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## Sinomax® USA Wins Prestigious Company of the Year by 2025 BIG Awards for Business

**Houston, TX** – Sinomax® USA, a leading sleep products manufacturer, today announced it has been named a winner in the Manufacturer of the Year category in the [2025 BIG Awards for Business](#). The recognition honors Sinomax USA's unwavering dedication to excellence and positions the company among an elite group of organizations redefining business excellence through innovation, measurable impact, and strategic execution.

The [BIG Awards for Business](#), established in 2012, represent the premier global recognition program celebrating companies, products, and leaders who deliver transformative results across all industries. Winners are selected through rigorous peer evaluation by seasoned executives with deep domain expertise, ensuring that only authentic performance breakthroughs receive recognition.

"We are honored to receive this recognition from the [Business Intelligence Group](#)," said Frank Chen CEO of Sinomax USA. "This award reflects the discipline, innovation, and dedication of every member of our team. We've built Sinomax USA on the belief that excellence isn't a milestone but a daily commitment, and this recognition underscores the impact of that mindset on our products, our partners, and the millions of consumers we serve."

### Industry-Defining Trends: Where Sinomax USA Leads

Sinomax USA's award-winning achievement reflects broader market trends identified across the 2025 BIG Awards cohort, where winners demonstrate strategic advantages through markers like:

- **Vertical Integration:** 38% of winners achieve market differentiation through comprehensive value chain control, eliminating third-party dependencies and creating proprietary technology stacks that prevent commoditization.
- **Sustainability as Strategy:** More than half (54%) of winners embed environmental stewardship into core business architecture, achieving carbon reduction targets averaging 2.5x improvements year-over-year while simultaneously improving profitability margins.
- **Hybrid Service Models:** 45% of winners balance AI-powered automation with human expertise, generating Net Promoter Scores exceeding 70 in industries traditionally plagued by low satisfaction ratings.

### Sinomax USA's Winning Achievement

Sinomax® USA was honored with the **BIG Awards for Business – Company of the Year** *for the second year running*, for its exceptional leadership in U.S.-based manufacturing, product innovation, and sustainability. The company's fully vertically integrated model, where foam is poured, cut, assembled, packaged, and fulfilled in-house, gives Sinomax unmatched control over quality, cost, and speed to market. This structure enables real-time coordination between R&D, production, and logistics, allowing retailers faster access to new comfort technologies while ensuring consistency across a nationwide footprint.

The award also recognizes Sinomax's measurable progress in sustainability and advanced materials. Judges highlighted the company's continuous innovation in foam chemistry, including bio-based polyurethane formulations made with soy and castor oil polyols, 94% bio-based cooling gels, adaptive temperature-response technology, and machine-washable and dryable memory foam. These advancements directly contribute to Sinomax's **2.7x reduction in CO<sub>2</sub> emissions** and **33% reduction in production waste** within a single year. Operational investments such as electric forklifts, quarterly energy audits, and packaging optimization further demonstrate disciplined execution.

Finally, Sinomax's ability to turn supply-chain challenges into efficiency gains, supported by automation, a new ERP system, and reduced labor requirements per mattress, showcases a company built on resilience and forward thinking. With new showrooms, expanded brand partnerships, and distribution across **10,000+ retail locations worldwide**, Sinomax continues to elevate the standards for comfort, performance, and responsible manufacturing. These accomplishments collectively position the company as an industry leader and a deserving recipient of the Company of the Year honor.

### SINOMAX USA, INC.

3151 Briarpark Drive, Suite 1220  
Houston, Texas 77042

713.706.3888  
[www.sinomax-usa.com](http://www.sinomax-usa.com)





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#### Recognition from Industry Leadership

"This year's [BIG Awards winners](#) represent a fundamental evolution in business excellence," said Russ Fordyce, Chief Recognition Officer, [Business Intelligence Group](#). "What distinguishes the 2025 cohort is their ability to balance cutting-edge innovation with rigorous measurement discipline. These organizations don't just promise transformation, they prove it with data, demonstrating that sustainable competitive advantage emerges when technological sophistication, ethical implementation, and quantifiable impact converge." Fordyce continued: "Sinomax USA exemplifies the measurement rigor and strategic vision that defines this year's winners. With 78% of recipients providing granular before-and-after comparisons, baseline-to-outcome quantification, and third-party validation, the BIG Awards recognize organizations that separate authentic excellence from marketing narratives."

#### About Sinomax USA, Inc.

Sinomax USA, Inc., a division of Sinomax group, is an award-winning mattress and bedding manufacturer recently awarded the 2025 Sustainability Leadership Award by Business Intelligence Group and the 2025 (Silver) Company of the Year by Best in Biz Awards International. Specializing in memory foam mattresses, pillows, and mattress toppers, the company was founded in 2000 and has over 25 years of experience in specialty foam pouring with products sold in more than 10,000 stores under proprietary brands and private labels by the world's largest retailers. With seven world-class manufacturing facilities, Sinomax proudly offers quality products based on cutting-edge innovation and prides itself on delivering COMFORT FOR THE WORLD®.

#### About the BIG Awards for Business

Since 2012, the [BIG Awards for Business](#) have set the standard for recognizing authentic excellence in the global business community. As the original crowdsourced award program celebrating "of the year" achievements, the BIG Awards distinguish themselves through rigorous peer evaluation and a commitment to honoring organizations that deliver measurable, transformative results.

The BIG Awards celebrate high-growth companies, visionary executives, and standout products that are reshaping their industries, from emerging startups challenging established players to enterprise organizations pioneering new business models. Winners are selected by a [volunteer judging panel](#) of seasoned executives with deep domain expertise who evaluate nominations using a proprietary scoring system designed to identify genuine performance breakthroughs. To view the [full list of 2025 winners](#) and learn more about the BIG Awards for Business, visit [www.bintelligence.com](http://www.bintelligence.com).

#### About Business Intelligence Group

The Business Intelligence Group was founded with the mission of recognizing true talent and superior performance in the business world. Unlike many [industry award programs](#), these competitions are judged by seasoned business executives with real-world experience. The organization's proprietary scoring system measures performance across multiple business domains and rewards companies whose achievements are significant and measurable.

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