

For Immediate Release

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## **intelliBED® Launches Next Generation Beds Into Luxury Hospitality Market**

### **First mattress manufacturer offering an advanced and durable sleep surface**

Salt Lake City, Utah, November 4, 2015 – intelliBED, the manufacturer of the world’s most advanced mattresses, today announced its official launch into the hospitality market as an exhibitor at the 2015 Hotel Experience Show in New York, from November 8-10. intelliBED has traditionally sold through its corporate and franchisee-owned retail stores, and its vast network of over 1,000 medical professionals who endorse our mattresses and refer their patients to us for purchase.

intelliBED mattresses are constructed with a next-generation hypoallergenic, non-toxic Intelli-Gel®, instead of fire retardant treated mattress cushioning and covers and other materials that are less safe. As a result, the mattresses are more durable than traditional foam mattresses because of their patented Intelli-Gel technology that doesn’t break down over time, where foam sags as much as 25% after two years and as much as 55% after five years.

“Consumers and hospitality guests alike are converting to more of a health-and-wellness-centered lifestyle and the hospitality market needs to accommodate this, especially in their sleep surfaces,” says intelliBED CEO Colin House. “Additionally, luxury hotel chains prioritize comfort, wellness, and durability in their mattresses well above cost. This tells us the market is ripe for our Intelli-Gel mattresses.”

With hotel chains and cruise lines replacing lower-quality mattresses every five to six years, intelliBED expects to make a big dent in the market with its more durable mattresses that provide consistent comfort and support well beyond its 15-year warranty before needing to be replaced.

intelliBED is exhibiting at booth #1718 at the Hotel Experience Show running from November 8-10 in New York City. The company’s mattresses will be on display, as well as a mattress that exposes the interior Intelli-Gel technology to full view. Additionally, intelliBED will be introducing a revenue-share model that will convert any mattress costs into a positive ROI.

### **About intelliBED**

Founded in 2000, intelliBED is known as the world’s safest and most advanced mattress manufacturer. intelliBED’s patented gel-grid Intelli-Gel technology promotes the three keys to healthy sleep; good posture support, pressure point relief and a healthy and safe sleep environment. intelliBED’s products are made in the USA in their Salt Lake City headquarters. For more information, visit [www.intellibed.com](http://www.intellibed.com).