

Thursday, January 22, 2026



COMFORT FOR THE WORLD®

Sinomax® USA Enters the Adjustable Base Category with New 5-Level Program and State-of-the-Art Dedicated Factory

Houston, TX – Sinomax® USA, a vertically integrated leader in sleep solutions, is officially entering the adjustable base category with the debut of its new **5-Level Adjustable Base Program**. This carefully curated lineup is designed to support retailers with better trade-up opportunities, stronger feature-to-price differentiation, and a premium flagship model built for today's luxury consumer.

This launch represents a major expansion for Sinomax USA into a category with strong momentum and growing consumer demand. Known historically for its deep sleep expertise and global manufacturing capabilities, Sinomax USA has invested intentionally in building this program the right way. To this end, they have brought in experienced adjustable base veterans across manufacturing, engineering, marketing, and customer service sectors to ensure the collection is expertly developed, confidently supported, and ready for long-term growth.

Most importantly: **these adjustable bases are produced in Sinomax USA's own factory**, strengthening quality control, consistency, and speed-to-market while reinforcing the company's commitment to performance, reliability and vertical integration.

Eric Rhea, Head of Business Development, said, "This deepens our commitment to vertical integration across all sleep categories. It's rare to find a manufacturing partner with expertise and product breadth of mattresses, pillows and adjustable bases, and we're proud to offer that for our customers."

Sinomax USA's adjustable base lineup is built around the features customers are actively shopping for today:

- **Relief:** snoring, back pain, reflux, circulation support
- **Convenience:** wireless remotes, presets, USB charging, under-bed lighting
- **Smart Features:** app control, automation, sleep aid tools, and insight-driven comfort

The program spans five key tiers, from the simple Essential model with head adjustability only, to the Luxury Elite model that boasts features like sonic massage, adjustable lumbar support, and zero clearance. This comprehensive, yet targeted assortment empowers retailers to serve opening price points through premium smart sleep upgrades with one cohesive program.

"At Sinomax USA, we don't enter a category halfway," said **Frank Chen, CEO**. "We built a structured, retail-ready program supported by proven experts and produced with factory-level control. It's a lineup designed to deliver meaningful comfort, competitive innovation, and confident growth."

Sinomax USA invites retailers and partners to experience the 5-Level Adjustable Base Program in person at **Las Vegas World Market Center**. Their new showroom is located at B-1345. To schedule an appointment, please reach out to your Sinomax USA sales representative, or email: eventinfo@sinomax-usa.com.

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, toppers and adjustable bases. 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.

For more, please visit our website at www.sinomax-usa.com or follow us on social media:

- LinkedIn: www.linkedin.com/company/sinomax-usa
- Facebook: www.facebook.com/Sinomax-USA
- YouTube: www.youtube.com/user/sinomaxusa
- Instagram: www.instagram.com/sinomax_usa

Media Contact: Alysabeth Anderson | marketing@sinomax-usa.com

SINOMAX USA, INC.

10111 Richmond Ave, Suite 130
Houston, Texas 77042

713.706.3888
www.sinomax-usa.com

