

MAC International  
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## EBIA'S 10<sup>TH</sup> GENERAL ASSEMBLY

The annual meeting for the Ebia members took place last October, on 8th and 9th, in Brussels

It's time to take stock of the situation for Ebia, the European Bedding Industries' Association which came to its 10th anniversary this year, celebrating ten years of hard work and of steady growth, of ongoing efforts in the attempt to improve the consumers' consciousness that quality in sleeping means a better quality in life. Recent studies have actually shown that a prolonged insomnia is often the cause for not only anxiety and depression, but also for diabetes and obesity. And even for further more. Bad sleepers are easily subject to sudden drowsiness attacks, the main cause of street accidents in France and a major issue in all Europe and worldwide. Besides clearly representing the excellence of Ebia's partner firms production quality in the world, Ebia is also targeting at coping with the mentioned problems by funding field studies to get to concrete results, somehow highlighting how important it is to sleep well and to make

use of all devices contributing to it. The two-day event which took place this year at the Bruxelles Radisson Hotel has given the chance not only to celebrate a most effective and successful ten years long activity, but also to provide an occasion to meet and ponder on the situation. Over the two days, besides the usual meeting during which the Ebia's members are shown the Association activity final figures, many conferences of great interest were held, devised not only for the professionals in the



field. At the very beginning the interesting as well as funny "The magic power of your enthusias" by Eric Van Vooren which has managed to demonstrate that a proactive and optimistic approach towards all aspects of our life is far more effective if we want to achieve successful goals and to solve the problems inevitably linked to life. Also interesting "The marketing of emotion: solutions for Selling Bedding" by Georges



**Frank Verschuere, Ebia President, with Katia Thiebaut and Dr. Damian Léger**

Chétocchine and the more specifically Ebia-members-oriented "Sleep and bedding: synthesis of the studies by APL et Hotel Dieu Sleep Centre" by Damian Léger, Sleep and Vigilance Centre of Hotel Dieu Paris. It was really Dr. Damiam Léger of the Faculty of Medicine at the Descartes University in Paris who has been awarded the most prestigious Ebia prize, a re-

cognition of his merits and a substantial financial support for his research

studies in the sleep disorders field for which he is considered a worldwide authority. The prize giving ceremony was held on occasion of a gala dinner where all members were invited alongside the international press and the Ebia management of course. The next Ebia's General Assembly is scheduled to take place in Poland from 7th to 8th October 2010: definitely a not-to-be-missed event. ●

*Francesco Artuso*



## MEMBER ATTENDING THE 10<sup>TH</sup> GENERAL ASSEMBLY

- Agro Germany
- Artilat Belgium
- Asocama Spain
- B&T Italy
- Bekaert Textiles Belgium
- Bodet&Horst Germany
- Cauval Industries France
- CBM Netherlands
- COFEL France
- DesleeClama Belgium
- Dewert Germany
- Dewert/PM Komponenten Netherlands
- Diamond Spring Company Belgium
- Dormiflex Lady Linea Italy
- Dunlopillo France
- Eastborn Netherlands
- Enbasa Laval Spain
- Fachverband Matratzenindustrie Germany
- Federlegno Italy
- Fey & Co Germany
- Flex Spain
- Foam Partner Switzerland
- G. I. Formenti Italy
- GSG Europe Belgium
- Hilding Anders Gr. Sweden
- Hilding Anders Gr. Netherland
- Imbotex Italy
- Indurub Belgium
- Innofa Netherlands
- KSM Maschinentchnik Germany
- Latex International France
- Latexco Belgium
- Leggett&Platt UK
- Leggett&Platt Denmark
- Leggett&Platt France
- LS Bedding Belgium
- Maes Matress Ticking Belgium
- Mattess&Ammann Germany
- New Wind Italy
- New Wind Belgium
- Norma Boxmeer Netherlands
- Olmo Giuseppe Italy
- Orsa Foam Italy
- Phoenix Mecano/OKIN France
- Pikolin Spain
- Recor Bedding Belgium
- Recticel Belgium
- Recticel Belgium
- Recticel Germany
- Recticel Switzerland Switzerland
- Revor Belgium
- Royal Auping Netherlands
- Royal Auping Belgium
- Saba Dinxperlo Netherlands
- Sapsa Beding/Sealy France
- Sapsa Latex France
- Sembella Austria
- Simmons France
- Stellini Textile Group Italy
- Stutzacker Germany
- Treca France
- Union Francaise de la Literie France
- Unifa France
- Veldeman Bedding Belgium
- Vita Group Netherlands

## ABOUT EBIA

The European Bedding Industries' Association (EBIA) was created in 2000 to represent the interests of the bedding industry, i.e. some 140 companies located in 11 member countries. The main objective of EBIA is representing an industry producing quality products and coming forward as the permanent voice of the Bedding Industry.

EBIA, in a constant concern for the wellness and comfort of its clients, is also charged with the promotion of the European Bedding Industry through national and/or international actions.

[www.europeanbedding.eu](http://www.europeanbedding.eu)