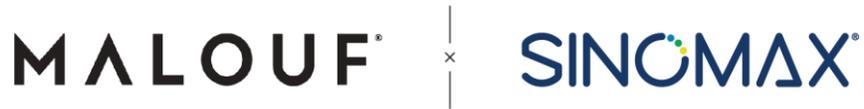


For immediate release

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Malouf® and Sinomax® USA Join for Investment in U.S. Manufacturing and Branding

Eric Rhea Joins as Head of Business Development

Malouf® and Sinomax® USA have formed a strategic capital enterprise that combines premium branding and American manufacturing. Eric Rhea joined the organization as head of business development to add industry expertise, deep production knowledge, and strong insights into the U.S. market. Rhea’s advanced knowledge of componentry and coil production will help the organization develop new capabilities, making them the future of American sleep manufacturing.

Frank Chen, chief executive officer of Sinomax® USA, said, “By partnering with Malouf and adding Eric to our organization, we are more integrated than ever before from manufacturing to a full brand experience. We have a decade of capital investment in U.S. manufacturing, and our long-term goal is to be the premier American manufacturing partner for all things sleep.” Chen added, “Sinomax USA is now manufacturing adjustable bases, and we are launching a comprehensive base program at this market.”

Rhea said, “I’m thrilled to join this team. They’re making strategic and meaningful investments in U.S. manufacturing.” Rhea continued, “By blending the branding and marketing expertise of Malouf with the manufacturing strength of Sinomax USA, this will be an incredibly dynamic organization. We will be a very robust partner in a market where retailers are dealing with large-scale mergers and searching for options.”

Rhea is a long-time veteran of the sleep industry, with experience in componentry, global manufacturing, development, and leadership. He served as president of Leggett & Platt’s bedding group from 2011 to 2020 and CEO of Corsicana Mattress from 2022 through their recent acquisition in 2025. He was also president of the CRH North American infrastructure group from 2020 to 2022.

Sam Malouf, chief executive officer of Malouf®, said, “Eric is already adding so much value to our work. Recent years have been challenging, but we’re stepping into 2026 with 95 percent of key SKUs stocked. Eric's experience, combined with Sinomax USA’s manufacturing expertise and Malouf’s

brand power, makes me so excited for the next stage of our company and what we can bring to our retail partners.”

To explore all of Malouf® and Sinomax® USA’s offerings, visit their showrooms at Las Vegas Market, January 25 through 27, located across the hall from each other in showrooms B1350 and B1345.

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About Malouf®

Malouf® leads the bedding and furniture industry with a wide selection of innovative products, including mattresses, adjustable bed bases, pillows, sheets, mattress protectors, bed frames and mattress toppers. Together with sister brand Weekender®, Malouf® commits to quality, competitive pricing and service through a comprehensive product catalog that satisfies a variety of customers. Malouf® was founded in 2003 by Sam and Kacie Malouf and is headquartered in Logan, Utah. To learn more, visit maloufhome.com.

About Sinomax® USA, Inc.

Sinomax® USA, Inc., a division of Sinomax® group, specializes in memory foam mattresses, pillows, and mattress toppers. Sinomax® was founded in 2000 and has 25 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. With 7 world-class manufacturing facilities, Sinomax® proudly offers quality products based on cutting-edge innovation and prides itself on delivering COMFORT FOR THE WORLD®.

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