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**David Perry**

## ISPA Expo: Insomniaczzz to take stage

March 3, 2010

CHARLOTTE, N.C. - Today's the first full day of the International Sleep Products Assn. Expo here, and it features what is sure to be one of the show highlights: The return of the "insomniaczzz," the mattress industry's homegrown band. The band made a rousing debut two years ago at the ISPA Expo in Baltimore, and returns to action tonight with an all-new playlist featuring "One Hit Wonders." I have it on good authority that one of those hits is "In-A-Gadda-Da-Vida" by Iron Butterfly. That translates, loosely, as "May the gods bless our humble mattress industry."

OK, that's an attempt at humor. Band member Don Wright, who happens to be the current ISPA chairman, said the real translation is: "In the Garden of Eden." And that is where the mattress industry would like to be, Wright said. He's right.

The band is the featured entertainment at the Welcome Reception, which is slated for 5 p.m. to 6:30 in the Grand Ballroom.

Yes, that new guitar player in the group is a familiar industry figure. That's Ray Allegrezza, editor in chief of Furniture/Today. He's played at a number of industry events over the years and makes his debut with the insomniaczzz tonight. Yes, your friends at Furniture/Today do know how to hit the right notes.

FR UPDATE: The mattress industry's performance in the fire-resistant bedding arena was the subject of a seminar yesterday. The conclusions: Product recalls due to non-compliance with the FR standard have been modest, amounting to only a handful. The Consumer Product Safety Commission reported that a higher number of beds it tested failed the burn test. ISPA's Ryan Trainer said the difference between the number of bed failures and the limited number of product recalls suggests that the government is "trying to be diligent but reasonable" in its enforcement of the standard.

The CPSC also reported at the seminar, attended by dozens of industry members who followed the discussion closely, that it has upped its surveillance of imports, checking to make sure they meet government standards.

SLIDER REPORT: An ISPA reception last night scored big with an appetizing array of treats, including sliders and sweet potato fries. The sliders were a big hit. Yes, I have first-hand knowledge on this issue.

NATURAL NEWS: This is shaping up as a "green" Expo. Bekaert Textiles, a supplier of mattress ticking, debuts Repreve, a 100% recycled fiber made by Unifi. It is the first use of Repreve in the mattress ticking category.

"With so much green washing, it's hard to determine the authenticity around recycled content claims," commented Brandon Wells, vice president of sales for Bekaert. "For this new product line, it was important to find a product with uncompromised quality and third-party certification for recycled content, which is why we selected Repreve."

Bekaert, which shows in booth 1223, will introduce eight knit patterns fashioned from Repreve fibers. The styling is contemporary, with a natural theme - naturally.

A TIMELY BED: Transfer Master Products offers what it says is the ultimate in convenience: An adjustable bed that is portable and can be assembled by one person in less than 10 minutes - with no tools.

The company, showing in booth 2535, has a lightweight bed constructed of high-grade steel that fits into almost any bedroom setting. It can be shipped via FedEx ground.

"We consider this the first portable, adjustable cash-and-carry bed on the market," said Aaron Goldsmith, president and co-founder of Transfer Master. "Instead of waiting at home for a delivery, a consumer can purchase the bed from a local retailer, bring it home and set it up immediately."

COMING TOMORROW: This company has a cold line, and a hot one, too.