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COMFORT FOR THE WORLD®

One Showroom. Three Companies. Scaled for Success.

Sinomax USA®, EverRest, and Malouf® Unite at New York Home Fashions Market Week Spring 2026

Houston, TX — In a move designed to deliver a vertically integrated sourcing and innovation solution for retail partners, Sinomax® USA, EverRest, and Malouf® will present a unified showroom experience at this spring's **New York Home Fashions Market Week, March 23–26, 2026, at 230 Fifth Avenue, Suite 1312.**

Bringing together expanded manufacturing capabilities, vertical integration, and nationally recognized brands, the shared showroom offers retailers a streamlined, one-stop destination across core bedding, memory foam, utility bedding, and comfort innovation. The collaboration reflects a strategic focus on supply chain stability, material innovation, and scalable brand growth in today's evolving retail landscape.

Retail partners will preview expanded assortments across established brands, including **Malouf®**, **Lucid®**, **Linenspa®** and **Vibe®**, alongside new product introductions that blend performance, sustainability, and modern design.

Among the featured innovations:

- **Ecoessentials® collection upgraded with CiCLO® technology** — Memory foam pillows and toppers made with Sinomax's plant-based **Biossentials®** memory foam are now featuring cooling performance fabrics made with **CiCLO® recycled synthetic fibers**, designed to biodegrade more like natural materials over time. This technology pairing is engineered to deliver comfort, cooling, and sustainability in the basic bedding category.
- **Vibe® product expansion** — New developments including **CottonCandy™ memory foam**, foam furniture, and elevated branded designs positioned to drive value and margin in mass and specialty channels.
- **Expanded programs** supported by 7 global manufacturing facilities and over 25 years of specialty foam expertise.

"Retailers are looking for partners who can deliver innovation, reliability, and brand equity in one place," said Frank Chen, CEO, Sinomax® USA. "This showroom represents our combined strengths: material innovation, expanded production capabilities, and proven brands that create a more efficient and profitable sourcing experience. **When retailers partner with any one of us, they gain access to the combined scale, innovation pipeline and market reach of all three organizations.**"

With growing consumer demand for sustainable materials, differentiated comfort technologies, and recognizable brand stories, the unified showroom provides retailers with immediate access to scalable programs and category-driving innovation under one roof.

Retailers are encouraged to schedule meetings in advance to review new collections and line expansions. **Appointments are filling up, so act quickly!**

To book an appointment, contact your Sinomax® USA, EverRest, or Malouf® sales representative or visit: sinomax-usa.com/events.

About Sinomax USA®, Inc.

Sinomax USA®, Inc., a division of the Sinomax® group, is a global manufacturer of memory foam mattresses, pillows, and toppers. With over 25 years of specialty foam expertise and 7 manufacturing facilities worldwide, the company supplies proprietary and private label products to more than 10,000 retail locations. www.sinomax-usa.com.

About EverRest

EverRest is rooted in elegant and understated Scandinavian design with a 20+ year history in Denmark. In 2024, we joined forces with an American company, adding powerhouse brands Lucid™ and Linenspa™ to the portfolio. www.everrest.dk

About Malouf®

Malouf® is a U.S.-based lifestyle brand specializing in premium sleep and home comfort products, including mattresses, pillows, and bedding. Founded over 20 years ago, the company has grown into a globally distributed brand focused on innovation, quality, and elevating everyday rest. www.maloufhome.com

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