

EBIA

european bedding industries' association

NewsMagazine



A word from the President

In front of you is the second edition of EBIA's NewsMagazine. In this issue we are presenting you the latest update on a number of projects EBIA management has been working on. We hope you will find it an interesting and easy-to-read document.

Apart from the education of our consumers and the creation of value to all our stakeholders and trade partners, we believe that one of EBIA's major goals is to convince all authorities - whether European, national or local - of the positive contribution good bedding comfort can make to the well being and welfare of every community or nation.

We may not always be very conscious about it, but we do sell a hell of a product. One that can make people healthier and feel better. A product that can help people enjoy their lives more. A product that can even help governments save a lot of money within their social security budgets. So what a great message to spread around!

To that extent, the Board has agreed to further intensify our communication and PR efforts. We are now working on a 3-year PR-plan to ensure the EBIA message will be conveyed, efficiently and effectively, to all stakeholders involved.

Another major project has been the set-up and further improvement of a solid statistical database in the various national markets. Although we have become more confident with the figures, we realize there is still a long way to go. So we are working in close co-operation with the national federations to further improve the reliability of the data.

Two major research projects have been carried out and EBIA has contributed to both of them. The first one was conducted by the Oklahoma State University and looked at

Dr. Bain carried out the second one in the UK and it focuses on the hygienic aspect. You will find more information on these topics throughout this magazine.

The Technical and Marketing committees both elected a new President and worked hard on a number of ongoing projects, i.e. website, sales manual, consumer research.

Based on the extensive and positive feedback, we are now finalising the programme of the 6th General Assembly in Vienna. We are convinced it will be the best ever.

A lot of other good ideas and activity plans are now being discussed in the Board and the committees. We hope we can present some of them to you in the near future.

The EBIA management team wishes you the best of luck for a good and prosperous second half of the year and we are all very much looking forward to seeing you in Vienna, at the one and only forum of the European Bedding Business. Don't miss it. Be there.

Frank Verschuere



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6th General Assembly in Amsterdam

After the sunny reunion in 2004 in Portugal (and the record number of participants), the secretariat was facing a genuine organisational challenge to match the success of the past event and put together an attractive and content wise well-elaborated programme, which would motivate a maximum of EBIA affiliates to embark on the road to the picturesque Dutch capital.

The general Assembly unanimously approved his nomination.

In addressing the audience, Mr Verschuere thanked all present for the confidence entrusted in him and expressed his readiness to fulfil the task of President with dedication and to the best of his abilities.

Combined Session of the Marketing and Technical Working Groups

The following topics were treated and discussed in the two-day meetings:

- "Customer bonding: it's in your hands" – Prof. Erik Van Vooren (Vlerick Management School, Belgium)
- "Anti-bacterial textiles and targeted hygiene" – Dr Rosanna Dei (University of Florence, Italy)
- "Certi-PUR standard: update on implementation" – Mr Ward Dupont (President EUROPUR)
- "Scientific review of sleeping on a good mattress" – Prof. Coenen (University of Nijmegen, The Netherlands)
- "Brand marketing in a worldwide perspective" – Mr Jan Post (Philips)

In addition, Mr Jean Donati (MetaMarket, Paris) presented the complete figures of the 2004 statistics survey in EBIA territory, and associated members Enkev and Agro International GmbH & Co. KG gave well-illustrated company presentations.

Gala Dinner & Social Programme

The gala evening was held at the Council chamber of the old Amsterdam city hall (presently The Grand Hotel), where in the pleasant and magnificently restored historic setting the invitees enjoyed a fine dinner, to the tunes of a jazzy ensemble.

The surprisingly good weather the next morning provided the ideal opportunity for the companions to get acquainted with some inviting tourist aspects of the fascinating city of Amsterdam, during a combined walk/bus promenade. Following last day's traditional buffet lunch, a lot of guests took part in the 3-hour boat tour on the ancient canals, which even foresaw an invigorating "genever-stop" at a typical old Amsterdam café!



But, all potential concerns were completely unfounded, as close to 170 participants and guests again attended the successful annual meeting. The interesting topics treated, and the generally captivating guest speakers certainly played a major role in putting together yet another memorable event. The favourable weather that finally accompanied both the companions' programme and most of the boat tour on Amsterdam's fascinating canals was undoubtedly a further slice of good fortune.

In his opening word EBIA's Secretary General warmly welcomed all participants, thanking them for joining the meeting in such large numbers. He presented a brief overview of the recent economic developments on the EU market and underscored the excellence and skill, which the members have shown in confronting the challenges and problems they faced, in spite of the difficulties in our sector. He expressed his sincere hope for better days ahead in our market segment and stressed the importance of further closing the ranks within our association, thereby contributing to having a united and strong industrial cluster as a means of actively and efficiently facing future challenges.

Prior to presenting EBIA's Annual Report, Mr Varga asked the audience for a minute of silence in honour of the association's late President and co-founder Mr Teddy Ancion, a man of great integrity and stature, a person of spirit and vision, a fine colleague and a true friend, who passed away unexpectedly in June.

On behalf of EBIA's Board of Directors, Mr Varga then informed the General Assembly of the Board's decision to propose Mr Frank Verschuere (LS Bedding, Belgium), member of EBIA's Board, for Presidency of the association.

Closure of the General Assembly

In closing the successful meeting, EBIA President Mr Verschuere underlined the crucial importance of all members continuingly providing EBIA with input regarding actual issues and matters of particular concern. He reiterated, that our association can only be efficient and fully instrumental with the active and permanent co-operation of its members. It is essential for EBIA to have a thorough understanding and a better view of the needs and expectations of all affiliates, in order to enable the organisation to proficiently address the various challenges that lie ahead. He informed the audience that a questionnaire will therefore be sent to all participants.

Mr Verschuere thereupon thanked all present for their valuable input and participation in the meetings and closed the 6th annual Assembly.

Press Release: EBIA Appoints New President

At its annual reunion held in Amsterdam on 15th and 16th September 2005, the General Assembly of the Brussels based European Bedding Industries' Association (EBIA) elected Mr. Frank Verschuere, a Belgian national and member of EBIA's Board of Directors, to the Presidency of the association.

Mr. Verschuere was nominated for a 3-year term in office. He will replace EBIA's co-founder and late President Mr. Teddy Ancion, who unexpectedly passed away last June after a short illness.

Prior to joining the Bedding Industry, Frank worked 18 years – of which 9 years abroad (Germany, UK, Middle East) – in different

multi-nationals, for which he held various commercial, group strategy and general manager positions.

Frank is now owner and Managing Director of the LS Bedding Group (LS Bedding, Anker Bedding) in Belgium.

He holds both a law and tax degree and successfully completed the MBA programme at the famous Vlerick Management School in Ghent. He is married to Doctor Joëlle Vander Straeten and father of Thomas and Margot.

The new President brings a vast international experience, a passionate drive and a clear vision on the Bedding Industry.

Activities

Research Studies

Lots of effort has been invested in the consultations, formatting and propelling forward of both the UK survey on hygienic implications related to older mattresses and the "Oklahoma project", a joint ISPA/EBIA effort to come up with a well-elaborated comparison of perceived sleep quality and comfort by elected groupings between new and existing personal bedding systems. Both projects have progressed well: the UK study has practically been finalised and the Oklahoma State research manuscript is presently being submitted for publication. Together with our US counterparts, we are poised to create a roll out plan as soon as we have the final publication date.

EBIA will shed additional light and provide detailed information on both undertakings during the Vienna meeting.

Supplier's Councils

For the second year in a row, EBIA organised in June of last year meetings with associated members from the Textile and PU/Latex sectors. Apart from being very well attended, the meetings displayed a spirit of mutual understanding and open mindedness, which undoubtedly largely contributed to the focussed discussions and the successful unfolding of the event.

In both reunions, EBIA presented a succinct overview of past and ongoing actions to promote the bedding industry, such as the pan-European promotion campaign, the research on the relation between mattresses and sleep, the future projects and studies in this direction, the continuous efforts to further improve the existing statistics data base, etc.

On the Textile side, there was much interest for the developments on the raw materials market, the expanding imports from Asia and the Middle East, and the implications of anti-bacterial treatment in textiles. In addition, the associated members brought forward topics regarding the future of "intelligent textiles", the problems concerning excessive mattress guarantees and the fire-retardants issue.

The PU/Latex meeting discussed the status of the flammability issue in the US, the evolution of the raw material market, problems rising from the misuse of the latex denomination, Eurolatex' Eco-Standard, as well as Europur's final report on recycling and the official introduction of the Certi-PUR standard.

As a consequence of the positive attitude and valuable input by all participants, it was decided to continue the tradition of annual meetings in Brussels, regarded as being an up to date information pool and a welcome sectorised platform for exchanging views on matters of specific interest for all stakeholders involved.

Membership

One of the wishes consistently brought forward by both EBIA's Board and the members was to take further steps towards exploring the possibilities for also integrating the National Bed Federation in the UK into our organisation – thereby filling out a gap still remaining on the present EU affiliation chart.

The secretariat hence put substantial effort to further tighten the contacts with the persons in charge at the NBF and discuss modalities in connection with a possible future membership.

The best illustration of the progress achieved at this stage is the commitment (and registration) of the upcoming NBF President to attend EBIA's Vienna meeting.

Technical and Marketing Committee

Both committees held several meetings during the past months in Brussels, to deal with specific topics in their respective fields of competence.

Matters recently addressed on the technical side involved the developments in connection with the forthcoming Federal flammability standard in the US, mattress disposal & recycling and in this context Europur's finalised position paper on Recovery and Recycling, the Blue Angel label in Germany, the EC's recent initiatives in the Eco-label issue...

On the marketing side, the making of a new EBIA website received full attention and is presently progressing well. The further improvement of the semester statistics and proposals with regard to the initiation of well-structured PR-activities towards the future, were additional matters of specific focus.

Jointly, the committees also provided valuable input for the ongoing research projects, and developed a first framework for the envisaged Sales Manual destined for additionally assisting the retail sales force in promoting added value in our products.

In order to strengthen future efficiency and create some additional space for the activities of EBIA's management team, both committees also unanimously elected a

new President. David Woolfson (Kayfoam Woolfson, Ireland) will henceforth chair the Technical Committee, whereas Markus Veutgen (Schlaraffia, Germany) assumes the task of presiding the Marketing Committee.

Congratulations to both gentlemen!



Markus Veutgen



David Woolfson



During the past year, our team has further intensified the contacts and good working relationship with our American colleagues, with a view to strengthening the synergies that should improve mutual understand-

ing and bring about palpable results in the interest of all stakeholders. "Growing the Bedding Cake Together" can undoubtedly bring advantages to all involved. The joint research study is one example of this enhanced co-operation and we will put additional efforts into exploring other concrete areas for focussed and mutually profitable concerted action.

In this context, ISPA has meanwhile also informed us that a high-ranking delegation led by their President and present Chairman will take part in EBIA's forthcoming Vienna meeting next September.



Hotel Lobby and Café, Vienna.



Intercontinental Hofburg.

Next Stop : Vienna 2006



The charming and fascinating Austrian capital will be this year the host of EBIA's 7th General Assembly. The InterContinental Hotel, selected for the occasion, will no doubt meet the organisational requirements, as well as provide all the comfort expected by the participants and guests. Apart from being a reputed address, the hotel is well situated within the city, providing easy access to all major tourist attractions and only 30 minutes from Vienna airport.



Ballroom Johann Strauss.

After having received high marks for the organisation of our past annual meetings – in response to the questionnaire sent out to our members after Amsterdam – EBIA's management team has further intensified its efforts to again improve the content and overall programme of this year's event by taking into account the positive suggestions that were voiced. We are pleased to report that the registrations are running well and we look forward to welcoming once more the traditionally large number of attendees, international guests and companions.

All relevant details with respect to programme, Gala dinner and excursions will of course be communicated by the secretariat in due time. It goes without saying, that it will be a particular pleasure for our team to meet you all again at this important and colourful occasion!

Country Reports



Belgium

After having promoted for several years the importance of changing a mattress every 10 years, Belgium now decided, based on the EBIA campaign, to emphasize not only the replacement cycle but also the importance of investing in a high quality product. The campaign which was broadcasted on regional TV in 2005 paid off: although we were confronted with a decreasing sales volume in 2005, we were able to reach the same turnover as in 2004 and this thanks to a higher average price. This clearly indicates that the consumer is prepared to invest in such a high quality product.

As for the technology we can state the following phenomena:

- increasing sales of box springs in combination with pocket springs
- increasing use of visco-elastic foam in mattresses.

Apart from this changing trend in technology, we can also see the growing interest in a decorative sleeping system.



Germany

Fachverband Matratzen-Industrie in good mood

After the successful reorganization of the German *Fachverband Matratzen-Industrie* in the beginning of 2005, a lot of topics were put forward during the last year.

Guarantee

All members of the German association now signed an agreement for the new guarantee terms and conditions. In accordance with EBIA's recommendations, the guarantee for mattresses has been implemented in the market. In the long run everybody understood that these new terms are useful and make sense. According to German law, in the first two years all customer claims will be taken care of free of charge. Moreover, in the third year the guarantee covers 60 % of the purchase price, in the fourth year 40 % and in the fifth year there is still a guarantee of 20%. There is no longer any guarantee on mattresses when the five years are over.

Along with this issue we could see that the inner support of our members and the commitment to the association's decisions has strongly improved.

Together we can make moves in the market and in the case of warranty it was worth it.

Trade Fair IMM Cologne 2006

The biggest success for the *Fachverband Matratzen-Industrie* was the result coming out of a close and constructive cooperation with Cologne Trade fair. The German Association was in charge of creating an innovative concept for IMM Cologne 2006 Hall 9 – "SLEEP". Visitors could see member companies presenting themselves in an appealing way with sophisticated new products and interesting stands in modern design.

Even associated members, the *Fachverband* itself and partner organizations (EDFA (beds & feathers), VWI (foams)) presented themselves and their work at the so called "informer area" in the trade fair hall 9.

With the success in Cologne on one hand and the poor outcome of Frankfurt fair, the *Fachverband* strengthened ties with Cologne fair and all members stated that they would refrain from participating in Frankfurt 2007.

Internet

Lots of efforts have been taken to present ourselves in new shape in the worldwide web: quick, informative and professional.

We have created a special members' area where all our members can find new and interesting information e.g. about statistics, addresses and so on.

There is also a special access for our partner media (e.g. "Möbelmarkt") to inform them about the association's news.

You are invited to visit us on: www.matratzenverband.de.

Statistics

To make our German statistic as close to EBIA's requirements as possible we implemented step-by-step new figures, which our members have to complete for our statistics. It is harder than one can imagine receiving good data, but the *Fachverband* is doing its best to convince everybody that all members can profit from knowing their market data.

Market situation in Germany

There was a big report on EUWID (Europäischer Wirtschaftsdienst), about mattress market and its figures. In 2005 there was not a strong demand for mattresses, but the industry recovered in the first quarter of 2006. Especially the month of March was very good with strong demand in the market. In total, all three first months in 2006 are said to show better sales figures than the same months in 2005.

If one takes a look at the product groups, high-quality mattresses made of foam and high-value pocket-feather springs are in the customers' favour. Cheaper pocket-feather-springs and bonnell are decreasing in demand whereas latex stayed stable or decreased slightly.



Italy

A separate bedding section with the major producers was organised at the huge Salone del Mobile in the brand new Fiera di Milano; despite the stand being the furthest from the metro station and parking, there was significant attendance. Next year we will try to get closer to the centre.

Concerning the market the last 12 months have seen a small increase of sales with spring and PU increasing slightly and a small decline in latex.

The market remains very primitive with the absence of big distributors and of franchised bedding specialists as in France.



The Netherlands

The economic situation is in a better shape at this moment and this makes us glad as the Dutch market did not do well at all in 2004 and 2005 (-8% in volume and -3 % in value in 2005). The last four months have shown some growth of the economy and also the consumer confidence is going up.

The bedroom furniture and mattress industry are slightly going up-hill these days. Official figures from the "Central Bureau of Statistics" indicate that sales in the first quarter of this year increased with 3 to 4 %. The furniture and mattress fair in February was better than the year before, though the bedroom retailers are still not satisfied. Mattresses are now performing better than bed systems. Out of the 1,1 million mattresses produced, PU has a market share of 26% and latex 12%. These percentages are stable, whereby the favorite product of the Dutch end-consumer is a combined spring / box spring (with a share of nearly 50%). Raw material prices are on the rise, which makes the situation in our sector more difficult, in spite of the generally improving economic climate.

We are witnessing a steady increase in internet sales. Brand names are being used and 20% discounts are not uncommon. It is very difficult to do something about it.

There is still tremendous attention on the market for the so-called Scandinavian way of sleeping. Brands like Hästens, Jensen, Tempur and a few others are doing good business with boxsprings and thick mattresses. It looks as if the economic regression of the last two years had no grip on these firms. Lots of Dutch firms are even adopting brand names with a Scandinavian sound!! IKEA is also continually doing well in The Netherlands, especially in the low end of the market.

However, the "brand name" market is not in panic. The members of the association are doing pretty well and not bound to follow any 25-year guarantee policy.



Spain

Amongst the different activities developed by Asocama in the course of 2005, the following are worth mentioning: our publicity campaign, the new corporate identity manual and the elaboration of a document on sleep.

For the fourth consecutive year, Asocama has promoted in 2005 the annual campaign on consciousness-raising regarding the necessity to replace sleeping equipment before it is 10 years old.

For this occasion a new spot was created and meanwhile broadcasted on 3 chains with national coverage, from the end of August to mid-September.

For this new creation it was also considered that in addition to conveying the message of the equipments' renewal every 10 years, it is also convenient to incorporate other ideas related to hygiene and to the quality loss of mattresses with age.

The closing sentence of the Asocama spot is: « If your mattress is over 10 years old, you do not have a mattress! ».

One of the association's workgroups has realised a revision and actualisation of the corporate identity manual that will be edited on CD and made available to every member. This manual contains all that is related to the image of the logo, as well as the appropriate rules for use.

Asocama also considered that it was necessary to elaborate a document related to sleep, serving as a basis to all members to enable homogenous communication on sleep-related concepts. The document has well advanced and awaits a last revision.



Ireland & UK

South African based mega-group Steinhoff spread their wings in the UK.

Steep material price increases put pressure on UK and Irish manufacturers.

Rumours abound that some of the bedding majors are « up for sale ».

Latex is strengthening as a category in UK. Hotel sector in Ireland continues to be strong though fall off expected following firm decision to end tax breaks.



France

As mentioned in last year's NewsMagazine, the "Association pour la Promotion de la Literie" (APL) (Association for Promotion of Bedding) broadcasted 3 TV-campaigns in 2005 (January, June-July, and August-September).

APL also developed two additional supporting means for the bedding shops, namely a small guide which should help the consumer in the buying process and a poster that reminds the consumer of the key message of the television spot.



In 2006, these actions will be repeated. Moreover, APL will also ask for the help of a public relations & marketing agency so as to make the message « There's no good day without a good night » well-known, to reinforce the credibility and legitimacy of the association, and to become the only reference when it concerns bedding, sleep and health for the public and specialised press.

A website www.infoliterie.com, and training for the sales force are also on the agenda.



**Il n'y a pas de
bonne journée
sans une
bonne nuit.**

ASSOCIATION POUR LA PROMOTION
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*2016 le meilleur site internet de France pour la promotion de la literie

News from the EU Capital

EU spring summit in Brussels: towards palpable results through a new strategy for growth and employment?

For a 5th consecutive time, the EU leaders met on March 23 for meanwhile their "traditional" overture of Vivaldi's Four Seasons – a fresh and ritual spring celebration of hope, after the long and gloomy winter months. This annual event was preceded by a well-packed, two-day European Business Summit, organised for the fourth time by the Federation of Enterprises in Belgium under the challenging and hopeful motto: *Building a Europe of excellence: turning knowledge into growth*.

As expressed by the FEB's CEO, the focus was clearly threefold:

- Work towards creating an optimum environment for entrepreneurship
- Promote the interests of enterprises of all sizes on a federal, European and pan-European level
- Boost the coherence of entrepreneur's messages and actions

In a well-attended press conference a few weeks before the EBS, the EC President José Manuel Barroso stressed that the EU has presently attained the proud figure of 25 national reform programmes (in other words, "one for everyone"!), all containing the same clear principles and strengthened by the Hampton Court consensus – "move forward on issues of employment, education, innovation and energy". It's about time, one would dare say! Concluding that when it comes to fostering growth and jobs Europeans have both the required inspiration and lots of good ideas, that progress is regrettably still uneven, and most importantly that no-one has the "monopoly of wisdom" or a "wonder reform model", the EC President touched upon the perhaps crucial aspect of the entire debate: if one is to achieve concrete results, it is high time to move from ideology to reality, to translate common sense into common practice – "the citizens expect us to deliver on their expectation"!

Lisbon 2: Starting all over again...

In the given context, the high-level Brussels gatherings also provided an ideal opportunity for some of the leading European think tanks to present their views on the future of a united Europe in general and the "delivery syndrome" in particular. A real eye catcher was undoubtedly a to the point analysis of the situation by the prominent Brussels-based think tank Bruegel, with a "High Noon" vision of the Union's chances for survival.

The constructive, but equally worrying analysis is based in two fundamental premises on which the EU leaders must focus: firstly, the weak EU growth – on average a mere 1.6% annually since 2000; secondly, the re-start of the so-called Lisbon strategy, their joint growth programme, which after having failed to deliver, was given a new chance at last year's summit.

It is clear, that beyond technocratic acronyms and code words, a fundamental issue is at stake here: as long as Europeans do not succeed in reviving growth, the EU cannot hope to regain its fledging legitimacy, which according to various surveys hinges on the Union's ability to deliver prosperity.

In 2005, before the French and Dutch rejections of the EU constitution sparked the current crisis, former Dutch Prime Minister Wim Kok captured the problem with the EU's current approach to economic reform. "Lisbon is about everything and thus about nothing," he said; "Everybody is responsible and hence no one".

As it appears, the new strategy attempts to remedy both problems by focussing on growth and employment and asking member states to set their own reform programmes and goals. "National ownership" is the new slogan. A year is not a long time, and results can reasonably be expected by the end of the decade, but the present assessment seems to be, that the EU is still not on track to deliver the expected changes (and will probably fail), unless four shortcomings are corrected.

Firstly, the rationale for the Lisbon process, which implies EU involvement in policy areas, which primarily fall to member states, needs to be strengthened. At the present stage, this rational foundation is rendered confused by the number and complexity of guidelines and objectives. The growth and employment strategy in effect suffers from a "Christmas tree"- effect: everybody tries to add everything they feel strongly about. What is needed is a clear focus on priorities such as research where the Europeans have a motive for joint action, or on issues such as labour market reform where they can learn from each other.

Secondly, peer pressure and benchmarking should be integral parts of the political process that underpins the push for economic change. Transparency benefits the democratic process as it empowers national electorates the review the performance of their respective governments, and it helps focus the public debate on key areas of underper-

formance. Also, the EU budget needs to be substantially amended, in order to support today's rather than yesterday's priorities. In that sense, the 2008 budget review will undoubtedly be a critical litmus test.

Thirdly, whereas national ownership of the reform agenda was meant to be a key feature or even a cornerstone of the new strategy, the outcome in this respect has been mixed at best. The EU should adopt minimum standards regarding the involvement of parliaments and the transparency of follow-up arrangements. Equally, the EC should measure successes and failures in bringing the whole process closer to the ultimate sovereign, namely the peoples of Europe. It has to adopt a more explicit methodology for defining priorities and evaluating reforms, while remaining consistent with the underlying rationale for EU engagement in different areas.

Finally, interdependence within the Euro-area is significantly stronger than in the EU as a whole, but this does not translate into effective policies. A reform agenda for the area is urgently needed because, for the current recovery to last, the reforms that will pay-off in two or three years and enhance the potential for non-inflationary growth have to be undertaken without delay. A joint commitment to such reforms by the governments of the Euro-area can and should be met with a more accommodative response from the European Central Bank and would thereby strengthen the potential for redressing the disappointing performance of the past five years. Absent this commitment, there is a significant risk that the ECB will not trust the Euro-zone's growth potential enough to give a practical chance to a sustained recovery.

It is common belief that the EU is in need of a growth strategy, and that Lisbon goes a long way to being one. But for it to have a chance of success, the heads of state must take it seriously. Falling into the trap of looking for solutions by "chronically reforming reforms" (a long time Eastern European "stratigidology" and fiasco) is a hardly recommendable approach. The EU cannot afford to disappoint again. Laying a sound foundation for the most competitive and knowledgeable economy on the planet implies that substantially more is needed than to "now know, that one never knows..." Oftentimes, the solution resides in "per aspera ad astra"!

EBIA's Board Members

- **Centrale Bond van Meubelfabrikanten** - Mr Herman Jurrius
- **COFEL** - Mr Freddy Geoffroy
- **Eastborn Slaapsystemen BV** - Mr Wim Samsen
- **Fachverband der Matratzenindustrie** - Mr Ulrich Leifeld
- **Fachverband der Matratzenindustrie** - Mr. Rudolf Köberle
- **Grupo Flex - Flabesa** - Mr Rafael Gonzalez Beteré
- **Gruppo Ind. Formenti SAS** - Mr Fabio Formenti
- **Hilding Anders International AB** - Mr Anders Pällson
- **Hilding Anders International AB** - Mr Klaus Billerbeck
- **Kayfoam Woolfson Lt** - Mr David Woolfson
- **Lordflex - I.M. SRL** - Mr Ernesto Bini
- **LS Bedding** - Mr Frank Verschuere
- **Oniris SA (Groupe)** - Mr Patrice Bougerol
- **Pikolin sa** - Mr Alfonso Solans
- **Recticel Bedding Hulshout** - Mr Jean-Pierre De Kesel
- **Sapsa Bedding** - Mr Ezio Braggio
- **Sembella Ges-mbH** - Mr Johann Ruhsam

EBIA's Marketing Committe Members

- **Dunlopillo SA** - Mr François Duparc
- **Grupo Flex Flabesa** - Mrs Sonia Molero
- **Gruppo Ind. Formenti SAS** - Mr Fabio Formenti
- **Koninklijke Auping BV** - Mr Ludlo A.C. Campman
- **LS Bedding** - Mr Frank Verschuere
- **Norma Boxmeer BV** - Mr Ad J.M. van der Horst
- **Pullman Matrassenfabriek BV** - Mr Frank G.M. van de Ven
- **Recticel Schlafkomfort GmbH** - Mr Markus Veutgen
- **Sembella Ges-mbH** - Mr Johann Ruhsam

EBIA's Technical Committee Members

- **Kayfoam Woolfson Lt** - Mr David Woolfson
- **Koninklijke Auping BV** - Mr Henk Dresens
- **LS Bedding** - Mr. Peter De Meyer
- **Maco GmbH** - Mr Christian Hofmann
- **Optimo Ges.mbH** - Mr Colin Rathe
- **Pikolin sa** - Mr Javier Bueno
- **Pullman Matrassenfabriek BV** - Mr Frank G.M. van de Ven
- **Sapsa Bedding SRL** - Mr Luciano Abrigo

List of EBIA's Associated Members

- **Agro International GmbH & Co. KG** - www.agro-federkerne.de
- **Anton Cramer & Co** - www.anton-cramer.de
- **Artilat** - www.artilat.be
- **Bekaert Mattress Ticking** - www.bekaerttextiles.com
- **Bodet & Horst** - www.bodet-horst.de
- **British Vita** - www.britishvita.com - www.drakainterfoam.com - www.radiumfoam.nl
- **Copo Foam** - www.grupocopo.com
- **Crespi** - www.mcrespi.com
- **Deslee Textiles** - www.deslee.be
- **Enbasa-Laval** - www.enbasa.com
- **Enkev** - www.enkev.com
- **Foam Partner** - www.foampartner.com
- **GSG Europe** - www.globalsystemsgroup.com
- **Imbotex** - www.imbotex.it
- **Indurub** - www.indurub.be
- **Innofa** - www.innofa.com
- **KSM** - Tel +49 23 69 984 70
- **Latexco** - www.latexco.com
- **Leggett & Platt** - www.leggett.com - www.lpeurope.com - www.beddingcomponents.com
- **Maes Mattress Ticking** - www.mmt.be
- **Mattes & Ammann** - www.mattesammann.de
- **Olmo** - www.olmo-group.com
- **Orsa** - www.orsafoam.it
- **PM Komponenten** - www.pmkomponenten.nl - www.dewert.de
- **Recticel** - www.recticel.com
- **Saba** - www.saba.nl
- **Stellini** - www.stellinigroup.it
- **Stutznäcker** - www.mammut.de