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COMFORT FOR THE WORLD®

Sinomax USA® Named Innovative Organization Winner in the 2026 BIG Innovation Awards

Houston, TX – Sinomax USA® is proud to announce that it has been named an Innovative Organization Winner in the 2026 **Business Intelligence Group** Innovation Awards, a global recognition program honoring companies, products, and leaders who are transforming industries through applied innovation, intelligent platforms, and measurable real-world impact.

"The **2026 BIG Innovation Awards** winners show that true innovation is no longer about chasing the latest buzzwords," said Russ Fordyce, Chief Recognition Officer at the Business Intelligence Group. "It's about building intelligent platforms, automating workflows with purpose, and making trust, privacy, and resilience the foundation of every breakthrough. These organizations and leaders are not just keeping pace with change; they are shaping the future of global business."

Sinomax USA® was recognized for its outstanding contributions to innovation in manufacturing, driven by the thoughtful design behind the **EZ•Rise™ Universal Cool Gel Memory Foam Bed Pillow**, now available on Costco.com ([Shop Link](#)). Created to solve the challenge of supporting multiple sleep positions without complicated inserts or adjustments, EZ•Rise™ relies on elegant ergonomic engineering to do the work naturally. Its sculpted 10° side-lift, cradling curve, and dual comfort profiles provide targeted support for back, side, and combination sleepers simply by rotating the pillow. Finished with gel memory foam and a cooling cover for temperature regulation and pressure relief, EZ•Rise™ sets a new standard for intuitive, adaptive sleep design.

"This award is a strong validation of how Sinomax USA approaches innovation by solving real comfort challenges with smart, intuitive design," said Frank Chen, CEO of Sinomax USA. "The EZ•Rise pillow reflects our commitment to engineering sleep products that are crafted to support the way people actually sleep."

"The need for the EZ•Rise pillow became clear during side-sleeper research," said Derek Wang, Sr. Director of Product Development. "I kept seeing people propping up their pillows with an arm or hand. I do it too, which can strain the shoulder. We designed EZ•Rise to do that for you with 10° lifted sides, then shaped the rest to stay comfortable for multiple sleep positions."

Sinomax USA® joins 159 winners recognized for their contributions to innovation across health, financial services, logistics, manufacturing, and enterprise technology. The 2026 BIG Innovation Awards winners reveal a clear trend: innovation is no longer about just having AI; it's about how you use it. Winners are building platforms, automating workflows, and focusing on trust, privacy, and security as core to their mission.

For more information about the BIG Innovation Awards and to view the full list of winners, visit www.bintelligence.com/posts/2026-big-innovation-awards-159-trailblazers-prove-where-innovation-is-really-happening.

About Sinomax USA®, Inc.

Sinomax USA®, Inc., a division of the Sinomax group, is a mattress and bedding manufacturer specializing in memory foam mattresses, pillows, and toppers. Founded in 2000, the company has more than 25 years of experience in specialty foam production and supplies products to over 10,000 retail stores under proprietary brands and private labels. With seven manufacturing facilities worldwide, Sinomax delivers products designed for comfort and innovation. For more information, visit www.sinomax-usa.com.

About Business Intelligence Group

The Business Intelligence Group was founded with the mission of recognizing true talent and superior performance in business. Unlike many recognition programs, these awards are evaluated by business leaders and practitioners who reward programs, products, and people that deliver real, quantifiable excellence rather than marketing narratives.

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