



COMFORT FOR THE WORLD®

Sinomax USA Acquires Exclusive Vibe Brand License

Leading mattress & bedding manufacturer Sinomax USA acquires exclusive license for Vibe brand which boasts over 50,000 reviews on Amazon and a 4.5 aggregate star rating.

(HOUSTON, TX – January 17th, 2023) – [Sinomax USA](#), a leading mattress and bedding manufacturer, is pleased to announce it has acquired the exclusive license for Vibe branded mattresses and bedding products from Kimberly, LLC, new owner of the Vibe trademark previously owned by Classic Brands.

As the exclusive licensee, Sinomax USA will take over the current assortment of products highlighted by the [Vibe 12" Gel Memory Foam Mattress](#) and [Vibe 12" Quilted Hybrid mattresses](#) and offer a collection of new mattress builds as well as new bedding accessories including pillows and toppers to launch in Q2 2023.

"The Vibe brand is an exciting addition to our portfolio of brands offering a quality product and the supporting social proof. We are confident our vertical integration with domestic and global sourcing capabilities and the infusion of award-winning innovation will continue to enhance the brand's stellar reputation. We look forward to meeting with retailers about the brand and its exciting potential," said Frank Chen, Chief Executive Officer of Sinomax USA.

Members of the Sinomax USA executive team will be attending Las Vegas Market to meet with retailers on Vibe branded opportunities with a full launch to be announced.

More about the Vibe brand as well as details on current and forthcoming products can be found at sleeponvibe.com.

[About Sinomax USA, Inc.](#)

Sinomax USA, Inc., a division of Sinomax Group, 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 provides the best and safest sleep solutions to deliver COMFORT FOR THE WORLD®.

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