

CONTENT SERVICE

NO. 20 – ISSUE 2 | 2021

**Trend briefing
for journalists**

imm cologne 2022

Trends

Sleep in Style & Co.

The three most important trends in the interior world of Sleep at imm cologne 2022

Service

Schlafonauten

Join the sleep coaches in the search for the perfect bedroom

Interview

Growth Market

Interview on the circular economy with Martin Auerbach, Managing Director German Mattress Industry Association

Exhibitors

New Launches 2021

An overview of imm cologne exhibitors' new Sleep launches for the 2021 interiors year



**SLEEP IN STYLE
SLEEP SUSTAINABLY
SLEEP BETTER**

IMM
COLOGNE



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Editorial

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How we live is important to us. More and more people are thinking about how they can make their lives and homes more sustainable, where they live, who they live with, what their home says about them and how their interior should look in order for it to feel like home. The international furniture and interiors fair imm cologne doesn't just represent furniture makers' ingenuity and inventiveness – it's a reflection of the current interior trends as well.

Sleep has long been a firmly established theme at imm cologne – not only as an interior world of its own, but at the stands of numerous exhibitors in all the other halls. What's new is that, for a growing number of people, the bedroom has become fully fledged living space and is increasingly being designed as a whole. The imm cologne has pinpointed three important trends in connection with Sleep that will make themselves felt well beyond this interiors year and is delighted to present important new products and content for editorial use. Sleep in Style, Sleep Sustainably and Sleep Better – those are the three developments in the bedroom: three trends that are having a huge impact on a growth market.

I look forward to seeing you in person in Cologne in January 2022.

Markus Majerus

Communications Manager

imm cologne | LivingKitchen | Connect

Spotlight on sleep: the mattress industry serves up some appetisers for imm cologne 2022

Foreword by Martin Auerbach, Managing Director of the German Mattress Industry Association

It's now a good 16 months since the first case of corona was confirmed in Germany on 27 January 2020. That was only just over a week after the last imm cologne. Since then, each and every one of us has probably had their own particular obstacles to overcome and has found themselves facing totally new challenges. We miss having direct contact and the opportunity for informal interaction – even if we've come to terms with the situation, developed new areas of business in some cases and learned a lot about organising digital meetings and events. That's why we're looking forward to the next imm cologne from 17 to 23 January 2022 all the more! It's the leading international fair, and not just for the SLEEP segment. At the same time, we're taking this opportunity to show you the latest themes and innovations from our industry now, in the middle of the year, in the form of the SLEEP trend briefing: a taste of what's to come at imm cologne 2022!

Right now, the challenge of being innovative and fit for the future that the mattress industry finds itself up against results in no small part from the EU's requirement that we recycle 65% of our municipal waste by 2035. And textile waste has to be collected separately even earlier, starting from 1 January 2025.

So when it comes to mattresses, which have a recommended lifespan of 8-10 years, the pressure to act is huge. That's why one of the key objectives of the German Mattress Industry Association (Fachverband Matratzen-Industrie) is to accompany its members throughout this transformation process. We need to make a joint effort across all stages of the value chain – from the manufacturer to retail and the consumer all the way to the companies responsible for waste management and recycling. That's why networking with all the stakeholders involved is one of the German Mattress Industry Association's key activities, along with engaging in dialogue with the relevant authorities and supporting research projects.

The tense situation with regard to the supply of raw materials is at least indirectly linked with the global pandemic on the one hand and the complex issue of recycling and resource efficiency on the other. As a result of greatly increased delivery times and exploding costs, the calculations made at the end of last year are totally off the mark in some cases. This is another major challenge that manufacturers face; the pain threshold has long since been exceeded and, according to current analysis, the situation could well become a threat to some companies'



Photo: Martin Auerbach; German Mattress Industry Association

ABOUT THE GERMAN MATTRESS INDUSTRY ASSOCIATION (FACHVERBAND MATRATZEN-INDUSTRIE E.V.):

As an alliance of the leading industrial manufacturers of mattresses and bed systems in Germany, we currently number 17 full members and represent a market share of approx. two-thirds. Our members also include companies from the supplier industry. Beyond the interests of their own firm, prominent and renowned companies work together to raise public awareness of the major role sleep plays as part of a health-conscious lifestyle. In addition, we are developing sector-wide standards to simplify orientation for the industry, retailers and consumers. Together with the German Association of the Home Textiles Industry (Verband der deutschen Heimtextilien-Industrie [Heimtex]) and the German Association of Interior Privacy and Solar Screening (Verband innenliegender Sicht- und Sonnenschutz [ViS]), we are part of the Wuppertal-based Centre of Excellence for Textiles + Solar Screening (www.matratzenverband.de).

www.matratzenverband.de

survival. As different as the themes outlined above might seem at first glance, they all have one thing in common: these are global challenges that we need to tackle together.

Nevertheless, mattress and bed system manufacturers are demonstrating their ingenuity and expertise again and again – as illustrated by the outstanding examples in the media kit for this trend briefing. The innovative products showcased here make a valuable contribution to something that is often underestimated but which we all need: restful sleep! While much is made of the fact that we spend a third of our lives asleep, there's something far more important than the huge portion of our lives this represents per se: the importance and quality of the sleep we get. We need sleep in order to regenerate, to process and remember what we've learned and to fight off illness. In short: no sleep, no life! Reason enough to shine a spotlight on sleep and ensure that, with the right products, everyone gets the best out of their night's rest. The most crucial factor of all is a mattress that suits its user's build, weight, individual sleeping habits and preferences. That means it must be neither too soft nor too hard, because deep, restful sleep is only possible if the mattress provides both proper support and comfortable padding. This is where specialist retail comes into play with its wide range of products and qualified advice: at the point of sale, customers can discover what really matters so that they can find "their" sleep system by taking time to try out and compare various models in the showroom. Together with a number of the industry's stakeholders, we have developed an explanatory video entitled "Buy the mattress that suits you" (<https://www.youtube.com/watch?v=d-0pUdU6YcKo>).

We hope you enjoy discovering the SLEEP trends and innovations of 2021!

Martin Auerbach

German Mattress Industry Association
(Fachverband Matratzen-Industrie)



Sleep in Style



Illustration: Björn Steinmetzler; Koelnmesse





07 Porada, Ziggy Bed Baldacchino

—
Cosiness
Quality
Colour
Daybed
Craftsmanship
Texture

01 | Sleep in Style

The bedroom is turning into living space

The bedroom is reinventing itself – with furniture. Designer collections, multifunctional elements, upholstered furniture and decorative design concepts featuring mostly natural materials and textiles and a cosy colour palette are turning the bedroom into the new statement piece of the interior design.



"It's this holistic approach that's making bedroom ranges so interesting for designers. That's also why this segment is having a ripple effect across the entire array of exhibitors at imm cologne," notes imm cologne director Claire Steinbrück.

The days when the bedroom was only furnished for sleeping in are long gone; for some time now, it has served as multifunctional living space where we can relax, read or communicate via various media, in addition to doubling as a dressing room and catwalk to be enjoyed alone or with a friend. And sometimes, it's even used as workspace. At the same time, however, what was once the most intimate room in the home is increasingly serving prestige purposes as well. Whereas in the past the bedroom was often a neglected space where the suitcases and vacuum cleaner were kept, it is now experiencing a major upgrade and becoming a lifestyle space with a professional interior design.

Up until a few years ago, bedroom ranges were more or less regarded as a specialised area. Nowadays, however, they're increasingly evolving into an integral part of the overarching interior design. "It's this holistic approach that's making bedroom ranges so interesting for designers. That's also why this segment is having a ripple effect across the entire array of exhibitors at imm cologne," notes imm cologne director Claire Steinbrück. "And that's precisely where our strength lies: in Cologne, it's not just the specialists in our Sleep section who present the technical innovations and furnishings that turn the bedroom into a comfort zone; we show the context the bedroom is embedded in as well – from Connect to

Sleep in Style

01 Baxter Stone

Sinuous geometries, rounded edges and soft volumes: those are the keywords that characterise the Stone bed by Baxter. The Italian design label drew its inspiration from the world of Japanese Zen gardens. The shapes of the differently sized modules that make up Stone's leather headboard allude to those of the smooth stones that are a key feature of Zen gardens. Stone can be supplemented with various accessories, including a little table that's attached directly to the headboard and lights up magically when touched. (Photo: Baxter)

www.baxter.it/en

03 Schramm Werkstätten Remy

For relaxing in comfort or a restful sleep – the Remy daybed by Schramm is meant for both. Versatile and flexibly positionable, it can be used wherever it's needed: in the dressing room, home office or guest room, as an extra bed in a hotel room or for a relaxing stay in a holiday home. The two back cushions aim to provide individual support for a comfortable sitting position, while the trendy daybed can be converted into a guest bed in next to no time simply by removing the soft, quilted topper. (Photo: Schramm)

www.schramm-werkstaetten.com

06 Raumplus Legno Uno System

Inspiration and visibility, the fun of putting individual combinations together and easy access: the walk-in closet from raumplus aims to turn getting dressed into an experience. Behind the S1200 Air sliding doors, interior systems like Legno and Uno keep everything in easy reach – with an eye not just to practicality but to design as well. The S1200 Air sliding door system from raumplus, which dispenses with bottom tracks, is available with a wide selection of door frame colours and panels. And the Legno and Uno systems for the interior give customers a wealth of options for creating their own unique walk-in closet with pullouts and shelves, lighting and lifts, drawers and mirrors, plus numerous other features. (Photo: raumplus)

www.raumplus.com

07 Porada Ziggy Bed

With its simple and elegant lines and the possibility of customising the textiles, the Ziggy bed by Porada was specially developed for the contract sector. Ziggy's five fabric-covered parts (front of headboard, back of headboard, piping between front and back, buttons and slatted base insert) can all be selected individually. The frame is made of solid Canaletta walnut, as is the rectangular bedside table, which is available with either a wooden or marble top. (Photo: Porada)

www.porada.it

10 Kare Design Desire

Luxurious: the upholstered bed Desire by Kare makes a sumptuous impression with a velvety silver-grey cover, elaborate buttoning and neo-baroque feet in solid beech. The velvet look is flattering: the grey fabric cover shimmers light and dark depending on how the light falls. Royal is the new normal: designed for so much more than just sleeping on, Desire is an upgrade for any bedroom! (Photo: Kare Design)

www.kare.de

15 Edra Stand by Me

As you like it! Perfect for sleeping, dreaming and resting, but also for reading, browsing on your tablet and watching television. The headboard of the Stand by Me bed by Edra consists of two "smart" cushions that can be used individually and double as backrests that can be separately tilted into different positions. Besides providing a solution for changing living habits, Stand by Me also aspires to be the ideal bed for any style. Its simple lines and proportions and the wide choice of coverings available make this an elegant and inviting bed that blends in with its individual surroundings. (Photo: Edra)

www.edra.com

16 Dormiente Clia

100% pure: according to the manufacturer, Clia – a natural upholstered bed by Dormiente in box-spring style – is made of 100% pure natural materials tested for harmful substances. The bed frames of the Clia series (CLIA_1 | CLIA_3) are made of solid wood upholstered with materials that have undergone strict monitoring, such as 100% natural latex, latexed coconut fibre and pure new wool. In addition, Clia is available in various natural fabrics and colours that can be changed to match the bedroom décor whenever required. The traditional solid wood frame is given a contemporary lift by the padded backrest covered with coloured fabric, creating a youthful look that is also stylish and elegant. (Photo: Dormiente)

www.dormiente.com

17 [more] CUT

Architecture in space: the CUT side table by [more] is based on the same striking basic principle as the table of the same name – legs intended to evoke a yacht's rudder. The glued and laminated continuous solid wood tabletop is available with a thickness of 2 cm or 2.8 cm, the base is made of solid wood. For the surfaces, customers can choose between an oiled and waxed or a matt varnished finish. (Photo: Peter Fehrentz)

www.more-moebel.de



01 Baxter, Stone



03 Schramm Werkstätten, Remy



07 Porada, Ziggy Bed



06 Raumplus, Legno Uno System S1200 Air



15 Edra, Stand by Me



17 [more], CUT



10 Kare Design, Desire



16 Dormiente, Clia

Sleep in Style



04 Team 7, Cubus



05 Rolf Benz, Jara



09 Lück, Manhattan

Home, from textile brands all the way to design labels – and the contribution made by creatives and manufacturers as a whole.”

Multifunctional furnishings for modern living in the bedroom

Today, bedrooms are again being furnished as thoughtfully and diversely as the boudoirs that added an extra touch of luxury to private homes from the baroque to the 19th century and into the modernist era. It's not just that the beds themselves are becoming grander and raising the sleeper into an elevated position complete with padded headboard or canopy – more and more types of furniture that have nothing to do with the room's primary function are moving into the bedroom too. The protagonists are mainly upholstered items like a chaise longue or daybed, armchairs and pouffes, but the good old-fashioned dressing table and trinket cabinet are making a comeback as well. Occasional tables, dressers and consoles provide space for displaying decorative items, and the floor and walls are being brightened up with rugs and wallpaper, plant stands and pictures.

Sleep in style: famous designers and lifestyle brands are turning their attention to the bedroom

The trend towards a perfectly staged bedroom is leading to an abundance of new designer furniture and collections and, as a consequence, to a new mix of players on the scene. As in other categories too, a growing number of brand manufacturers are entering the picture. Specialists for luxury beds or bedroom cabinets are being joined by lifestyle



08 Möller Design, Slim Edition 21

04 Team 7 Cubus

Double the options: the versatile cubus tandem bed by TEAM 7 can be converted from a single into a double bed in just a few simple moves. It aims to pamper overnight guests with a high level of comfort and extends into a spacious surface whenever required. After use, the second bed disappears under the first. Initially developed for the children's range mobile, the cubus tandem bed is now bringing its practical functions and simple handling to the bedroom collection too. The additional woods now available – alder, beech, beech heartwood, oak and white-oiled oak – are intended to broaden the scope for modern interior design. (Photo: TEAM 7)

www.team7-home.com

05 Rolf Benz Jara

Jara by Rolf Benz combines the charisma of solid wood with the comfort of an upholstered bed (design: Studio labsdesign). Yet for all its materiality, the bed's delicate legs and slender frame give Jara a lightweight, upscale look. The front of the headboard is upholstered and features two premium Cacharael pleats. The covered back is also stylishly defined by the vertical wooden rail that runs down its centre. As a result, the bed can be placed anywhere in the room and is an excellent choice for open-plan architecture – in a layout that includes a seamlessly integrated bathroom, for instance. (Photo: Rolf Benz)

www.rolf-benz.com

08 Möller Design Slim Edition 21

Thanks to its slender overall length of just 205 cm, the Slim Edition 21 by Möller Design is ideal even for small rooms. The distinctive seam turns the slim headboard into a striking design element, while select leathers and fabrics allow customers to turn the bed into their own personal feel-good oasis. With its delicate, lightweight design language and box-spring base, the Slim Edition 21 combines a pleasing aesthetic with exceptional comfort. (Photo: Möller Design)

www.moeller-design.de

09 Lück Manhattan

The new Manhattan box-spring bed from Lück features flexible headboard elements that aim to enhance comfort and are equipped with an ingenious tilting function that helps the user find the optimal position when lying down or sitting up. (Photo: Lück; Euro-Comfort Group)

www.lueck.de

Sleep in Style



19 de Sede, DS-4500 Living Pacific

13 Flexform Gregory bed

Striped elegance: leather straps in black, chocolate brown or tobacco wrap around the metal frame of the new Gregory bed by Flexform to create a truly elegant combination. The bed rests on aluminium feet that are available with various finishes. The upholstery of the metal-framed headboard aims to ensure comfortable support for the back in a sitting position. Available in fabric or leather, the entirely removable cover features grosgrain piping that can be chosen in a harmonising or contrasting colour. (Photo: Flexform)

www.flexform.it/en



19 de Sede DS-4500 Living Pacific

Custom-made: with its bed collection, which is intended for use in both private settings and the hospitality sector, de Sede aims to take its leather expertise to new heights by combining exquisite craftsmanship with expert know-how for restful sleep. In addition to several colours, the leather-upholstered bed frame is also available with a choice of headboard designs and various types of decorative stitching. De Sede also aims to create the optimal conditions for restful sleep with a custom-made mattress that's individually configured for every customer and produced from sustainable materials. (Photo: Marco Oeschger; de Sede)

www.desede.ch/de

brands who are now making beds as well as upholstered furniture and selling bedside tables along with coffee tables. This new configuration is giving rise to an attractive offering that will be greatly appreciated by any interior design fan, and the bedroom specialists are setting new benchmarks when it comes to innovatively organised storage space or sleeping comfort.

As presentable as it is comfortable: the bed is becoming a proper piece of furniture

The bed has long since evolved from a substructure for holding the slatted frame into a design object that plays the leading role in the bedroom. It doesn't matter whether you opt for a minimalist, cleverly made wooden frame or a well-padded box-spring system, a luxurious upholstered frame, a high headboard or movable side panels that enclose the bed in its own little alcove: comfort continues to be key, but it's coming in increasingly attractive packages. Many bed manufacturers also offer separately available headboards in a huge choice of designs, shapes and styles – a great way to turn the bed into an eye-catcher and add structure and depth to the space. When it comes to the bedroom, it's imperative for comfort and aesthetics to go hand in hand – because whether you favour the brass, velvet and silk manifestations of the on-trend glam style or a Scandi chic look that relies on wood, wool and linen for its minimalist elegance, one thing is certain: in the bedroom, cosiness will always be trumps.

Time and space: furniture for dreaming – day or night

A bedroom that's been upgraded into an oasis of calm is the perfect place to retreat from the world, put your feet up, read and daydream. Furniture manufacturers and designers are increasingly interpreting the bedroom of the future as a space for relaxing in, where armchairs, chairs and benches provide alternative seating options and/or somewhere to put bedspreads, clothes, plants, books, artworks or decorative items. The multifunctional furniture often performs storage functions as well – a display case that doubles as a jewellery box, for instance, or a bureau that conceals a workstation. The overarching motto: when it comes to furniture for the bedroom, quantity is less important than quality, decorativeness and multifunctionality.

Room to think: storage space is a must

In order to show decorative items off to full advantage, everything else has to be neatly stored out of sight. The interior design decides how the storage space is organised: in bedside cabinets, under the bed, in dressers and storage benches? Or, if space allows, in cupboards and built-in cabinets that can even perform home office and dressing room functions and liberate the bedside table from its storage obligations. Walk-in wardrobes and dressing rooms are the pièce de résistance of a cosy bedroom: they turn deciding what to wear into a leisurely occasion that can even be a social event if shared with friends. Clothes racks, hanging rails and display cabinets are a great way to show off clothing and accessories by staging them as statement pieces.

Sleep in Style



11 Joka, Onda



21 Schramm Werkstätten, Claire



20 Materassificio Montalese, Bridge

11 Joka Onda

As comfortable as a bed: besides aiming to deliver a comfort bonus with its extra thick, approx. 18 cm-high mattress, the Onda sofa bed by Joka is a pleasant height to get into as well, making it almost comparable with a box-spring bed. Joka also underscores the specialness of the Onda sofa bed by equipping it with the innovative new Goodside® slatted base Bizona. (Photo: Joka)

www.joka.at

12 Giorgetti Adam

Clear-cut design: the Adam double bed by Giorgetti is defined by eye-catching geometric lines. The overall structure of the bed features lacquered pewter-finish metal profiles and solid beech feet. The removable cover, which is available in leather, fabric or saddle leather, encases the tubular elements of the bed and softens its lines. The minimalist design is defined by barely perceptible changes of section, premium covers, visible seams, profiles and top-quality finishes. The Adam bed by Italian furniture specialist Giorgetti is available in various sizes. (Photo: Giorgetti)

giorgettimedia.com

14 Emma Emma box-spring bed

Beds for Germany: in addition to the Emma Original, Emma is now launching its first box-spring bed in Germany. Consisting of three levels (height: 66 cm), the combination aims to provide extra comfort with a soft topper, an ergonomic pocket spring mattress and a sprung base. The Emma box-spring bed is available in four sizes, two colours and with two types of headboards and feet. Customers can have the box-spring bed delivered to their door and try it out for up to 100 nights. (Photo: Leon Hendrickx; Emma Sleep GmbH)

www.emma-matratze.de

18 Cassina Acute

Classic – functional: the Acute bed by Cassina is part of a system that was designed for furnishing the entire bedroom and combines opulent materials like leather, wood and marble. Acute is also available with two large drawers with leather-covered fronts that provide elegant and convenient storage space, as well as with illuminated niches, built-in power sockets and suspended bedside tables. The headboard features cushions covered with fabric or leather from the Cassina collection. In addition, the fabric-covered cushions can be equipped with an insert made of an air-purifying fabric called theBreath®, a patented technology that works without a power source. (Photo: DePasquale+Maffini)

www.cassina.com



12 Giorgetti, Adam



18 Cassina, Acute



02 Wittmann, Andes

20 Materassificio Montalese | Bridge

Cleverly packaged: developed by young designers who took part in a workshop organised by Materassificio Montalese in conjunction with international design school Domus Academy, Bridge integrates various functions that future consumers might expect from their bed system. The headboard, for instance, is equipped with a slot in the upholstery for mobile phones, tablets and other devices, as well as a USB port concealed by a button. The user sleeps on a mattress with a cover, padding and inner lining made of natural materials like modal, canvas, camel wool and horsehair. The individual pocket springs aim to guarantee ergonomic support. (Photo: Materassificio Montalese)

materassificiomontalese.com

21 Schramm Werkstätten Claire

Buttons and lozenges: the new headboard from the Origins collection by Schramm goes by the name of Claire. The floating headboard represents the symbiosis of traditional craftsmanship, sensitivity and focus, paired with a modern, elegant zeitgeist. Claire's classic buttoning creates characteristic pleats, while the lozenge shape underscores the fine artistry of the upholstery. Like the other components from Schramm's Origins range, which can be combined as required, the elegant headboard is available in a wide choice of fabrics, allowing for an individual look that fits in with the customer's personal interior style. (Photo: Schramm)

www.schramm-werkstaetten.com

02 Wittmann Andes

Elegance meets comfort: the Andes bed by Wittmann (design: Luca Nichetto) looks like a plush oasis of calm afloat on an elegant metal structure. The cover of the headboard and base is sewn from a single piece, underscoring the impression of a seamless, flawless whole, while the double piping – a striking element of the design inspired by Josef Hoffmann's Haus Koller chair – defines the outer edges of the bed's organic form. (Photo: Stefan Gergely)

www.wittmann.at



22 Dunlopillo Bed Collection

In late 2020, Dunlopillo followed the optimised Smart Select mattress range and the Click & Sleep base that goes with it with the launch of the Dunlopillo bed collection. The new bed collection includes one box-spring and two upholstered beds that can be individually combined with four different headboards. In addition, customers can select their colour and fabric design from among 18 variants. (Photo: Dunlopillo)

www.dunlopillo.de

22 Dunlopillo, Bed Collection



14 Emma, Emma box-spring bed

Room for special extras: the bedroom as a space with personality

The bedroom can be used to make space for the enjoyable side of life. Elegant console tables for putting on makeup and grooming or original stools, little tables and elegant bureaus that serve as bedside tables can play a valuable role in implementing this approach and add an individual touch of luxury. Wood and other natural materials like rattan or Vienna wickerwork are a great fit with this concept; soft fabrics like velvet or wool for cushions, curtains and blankets create a pleasant sense of warmth, while linen and silk conjure up a fresh summer feeling. And rugs don't just add a cosy touch, they double as sound absorbers too.

Be brave! Lighting and colour are great design tools

Colours and lighting can either be used to create a relaxing, soothing effect or for their stimulating, energising properties. For the bedroom, that currently means pastel shades or dark, vibrant colours like green and blue for the walls, textiles and furniture. Wallpaper that makes a statement with floral or geometric patterns increases the bedroom's lifestyle

appeal. And a scattering of individual lamps is also a great way to echo the current decorative trend: statement chandeliers, table lamps in warm, metallic hues like brass or gold, and decoratively positioned pendant lights are increasingly replacing the classic bedside lamp. Carefully chosen furnishings and decorative items give the room personality and create the perfect backdrop for a cosy chat or a few undisturbed moments in your own four walls.

Sleep Sustainably



Illustration: Björn Steinmetzler; Koelnmesse

SLEEP SYSTEMS
SLEEP QUALITY
HEALTHY SLEEP
CIRCULAR ECONOMY
GREEN PRODUCTS
SLEEP
SUSTAINABLY
IMM
COLOGNE



—
Sleep Systems
Sleep Quality
Healthy Sleep
Circular Economy
Green Products

02 | Sleep Sustainably

The bedroom goes green

What options does the interiors industry have when it comes to producing bedroom furnishings and mattresses sustainably and tapping into the growth market for “green” living? Which viable concepts are already on the market today? The bedroom of the future is healthy, made from renewable materials and recyclable, and in some cases even completely circular – including the mattress.

Fridays for Future, the energy transformation, climate change: ecological awareness and sustainability are no longer elitist terms used only by those with a left-libertarian mindset. They have long since arrived in the middle of our society – not just as a maxim for political action but as a lifestyle too. As a result, sustainable practices and sustainable offerings for consumers are increasingly becoming an economic factor as well. More and more companies are pinning their hopes for success on sustainable raw materials and sustainable production. Especially in the bedroom furniture and mattress segment of the interiors market, where consumers attach particular importance to having a healthy home, we are currently seeing a great many innovative product concepts that are pointing the way forward. The interior world of Sleep at imm cologne 2022 will show how green our bedrooms currently are and where things are headed.

The trade fair as a communication platform about moving towards sustainability

Sustainability is an idea that's driving an entire industry. Product developments are taking new



“Product developers have to rethink mattresses,” advocates Martin Auerbach, Managing Director of the German Mattress Industry Association (Fachverband Matratzenindustrie e.V.). “The first question is: Which materials and technology can I use to make my product in such a way that it stays within the loop?”



03 Malak Janj, Organic Bed

03 Malak Janj Organic Bed

It was the concept of a healthy life, of the symbiosis between humans and the environment that gave Malak Janj the idea for the Organic Bed. Even solid wood beds often contain non-natural substances like adhesives, screws and lubricants – which is why the Bosnian manufacturer decided to design a bed that contains nothing but wood. The product is made from the heart of a tree trunk. As a result, less cutting is required because almost the entire trunk is used. (Photo: Malak Janj)

www.janj.ba



08 Auping, Essential



06 Dormiente, Veteris

Sleep Sustainably



01 Dormiente, Natur Pur

approaches or using new/old materials and trying circular concepts. The bed sector is embracing an experimental mindset and moving out of its “comfort zone”. In this situation, the industry needs an exchange platform more than ever – a forum where all those involved can discuss the options for a “green” path forward that is economically viable as well. As a result, representatives from industry, retail and Koelnmesse are certain: sustainability will be *the* talking point at the next furniture and interiors fair in Cologne.

There are plenty of ways in which companies from the interiors industry can act more sustainably. Some are already making climate-neutral products or have switched to climate-neutral production practices. Unavoidable emissions are offset by supporting global climate protection projects. Others are optimising their supply chains or using recycled materials – like plastic waste from the ocean, for instance – or basing their products on renewable raw materials right from the start.

Pure materials facilitate recycling

When it comes to the materials commonly used by the interiors industry, wood obviously tops the list. And products like the Organic Bed by Malak Janj or the Veteris bed by Dormiente, which is made of reclaimed wood, are compelling proof that it can even

01 Dormiente Natur Pur

The Natur Pur mattresses by Dormiente are produced from sustainable natural materials that have been tested for harmful substances. The cores are a combination of natural latex and either sea-grass or hemp. The covers are made of cotton, pure new wool, lyocell and kapok, a hollow fibre obtained from the seed pods of the kapok tree that is sometimes referred to as plant down. The hemp mattress is also available with a cover made of 100% hemp. (Photo: Dormiente)

www.dormiente.com

be used as a mono-material. Both beds are made of nothing but wood – entirely without metal elements like screws or fittings and completely free of adhesives or varnishes. The traditionally crafted mortise-and-tenon corner joints give the beds remarkable stability, and the choice of woods – including Swiss pine, which is said to have a sleep-promoting effect – makes every bed unique. But recyclability doesn't depend on wood alone; it can also be achieved by means of pure materials and modularity, as demonstrated by the minimalist and fully circular Essential bed by Auping. Its aluminium frame

06 Dormiente Veteris

Made of reclaimed wood, the Veteris bed by Dormiente is a stylish design object that will appeal to individualists. Each bed is a one-off and comes with its own story: the hand-cut, vintage wood takes on a distinctive, personal character thanks to the uniqueness of its structure. The metal-free, traditional mortise-and-tenon corner joints are traditionally crafted and give the bed its remarkable stability. The reclaimed wood is combined with Swiss pine from the High Alps, which is said to have sleep-promoting properties. (Photo: dormiente)

www.dormiente.com

contains 40% recycled metal and is completely recyclable, as are the feet, which are made entirely of recycled aluminium.

New recyclable product concepts for mattresses

Products made of mono-materials are relatively easy to recycle – even in keeping with the cradle-to-cradle or circularity principle if the right constituent materials are used. One sector that has to deal with particularly difficult challenges in connection with this sustainability concept is the mattress industry. Because of their complex make-up and the fact that the basic

08 Auping Royal Essential

According to its manufacturer Auping, Essential is the world's first fully circular bed. Because it's made of 40% recycled aluminium and is completely recyclable, the robust aluminium frame with its slender, minimalist shape is extremely durable and sustainable. With the legs, the Dutch company goes one step further and makes them entirely from recycled aluminium. The headboard and bedside tables, both of which are attached directly to the frame, are made of wood. (Photo: Auping Royal)

www.auping.com



07 Auping, Evolve

materials are often not sufficiently circular (latex and the usual foams can't usually be reused without being downcycled) mattresses are considered extremely difficult to recycle.

Circularity as the next big challenge for the mattress industry

However, in addition to sustainable attributes like longevity, low- or zero-carbon production methods or natural materials, circularity is becoming an increasingly important criterion for mattresses too. That means they have to be developed from circular materials and with a circular product design in order for the original materials to be reused without any loss of quality once the mattress's "first life" is over. "Product developers have to rethink mattresses," advocates Martin Auerbach, Managing Director of the German Mattress Industry Association (Fachverband Matratzenindustrie e.V.). "The first question is: Which materials and technology can I use to make my product in such a way that it stays within the loop? The next step is to use the answers to that question as a basis for achieving the same familiar product characteristics that are already valued by retailers and consumers alike," he continues.

In order to accomplish that, the industry is calling for support from the public sector too: incentive systems and circular systems need to be established, and materials and circular systems should be geared towards one another. It is also well worth exploring

the possibility of collaboration between various industries. Because foams aren't only used for mattresses, they play an important role in the production of upholstered furniture too, as well as in the car industry and even the shoe sector.

The first circular concepts: it can be done!

According to Auping, for instance, its Evolve mattress is the first fully circular product in this category. Thanks to its modular design and the avoidance of adhesives, the individual components can be separated from one another. As a result, the pocket springs can be sent to the steel recycling companies and all the polyester to firms that recycle polyester. There, it can be melted down into granules that are then turned into yarns for making e.g. a new cover for a new mattress, or alternatively into the slightly thicker yarns that the 3D comfort layer is made of. The Auping Evolve is converted back into its two original raw materials so that they can be used to produce a new mattress. And Frankentolz is offering a recyclable mattress too: the Futura, which has a core made of Breathair – an innovative fibre technology with a three-dimensional loop structure of continuous filaments. According to its German manufacturer, the core can be melted down and fully recycled.

Materials as heroes: natural and surprisingly modern

But even if the materials aren't fully circular, there are some important aspects to consider when



04 Joka, ProNatura

04 Joka ProNatura

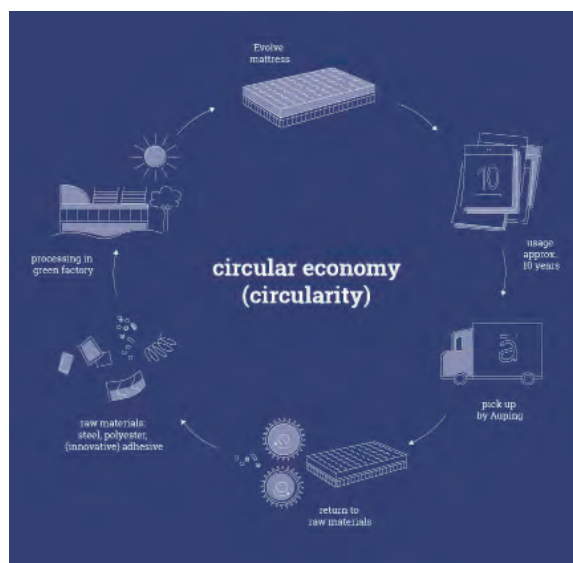
The components of the Pro Natura sleep system respond individually in 40 to 120 zones, adapting perfectly to suit any body type. And the system can even be adjusted at a later date if requirements change due to pregnancy, weight change or illness. What's more, the bed systems are made of pure natural materials that are tested for harmful substances and only used if they are of 100% natural origin and can be returned to the natural cycle. (Photo: JOKA Kapsamer GmbH)

www.joka.at

07 Auping Royal Evolve

According to its manufacturer Auping, Evolve is the world's first fully circular mattress. Unlike conventional mattresses, Evolve consists of just two materials: steel and polyester. Its individual components are joined by means of an innovative adhesive – and, thanks to the Niaga technology, are easy to separate again. In addition, the Circularity Passport means that customers can check the origins of every material used to make their mattress. (Photo: Auping Royal)

www.auping.com



Circularity is regarded as the highest form of recycling and means that all the materials used in a product can be recycled endlessly and used again and again while continuing to meet the same high standard. This results in a closed loop: there is no loss of quality and no waste. Circularity begins with a product's design. (Illustration: Auping Royal)





02 Materassificio Montalese , Nature

02 Materassificio Montalese | Nature

For Materassificio Montalese, sustainability is part of its company profile. For some time now, for instance, 100% of the energy the company uses has come from renewable sources. There are numerous sustainable solutions in the product range, including natural fibres in the Nature mattress or recycled fibres like the Ecomfort fabrics. The Dormieco technology means mattresses can be produced without using glue. The secret is a thermolabile element that fuses the mattress seams at temperatures above 90C. (Photo: Materassificio Montalese)

www.perdormire.eu

selecting them. Austrian manufacturer Joka, for instance, has developed a complete bed system by the name of ProNatura based almost entirely on natural materials – and totally free of metals and solvents. The slatted base and ergonomic zone, for instance, are made of nothing but untreated hornbeam and pure natural latex. The natural latex core is surrounded by a climate-regulating lyocell fleece – a natural fabric made of fibres obtained from wood – and a cotton cover with an organic mite protector.

German manufacturer Dormiente also uses special materials – for its Natur Pur mattresses, for instance. The core is a combination of natural latex and seagrass or hemp, while the covers are made of cotton, pure new wool, lyocell and kapok, a hollow fibre obtained from the seed pods of the kapok tree that is sometimes referred to as plant down. Dormiente also offers the cover for the hemp mattress in 100% hemp.

The interior world of Sleep is an invitation to discuss

It would seem, then, that there is no shortage of approaches for making the bedroom greener, and sustainability is expected to be the No. 1 talking point at the interior world of Sleep during imm cologne 2022. That's due in no small part to the fact that the generation of consumers currently coming of age wants to transfer its green conscience to manufacturers and retailers as well. And a bedroom equipped with sustainable furniture made of natural materials is healthier not just for its users but for the environment too. And that's surely the best way to sleep easy.

Circular Economy

“I’m convinced that we’re looking at a growth market.”

Interview with Martin Auerbach, Managing Director of the German Mattress Industry Association, on the circular economy

How will the relevance of beds and sleep systems change in the future?

Martin Auerbach: Our industry’s special strength is that we succeed in taking a seemingly unremarkable product like a mattress and reinventing it again and again, constantly enhancing it with new creative ideas along the way. The overarching goal is quite literally to provide the basis for restful sleep. Because for all the advancements and innovations, I personally think it’s important to emphasise that, in essence, that will always be what matters: restful sleep is a vital process – in that respect, humans are not really all that different from any other species – and that’s not about to change.

Right now, the kitchen and bathroom are the areas of the home that are becoming noticeably smarter. What future is there for a smart bedroom? Or doesn’t smart technology have any relevant role to play in the bedroom?

Martin Auerbach: Smart technologies won’t stop at the bedroom door, that’s for sure. When it comes to choosing the right mattress, for instance, they can be used to factor the hugely important individual aspects into the selection process in an even more targeted way (e.g. by means of an ergonomic check), or to monitor certain sequences during

sleep. But in future too, ensuring the best possible sleep quality will depend on communicating to consumers just how important good sleep advice is. At the same time, investing in a sleep system tailored to individual needs is an investment in a comfortable night’s sleep and wellbeing as well.

What trends can be identified in mattress production right now? After a cold foam phase 10 years ago, innerspring mattresses and box-spring beds came back in vogue. What will be next?

Martin Auerbach: Let me pick up on what I said before: the biggest challenge right now is to ensure the functionality of sleep systems and therefore also the optimal properties for all needs, while at the same time developing sustainable, circular products. From the customer’s point of view, we’re propagating “double mindfulness”: being mindful of yourself by benefiting from healthy sleep and being mindful of global resources by opting for circular products.

What exactly does “circular” mean? What do you associate with the concept of a circular economy and what does that mean for the mattress industry?

Martin Auerbach: With regard to the first part of your question, it’s important to clarify what the term “circular economy” really means: at least in



Photo: Martin Auerbach; German Mattress Industry Association

Germany, it's often (mis-) understood as a waste management approach that aims for the greatest possible environmental compatibility and ideally ends in recycling. It obviously goes without saying that we need solutions for today's mattresses: they have a lifespan of approx. 10 years, so they'll still be around for a long time to come. But what we're talking about is a totally new generation of products that form part of closed loop material flows. That's why we speak of a "genuinely circular economy". When various components are combined with one another to make a mattress, it makes it more difficult to separate the product into its constituent materials at the end of its useful life. I'm expecting a turnaround in that respect. The first examples on the market are exhibiting a development towards mono-materials or modularly designed products. Other trends include bio-based raw materials and the use of recyclates.

What impact are the sustainability and circularity of mattresses, beds and bedroom furniture having on our sleep, the retail sector and the way the market is developing?

Martin Auerbach: Product developers are having to rethink mattresses. The first question is: "Which materials and technology can I use to make my product in such a way that it stays within the loop?" The next step is to use the answers to that question as a basis for achieving the same familiar product characteristics that are already valued by retailers and consumers alike. In the medium to long term, companies that are already relying on circular products – and by that I mean both manufacturers and retailers – will increase not just their competitiveness but their in-

novativeness and growth potential as well. A product that is still usable at the end of its life can boost profitability while simultaneously helping to counteract the current scarcity of raw materials.

So would you say that these new products in our bedrooms represent a growth market? Are environmental protection and resource conservation already relevant criteria in terms of demand?

Martin Auerbach: I'm convinced that we're looking at a growth market. In addition to circular sleep systems, there's a demand for all sorts of innovations and new business models. Traceability is one example, i.e. solutions that make sustainable products transparent, assessable and comparable. Transparency is also a precondition for enabling consumers to actively opt for "green products". Although the demand-driven pressure the retail sector is facing might still be moderate for the time being, the Fridays for Future movement represents a generation that isn't willing to sacrifice its green conscience to price considerations. When this generation comes of age, it will demand products that are consistent with its principles – and that goes for bedroom furnishings too. We're facing huge changes and major innovations! Several mattress manufacturers have "prepared the ground" and are now setting new benchmarks. And others will follow, because there's no alternative to change.

What role does your involvement with the Centre of Excellence for Textiles + Solar Screening play for your association?

Martin Auerbach: Especially at meta level, the Circular Economy Project confronts us all with similar challenges and we can achieve far more together than each individual association could do on its own. And it's well worth thinking outside the box when it comes to the sector-specific challenges too. We can learn from one another – through examples of best practice, for instance. That's what we're aiming for with things like our Circular Economy Working Group and a series of events. In a few days, we'll be launching a new online platform dedicated to the circular economy, which focuses on networking and knowledge sharing.

www.matratzenverband.de

Sleep Better



Illustration: Björn Steinmetzler; Koelnmesse





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Personalisation
Relaxing
Monitoring
Ergonomics
Smart Functions

03 | Sleep Better

The future of sleep

How can sleep be optimised? In search of the perfect sleep solution, the interiors industry is joining the quest for the magic formula. Ergonomic features are increasingly being supplemented with smart functions in order to deliver more added value for discerning customers: beds, mattresses and modern mattress systems are offering not just comfort but smart additional functions that influence the quality of their users' sleep. And sales advice is increasingly relying on smart technology too.

The message is gradually spreading: insufficient or poor-quality sleep is a health risk. Since the corona pandemic, everybody knows that not getting enough sleep is bad for the immune system. Even so, widespread sleep deprivation is a phenomenon that seems to be increasing rather than declining. Trend researchers are already warning that fatigue could become the new obesity. And it's a fact that permanent sleep deprivation increases the risk of obesity, cardiovascular disease, diabetes and other health impacts. Healthy and health-promoting sleep is becoming a desirable commodity – all the more so because, in industrial nations, this once normal routine isn't normal at all any more: studies have found that only about one third of adults get the eight hours of sleep that researchers consider optimal, and according to a 2020 report by health insurer DAK, every second German says they suffer from sleep problems.

When it comes to the causes, the main suspects are the sensory overload and stress associated with our modern lifestyle, as well as the generally

heightened level of agitation as a result of media consumption and digitalisation. Especially in the crisis we are currently experiencing, many people find it difficult to switch off and unwind. In light of all this, the exhibitors at the international furniture and interiors fair imm cologne are joining the discussion about holistic concepts that aim to ensure the ideal combination of sleeping environment, bed and mattress systems, as well as smart technologies, in order to deliver products that are an optimal fit with their users' individual needs.

One thing is certain: the longing for healthy sleep has never been greater. Whereas just a few years ago it was still considered cool to manage on a few hours sleep, that is changing. People are becoming increasingly aware of just how important healthy sleep is – a process that goes hand in hand with the megatrends personalisation, digitalisation and greening. As a result, the demand for sustainable beds and mattresses is growing too, and the industry is increasingly responding by using certified wood and natural products, as well as recycled and recyclable materials.



"Sleep is appreciated again," says imm cologne director Claire Steinbrück, summing up this behavioural and consumer trend for the bed segment. "But in our highly complex world, it seems as if it's not necessarily becoming any easier to get it. For mattress and bed manufacturers, that opens up new markets for products that benefit sleep quality."



06 Auping Royal, Somnox

Sleep Better



04 LS Bedding
Ergosleep® Tracker App

The lucid dreaming trend suggests that sleep is increasingly being perceived as an experience again. And as awareness of the important role sleep plays in our health and performance grows, sleeping is becoming a lifestyle – an attitude, a way of life, in which a good night's sleep isn't only regarded as a luxury, but as a vital requirement for a good day's performance. But there's more to good sleep than making time for it. It requires action as well: it means improving the sleeping environment, introducing positive rituals, changing unfavourable behavioural habits. And it means getting good advice when you buy a bed, choosing high-quality mattresses, using apps for monitoring and improving the quality of your sleep and taking tips from sleep coaches to heart.

When it comes to restorative sleep, it goes without saying that the bed and mattress can have a particularly big influence, and a multitude of different mattress types and bed systems are already available from manufacturers. From the user's favourite

04 LS Bedding Ergosleep® Tracker App

Quality control: the Ergosleep® app from LS Bedding aims to help users monitor their sleep pattern and routine and adjust it to improve their sleep. The Ergosleep® Tracker (sold separately) analyses the sleep pattern and translates it into a sleep score. Users can also opt to receive useful tips on how to make their sleep more pleasant and efficient on a regular basis. The app also provides relevant information about the user's bed by bringing together all the practical data about the bed purchased and sending notifications – when it's time to turn the mattress, for instance. The bed's motors can also be operated via the app. (Photo: LS Bedding)

www.lsbedding.de

sleeping position (back, stomach or side?) to the preferred level of firmness (which should correlate with their individual weight) all the way to whether they tend to feel too warm or too cold – sleeping habits vary considerably from one person to another. Bed and mattress manufacturers have long been moving towards personalisation and diversification, and this trend will gain even more market acceptance in future.

Measuring sleep

"Sleep is appreciated again," says imm cologne director Claire Steinbrück, summing up this behavioural and consumer trend for the bed segment. "But in our

06 Auping Royal Somnox

Sleeping aid: stress is the main cause of poor sleep. The intelligent Somnox robot from Auping aims to provide relief. It uses a series of tried-and-tested relaxation techniques to help the user unwind and fall asleep. The even rise and fall of its body, for instance, simulates a sleep-promoting breathing rhythm. It can also play various sounds, including a heartbeat, lullabies and meditation music, automatically adjusting and gradually lowering the volume. Its soft materials and ergonomic shape make the sleeper feel safe and secure, which in turn helps them relax and sleep more easily. (Photo: Auping Royal)

www.auping.de

highly complex world, it seems as if it's not necessarily becoming any easier to get it. For mattress and bed manufacturers, that opens up new markets for products that benefit sleep quality."

At the same time, analysis and advice play an important role in being able to offer a customer the perfect mattress. This is achieved with the aid of highly technological analysis tools such as measurement mats, the data from which culminates in mattresses that are customised to the individual user's body and, when their personal style is factored into the equation, entire sleep systems.

03 Möller Design Paisley

In the Paisley sleep system by Möller Design, the mattress and base suspension are perfectly geared to one another to ensure restful sleep. Customers can choose between five pocket spring mattresses in different comfort variants and design versions to suit their individual requirements, all of them equipped with a removable and washable micro-care cover. The supporting Inbox under-mattress serves as the basis of the sleep system. Equipped with micro pocket springs, the core is designed to absorb the movements of the upper mattress across its entire surface area and cushion the pressure evenly. The system is rounded off by the Ergonoma slatted frame, featuring unusually wide wooden slats that are individually fastened. (Photo: Moeller Design)

www.moeller-design.de

Sleep Better



01 Schlaraffia, myNap



02 Rummel Matratzen, My Care Bed



05 Frankenstolz, Pyramedus

Also up-and-coming: intelligent and adjustable beds with accompanying apps that enable users to develop a healthy sleep profile. By combining a base that permits multiple adjustments with smart functions, these solutions provide an integrated sleep system and permit touchless, intelligent monitoring of the user's sleep quality thanks to biometric sensors.

Perfect sleep at any time

Manufacturers are developing peace-of-mind packages consisting of modularly designed solutions, e.g. specifically for people who are under pressure to perform in their working or private lives. The highlight: a mattress that can be conveniently adjusted via a smartphone or tablet. The accompanying app takes measurements of the user's body in their preferred sleeping position, making the perfect mattress adjustments quick and easy to find and save. Wellness programs like "Relax", "Power Napping" or a sequence designed to stretch the spine round off the package.

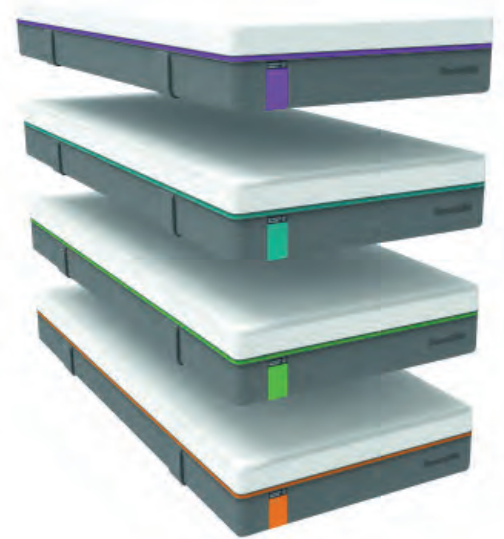
In addition, countless apps and special gadgets for logging and analysing the user's sleep phases are pouring onto the market, including sensor mats that are placed under the mattress, record the user's movements, heart rate and snoring and use the data to calculate their sleep phases. Robots and other aides assist with falling and staying asleep by means of breathing exercises and soothing sounds. Pillows are turning into anti-snoring gadgets that inflate when they register snoring so as to move the head into an anti-snoring position.

Smart alarm clocks make waking up more bearable with favourite music or birdsong, pleasant lighting or even the smell of coffee. The sleep market is booming.

Sleep culture is changing

According to experts, sleep itself and our dependency on it won't change much in future. Instead, however, cultural developments like the home working trend and changing environmental conditions (such as global temperature rise) could result in the afternoon nap playing a more important role again. Then power napping in public might come back into fashion in our part of the world too – the fact that daybeds are making a comeback and major airports are offering travellers sleeping pods could be interpreted as the first signs of this development.

The bed of the future combines intelligently designed and individually configured bed and mattress systems with smart assistants so as to deliver a bed that rocks the individual user to sleep and ensures they sleep through the night. Whether it's designed for tech-savvy users or purists who prefer to put their faith in tips from sleep coaches: smart technology will become part of all good sleep systems. As an analysis and advice tool, it has long been part of the innovation culture of an industry that doesn't sell beds anymore, but a good night's sleep.



07 Dunlopillo,
Diamond Degree®

01 Schlaraffia myNap

All-rounder: with its Xspring pocket spring core and universal firmness level, the myNap mattress by Schlaraffia aims to be an absolute all-round talent for all sorts of different sleep types. The waisted shape of the springs is designed to adapt to the body flexibly, provide stabilising support and, in combination with the breathable cover, ensure good air circulation. In addition, myNap's seven symmetrical zones are intended to ensure optimal comfort in the shoulder and pelvic areas. The impressive characteristics and long lifespan of the mattress have been tested and confirmed by the independent Ergo Support Test Center. What's more, the mattress comes rolled up in a box for convenient transport or delivery. (Photo: Schlaraffia)

www.schlaraffia.de

02 Rummel Matratzen My Care Bed

A sleep system that cares: the new My Care Bed by Rummel is aimed at an older target group that has high expectations not just of the range of functions a bed provides but of its design as well. Thanks to its motorised lift, the My Care Bed ensures maximum safety and convenience: pushing a button on the remote control is all it takes to adjust the bed to the desired position, and the newly designed "function board" is rising aid, shelf and bedside table in one. Other features include underbed lighting, a remote control, swivel casters or round legs. In addition, the system permits a great deal of freedom when it comes to choosing materials and colours. (Photo: Achim K. Roesch, DGPh)

www.rummel-matratzen.de

05 Frankenstolz Pyramedus

Floating on pyramids: the pyramid is the leitmotif of the Pyramedus box-spring bed by Frankenstolz and features in everything from the headboard to the wooden legs. But the pyramid can be found on the inside too – in the form of 3D soft-touch pyramids in the toppers and mattresses, which adapt to every area of the recumbent body and aim to provide an almost weightless sleeping experience independently of the user's position, size and weight. Every zone of the body is optimally supported and free of pressure. (Photo: Frankenstolz)

www.frankenstolz.de

07 Dunlopillo Diamond Degree®

Deep-sleep aid: the Dunlopillo brand aims to promote a needs-based customer offering by implementing innovative technologies. The Diamond Degree® mattress technology, for instance, is designed to address one of the most important factors in sleep research by optimising the deep sleep phase. Equipped with graphite-based features, the mattress aims to conduct excess heat away quickly to ensure the bed is the ideal temperature for deep sleep. (Photo: Dunlopillo)

www.dunlopillo.de

KEYWORDS

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Personalisation
Relaxing
Monitoring
Ergonomics
Smart Functions

In search of the perfect bedroom

Sleep is individual. As are the ideal sleeping environment and the perfect bed. “There’s no shop window, no department in a furniture store that displays the perfect bedroom or bed for a particular person,” say sleep coaches Fabian Dittrich and Johannes Sartor. At the imm cologne’s Sleep trend briefing, the “Schlafonauten” (which translates as “the Sleeponauts”) will be sharing various tips and rules for improving sleep. “We can do a lot for ourselves and the quality of our sleep just by creating a cool, dark, quiet and well-ventilated sleeping environment.” And on that reassuring note, the Schlafonauten take us in search of the perfect bedroom.



Illustration: Björn Steinmetzler; Koelnmesse



Photo: Fabian Dittrich, Johannes Sartor; Schlafonauten

Wear socks if it helps: the optimal temperature for sleeping

“Cool” – by that, sleep researchers mean a room temperature of 14 to 18°C.

The reason is simple: our body temperature drops as we fall asleep. During the night, it falls by as much as 1.5°C. That’s mainly because our muscles are more relaxed at night, so less energy is needed. Making sure your sleeping environment is cooler than usual helps the body by supporting this process.

If you’re still freezing, say the Schlafonauten, and especially if your feet are cold, it’s fine to wear socks. However, you shouldn’t try to compensate with extra-warm nightwear. Then regulating the temperature is pointless. It’s easy enough to check the temperature in the room with a thermometer in the evening and adjust it if necessary – by turning the heating up or leaving the window open, for instance.

Lights out – and everything else too: reduce light to a minimum

Light definitely isn’t sleep’s friend – as we know from all the talk of melatonin and blue light filters in connection with good sleep. Reducing and removing light sources in your sleeping environment can greatly improve the quality of your sleep. Because even just knowing that a little light is still on somewhere or that the streetlamp is shining into the room can influence our sleep, be it consciously or subconsciously. That’s why it’s important to actually remove the light source. Those who aren’t particularly sensitive to light don’t need to be quite so strict about it.

External factors and everyday life: handy hints for noise reduction

You might live on a noisy street, next door to a baby that never stops crying or in the vicinity of a popular meeting point: there are lots of reasons why a bedroom isn’t always the quiet place it should be. And if you get annoyed about it and can’t calm down again, you’ll have very little chance of falling asleep. In situations like that, the doors and windows should stay closed. Earplugs can help but aren’t a permanent solution – who wants to go to bed with something in their ears every night? A few ideas:

- **Trick your subconscious: white noise**

White noise is actually used to help babies fall asleep, but it works for people of all ages because the principle behind the success of the technique is the same.

- **Hear to help: sleep headphones**

The idea behind sleep phones or sleep buds is that they help you fall asleep by blocking out external noise with music.

Not too dry: good air

The ideal level of humidity in the bedroom is around 50%. Cold air can be very dry, especially in winter. That’s why it’s important to keep the air moist to avoid irritating the airways unnecessarily. It’s not necessary to check the humidity with a hygrometer, and there’s no need to buy a humidifier either. Putting a damp towel on the radiator at night will do the trick and keep the air sufficiently moist. Plants like ivy or bamboo palms will help purify the air as well.

Good advice is key: the individual bed system

The bed and everything that goes with it also has the potential to interfere with or improve your sleep. The following elements need to be considered:

- Slatted frame
- Duvet
- Mattress
- Pillow
- Bed frame

Entire books have been written about the subject. But we believe the most important thing is simply to ask yourself the following question: are all five elements geared to my individual needs and body? Are they compatible with one another or did I just buy something that happened to be on offer 12 years ago?



03 Möller Design, Paisley

The visco foam mattress might be perfect for my partner but it's not right for me. Getting individual and competent advice without trying to save money at the expense of your health is key. Unfortunately, young people in particular tend to spend longer researching their next smartphone than the bed system that they'll be using every night for years to come.

Avoid the invisible

Electrosmog and its effects on sleep are a much-debated topic. One thing is sure: nobody can say anything about the impact radiation has on our sleep with 100% certainty. The technologies are still too new for long-term studies; essentially, we're all human guinea pigs. We would advise you to switch any potential source of radiation off at night. The alarm clock on your phone will work even when it's set to "do not disturb".

Back to basics: the bedroom is the bedroom

The bedroom is for sleeping, relaxing and sex. But not for eating, watching TV, working or sorting out the laundry. That's a mistake made by a lot of people who have problems falling asleep. They've spent years conditioning their body to eat or watch TV in bed.

The bedroom should be a place we like being in – and as separate from the living room, home office and housework as possible. The colours and furnishings should be chosen to make the owner feel at ease.

Further information:

Fabian Ditttrich and Johannes Sartor are both sleep coaches on a mission to improve their customers' sleep. With more than 140 videos about everything to do with sleep, the Schlafonauten are Germany's biggest dedicated YouTube channel on this topic.

www.schlafonaut.de



Photo: Auping Royal

Publication Details

Koelnmesse GmbH

Messeplatz 1
50679 Cologne
Postfach 21 07 60
50532 Cologne
Germany
Tel.: +49 221 821-0
Fax: +49 221 821-2574
Email: info@koelnmesse.de
www.koelnmesse.com

Management:

Gerald Böse (Chief Executive Officer)
Oliver Frese
Herbert Marner

Chairman of the Supervisory Board:

Henriette Reker,
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Press Contact

Koelnmesse GmbH
Markus Majerus
Communications Manager

Tel.: +49 221 821-2627
Fax: +49 221 821-3544
Email m.majerus@koelnmesse.de

Press Contact

German Mattress Industry Association (Fachverband)
Claudia Wieland
Hans-Böckler-Str. 205
42109 Wuppertal - Germany

Tel.: +49 202-75 97-72
Email: wieland@matratzenverband.de



band Matratzen-Industrie e.V.)



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Time for exchange.



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