

Sinomax USA, Inc. Announces New Technologies Across Cooling, Sustainability, Compression, and Washability; New eCommerce leadership team and product assortment ahead of Fall New York Home Fashions Market

(HOUSTON, TX - September 12th, 2022) Sinomax USA, the ONLY Edison Award-winning innovator and domestic manufacturer of luxury bedding and mattress products, is pleased to announce several new technologies and its new eCommerce leadership team as part of the Fall 2022 New York Home Fashions Market. The company is taking appointments virtually and in-person at its state-of-the-art factory and showroom in Nashville, Tennessee. For appointments, please visit <https://www.sinomax-usa.com/events> to request a time.

#### New Sustainable PCM Cooling Technology - BioFrost™



Sinomax USA has produced a bio-based phase change material (PCM) application for use across memory foam pillows, toppers, and mattresses. This exciting technology is the first of its kind, certified through the USDA Biopreferred program at up to 94% bio-based content which is more than any other PCM additive on the market and offers a more sustainable cooling solution at the same or better cooling power and more affordable costs as compared to other PCMs.

“We are pleased to help retailers and bedding brands solve the top feature request - cooling - with a solution that also helps further their sustainability goals. Pairing this with sustainable fabrics and foams make a compelling offering to consumers,” said Kathy Walsh, Senior Vice President of Sales.

#### New Ultra Compression Technology

Sinomax USA is also pleased to introduce new ultra compression solutions for foam products with achievable compression factors up to 50% smaller total cube footprints on memory foam

products than the current compression on the market today. This new compression technology has huge implications for improving store shelf productivity and freight costs.

#### New Washable Memory Foam Formulation

This market also marks the launch of a new memory foam formulation that is designed to be machine washed and tumble dried low. This is an increasingly sought-after feature among consumers looking to keep their sleep environment clean & fresh and is available in new memory foam pillows.

#### New eCommerce Leadership Team



Sinomax USA is also pleased to announce its new eCommerce leadership team led by Taylor Jones, Vice President of eCommerce and Alex Padovani, Omnichannel Sales Manager. The team has commercialized a complete assortment of domestically produced pillows, toppers, and mattress products stocked for immediate shipment under the company's Dream Serenity, Ecossentials, and other national brands. Sinomax USA's eCommerce program also offers retailers best-in-class support with paid advertising, proprietary traffic generation via brand websites, social channels, and influencers and optimized product pages with SEO optimized copy, high quality digital assets, and review seeding.

For a preview of Sinomax's market technologies, visit our YouTube video: [2022 Fall Market Preview](#)

For more information on Sinomax's new technologies, eCommerce team, or to set an appointment, please contact Kathy Walsh, SVP of Sales at [kathy.walsh@sinomax-usa.com](mailto:kathy.walsh@sinomax-usa.com).

For media related topics, please contact [media@sinomax-usa.com](mailto:media@sinomax-usa.com).

#### ABOUT SINOMAX USA

Sinomax® is a global manufacturer and distributor of polyurethane comfort products, specializing in memory foam mattresses, pillows and mattress toppers. Founded in 2000, it has over 21 years of experience in polyurethane foam pouring, and its products are sold in more than 10,000 stores - under proprietary brands and private labels – by the world's largest retailers. With five world-class manufacturing facilities, Sinomax proudly offers quality products based on cutting-edge innovation and is dedicated to providing the best and safest sleep solutions to deliver COMFORT FOR THE WORLD®.