



For Immediate Release
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Sinomax USA and EverRest™ Announce Joint Showroom at Las Vegas Market

HOUSTON, Texas – Sinomax USA, a leading manufacturer of bedding and mattress products, and EverRest™, a global sleep company, are excited to announce a joint showroom in Las Vegas Market in Suite B1345. This shared space is the first initiative of an ongoing strategic partnership.

Frank Chen, chief executive officer of Sinomax USA, said, “This partnership with EverRest marks an exciting step forward as we align our complementary strengths and leverage our combined global resources to create a fully integrated solution. From raw material sourcing to consumer delivery, we are able to offer unmatched control, consistency, and scalability—all designed to support our customers' success.”

Sinomax USA and EverRest™ are integrating key competencies to better serve retail partners and end consumers in a complex and disrupted market. By connecting strong manufacturing capabilities, industry-leading innovation, and premium marketing and branding, this partnership maximizes the benefits of vertical integration for every customer.

“By joining forces with Sinomax, we are unlocking new opportunities to streamline our global supply chain, accelerate growth, and bring market-leading products to customers faster and more efficiently than ever before,” said Claus Løvgreen, chief executive officer of EverRest™.

Schedule an appointment to tour the new showroom [here](#) or visit <https://bit.ly/Vegas-25>.

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®.

About EverRest™

EverRest™ is a global sleep company based in Denmark with nearly 25 years of experience. In 2024, EverRest™ licensed powerhouse sleep brands Lucid™ and Linenspa™. Today, EverRest™ is positioned as a worldwide organization with expertise in OEM integrations, mass retail solutions, manufacturing relationships, and diverse brand strategies. With corporate offices in Aarhus, Denmark and Logan, Utah, United States—paired with a global manufacturing network—EverRest™ is a preferred international partner for sleep products.

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