Market Center Showroom for Winter Market; Unveils New Collections and Innovations

(JANUARY 10, 2024 – HOUSTON, TX ) Sinomax® USA, Inc., a leading producer of compressed foam mattresses, is excited to announce the opening of its new showroom location at the Las Vegas World Market Center in Showroom B1480 for the upcoming Winter Las Vegas Market, January 28<sup>th</sup> to February 1<sup>st</sup>, 2024.

Sinomax will be unveiling many new collections and innovations at the show including:

- Expanded Vibe assortment including 5 compressed mattress products with coordinate family of sleep accessories and furniture.
- Sustainable mattress products featuring USDA Biopreferred certified memory foam and sustainable fabrics.
- Premium, cooling mattress products featuring multiple cooling and temperature regulating technologies.
- New hybrid coil and construction introductions with enhanced domestic capacity.
- New foam formulations.
- Top-of-the-line continuous cooling technology, PermaCHILL™, introduced in mattress lines.

Remarking on the company's return to the Las Vegas Market, Sinomax® CEO, Frank Chen shared:

“On behalf of the entire Sinomax® Group, we are very excited to again host customers in Las Vegas. We are proud of the continued work of our collective team to produce high quality, innovative products. We believe our new innovations in foam and cooling along with Sinomax's vertically integrated domestic and global production resources are well positioned to help retailers delight their customers in 2024 and beyond.”

**The showroom ribbon cutting will be Sunday January 28<sup>th</sup> at 2:45 PM Pacific time.**

The Sinomax® Executive Management and Commercial teams will be onsite and available to meet with retailers and brands during the market. Requests for appointments are available to book at [www.sinomax-usa.com/events](http://www.sinomax-usa.com/events).

The Sinomax team will be joined in the space by Dormeo®, a luxury bedding and mattress manufacturer known for its proprietary Octaspring® technology, in which Sinomax® also owns a majority equity stake.

About Sinomax® USA, Inc.

Sinomax USA, Inc., a division of Sinomax group, is an award-winning mattress and bedding manufacturer recently named Best Mattress Topper Supplier and Most Sustainable Supplier by the 2023 Home Textile Today Reader Rankings Awards. Specializing in memory foam mattresses, pillows, and mattress toppers, the company was founded in 2000 and has over 22 years of experience in specialty foam pouring, with products sold in more than 10,000 stores under proprietary brands and private labels by the world's largest retailers. Sinomax USA, Inc. has world class production and distribution operations in the Nashville, Tennessee and Phoenix, Arizona metro areas furthering our mission to bring comfort to the world®.

For more, please visit our website at [www.sinomax-usa.com](http://www.sinomax-usa.com) or follow us on social media:

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