

EBIA

european bedding industries' association

NewsMagazine



Let's get inspired

The EU economy is set to register another weak half year with quarterly growth rates around zero or slightly negative in the majority of Member States. While some leading indicators are suggesting a mild and short-lived recession, recent surveys and hard data from the European Commission do not indicate the start of the recovery yet.

In the various media the poor consumer is being bombarded with a depressive economic outlook and warnings to caution and to think twice before buying expensive consumer products, such as bedding goods.

So against this background of a gloomy economy, what can we do ?

Well, let me make a suggestion : instead of getting depressed by looking at and analysing all these poor economic indicators, let us get inspired. Let us get inspired by a most fantastic event that took place in this year's GA host country just over a month ago.

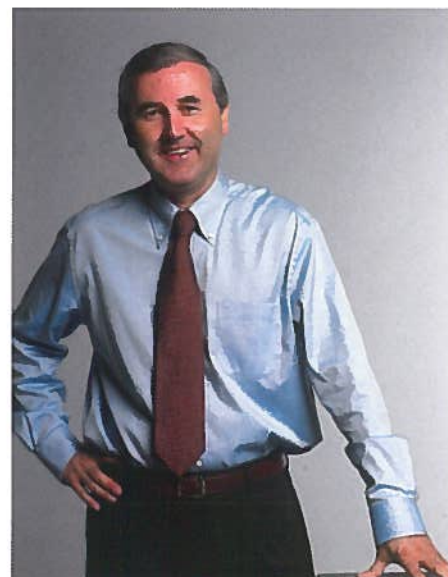
Let us get inspired by all these wonderful athletes who fixed themselves a clear goal and then had this tremendous drive and determination to achieve that goal.

Let us get inspired by all the positive energy and enthusiasm that affected

Let us get inspired by all those who took up the challenges, often in very hard circumstances. Challenges that a lot of people thought were impossible to beat.

Looking at the Bedding Industry today, there are more challenges than ever before. Just to name a few :

The challenge to further invest in enhancing consumer awareness and in bringing the message across that good quality bedding is an absolute prerequisite to a good night's rest. The challenge to invest more than ever before in innovation, and to create real value innovation. The challenge to be



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European Bedding Industry in Marrakesh : 12th General Assembly

more creative in re-thinking business boundaries, finding new applications, and finding new solutions that better respond to customers' expectations. To create new in-store experiences so that people start buying what they want, and not just what they need. To explore new communication tools which are at our disposal.

To turn customer relationships into real partnerships and to invest more in service and speed and to show more care about our customers, because if we don't, somebody else will.

As mentioned before, the Bedding Business is a very privileged business, with many untapped opportunities and major socio-economic trends very favourable to our business.

So let us start right now to prepare for the future and act accordingly.

Let us take up the challenge and prepare for the next economic upturn.

Only a few weeks ago I read an interesting business book on performance management, and I learnt the difference between corporate performance and corporate health. Performance relates to what an organisation needs to accomplish today, while company health refers to how an organisation can improve or adjust its performance over time. In this sense I wish all of you for the next 12 months to come, the vision on how to best improve your business for the future and the courage and the drive to do whatever is necessary to get there.

Frank Verschuere
EBIA President
September 2011

Morocco's fascinating imperial city welcomed the EBIA family with bright sunshine, blue skies and all its exotic charm. With its exceptional monuments and mysterious corners, Marrakesh remains one of the "must see" places in the world and it proved to be a worthy host to our association's members & guests at the traditional meeting in early October.

The selected accommodation at the Palmeraie Hotel & Golf complex set amidst a lush oasis of palms and pools proved to be a fortunate choice for the organizers as its comfortable guest rooms, excellent meeting facilities and a wide array of recreational possibilities undoubtedly contributed to the stressless character of this memorable reunion of the European bedding industry.

EBIA President Frank Verschuere opened the General Assembly by extending a warm (!) welcome to the numerous participants & guests and was particularly pleased with the large attendance at this year's meeting – this in spite of the difficult times that our industry segment is





EBIA. Marrakesh - October 2011

facing as well. He pointed out that the ongoing turmoil in financial markets has meanwhile led to a steep decline in consumer confidence and has had a negative impact on business and household optimism. The most acute question troubling the financial markets is whether the Euro zone governments will succeed to swiftly resolve the intractable crisis surrounding the Euro.

Though the bedding business is also affected by the general economic downturn, the President underlined that according to the various country reports received by the secretariat the bedding industry is still holding reasonably well compared to some other business sectors. "In the past the European bedding industry has shown stamina, a lot of initiatives, creativity and a real drive for innovation. I am sure the business will continue to do so, even more than ever before", said F. Verschuere. "This will take tough demands, but above all, great leadership".

President Verschuere concluded in wishing all present at the event an enriching & informative meeting, a lot of networking opportunities amongst colleagues and a splendid stay at this unique location.



Secretary General Endre Varga then presented a detailed annual report of the association, focusing in particular on actual technical and business matters, contacts with the European Commission in Brussels, the annual Supplier Council, activities in the field of marketing & communication, the latest EC's economic & financial forecast and the secretariat's daily work. He reserved substantial time for the analysis of EBIA's finances & budget and gave a review of the annual statistics survey.

Guest speaker presentations

EBIA was pleased to contract a number of prominent guest speakers:

- Biocide Product Directive, by Thomas Wallenhorst, Sanitized
- Thriving on a crisis, by Fons Van Dyck, Think BBDO
- The Impact of Sleep Research in our Daily Life, by Prof Dr Raymond Cluydts, University Brussels
- EBIA's 2011 Study: European Consumers' Perceptions & Expectations towards Mattresses, by Christophe Vergult, InSites
- The Bedding Industry: Imbedded in Cradle to Cradle, by Prof Dr Michael Braungart, EPEA (Environmental Protection and Encouragement Agency)

Gala Dinner & the EBIA Award

In the singular setting of the Palmeraie Clubhouse, with delicious local tastings & a by all means special folkloristic and dance performance, the 2011 EBIA Award was attributed to Prof. Dr. Raymond Cluydts from Belgium.

Prof. Cluydts is a prominent researcher on the effects of sleep deprivation at the University of Brussels and an authority in the field of fundamental sleep research. He is also co-founder of the Center for Clinical Sleep research at the Antwerp University and founding

father of the Belgian Association of Study of Sleep (BASS). His conviction is that there is a mutual interest for a profound co-operation with the Bedding Industry and that old mattresses should be replaced at regular intervals to the benefit of consumer health & well-being.

Companions' Programme

Discovery of the medina & most beautiful riads of Marrakesh, including tea-break at one of them.

The souks is a labyrinth of animated streets, magic, colours, and full of perfumes.

Friday afternoon excursion

Visit of the Bahia Palace, the Saadian Tombs, the souks and tea-break at the riad 'Le Palais Gharnatta'.



End of the two day event & Conference with the Press

At the closure of EBIA's 12th General Assembly, Frank Verschuere sincerely thanked all participants for coming to Marrakesh and supporting the work of our organization also in times in which the skies are not evenly bright. He also thanked EBIA's team for the successful organization of the meeting and their dedicated work for our association and its members during the past year. He invited all present to come again to Edinburgh in 2012, where EBIA will once again do its utmost to organize a memorable forum of the European Bedding Industry!

After the press conference which EBIA's Management team held with representatives of the international trade press, the official part of the General Assembly ended with a tasteful lunch on the sunny terrace of the Palmeraie resort.



Edinburgh, the Athens of the North!

Edinburgh – the Athens of the North, a name inspired by the great thinkers of the Scottish Enlightenment – is a city of high culture and lofty ideals, of art and literature, philosophy and science. It is here that each summer the world's biggest art festival rises, from the ashes of last year's rave reviews and broken box-office records to produce yet another string of superlatives. And it is here, beneath the Greek temples of Carlton Hill – Edinburgh's acropolis – that the Scottish parliament sits again after a 300-year absence.

However, Edinburgh is also Auld Reekie, an altogether earthier place that flicks an impudent finger at the pretensions of the literati. It is a city of loud, crowded pubs and decadent restaurants, late-night drinking and all-night parties, beer-fuelled poets and comedians of every kind.

So much to see and so much to do! With so many sides to its personality, Edinburgh is a city you will want to visit again and again, savouring a different experience each time – the castle silhouetted against a blue spring sky; the Royal Mile with its fine buildings and shops; and festival fireworks crackling in the night sky above Princess Street Gardens.

Edinburgh, here we come!



Dr. François Duforez, recipient of the 2012 EBIA Award

Since 2007, there is a partnership between the European Sleep Center (ESC) and UFL (Association Pour la Literie – *French bedding association*) with the objective to elaborate clinical and epidemiological studies on the relation of consumers, their sleep and their new qualitative bedding.

Following common studies have been carried out:

2007 : Epidemiological study "The French & their bedding"

2008 : Clinical study "Actilit" advantages of new bedding vs 10-year old bedding

2009 : Epidemiological studies "juniors" & "seniors" and comparative (juniors/seniors)¹

2010 : Clinical study "Actimuscle"

Dr François Duforez and his team are the permanent interlocutors of UFL and APL (Association pour la promotion de la literie – *French Association for the Promotion of Bedding*).

Since 2007, François Duforez is the privileged interlocutor UFL and APL; he meets with doctors (GPs, rheumatologists, physical therapists, ergonomists, ...) and has also set up a partnership with the team of the navigator JP. Dick. During his public discussion on sleep (general press and television) he systematically highlights the common studies of ESC/Hôtel Dieu/APL and the **inseparable relation between qualitative bedding and quality sleep**, with the sole benefice for the consumer a tonic wake-up and full energy and dynamism for the day.



Activities

Business & Technical Matters

End-of-Life & Recycling

Of late, recycling is becoming an actual alternative for incineration with subsequent energy recuperation at the end-of-life stage of certain post consumer goods, including mattresses. This is induced by the growing environmental awareness & concern at all levels of society in the context of sustainable development and the tendency in the EU to progressively banish landfill as a viable option for waste disposal. Of late, the issue has also been high on the agenda of policy makers in the US, where several related bills have been introduced by legislators in Rhode Island, Connecticut and even California, that would require the mattress industry to develop & operate an "extended producer responsibility" (EPR) programme for discarded mattresses.

Evidently, the European mattress industry and EBIA are closely following the developments at EU level in this regard to insure that our industry's legitimate interests are not harmed by any presently available solution for waste disposal. EBIA's Technical Committee members and certain producers have recently paid a visit to RetourMatras, a mattress dismantling company in The Netherlands, to get acquainted and evaluate the pros & cons of the offered solution (<http://www.retourmatras.nl/index.php/retourmatras>). As a result of an ad-hoc meeting of the recycling working group, EBIA is presently also elaborating a state-of-the-art end-of-life document which should shed additional light on the available options and discuss their merits.

The EU mattress & bedding industries' highest priority is and remains the health, comfort & well-being of its customers. Being fully environmentally conscious and concerned with manu-

facturing products with an ever lower environmental footprint, the industry nevertheless also wishes to stress that sustainable development is founded on 3 carrying & inseparable pillars, of which the other two – namely economic and social – are just as important. It is therefore essential for all stakeholders to discuss in detail the available proposals and options in order to find the best possible solution for ensuring the stability of our industry segment, for providing an impetus to job security and for creating a lasting healthy environment for generations to come.

EBIA's ad-hoc Working Group on End-of-Life/New Mattress Recycling study

Members of the WG – F Verschuere, J-P De Kesel, J Alexander, J-A Gonzalez, H Jurrius & E Varga – met in Brussels on 4th April to shed light and discuss

the various aspects and implications for our industry that surround the mattress recycling issue & analyse existing alternatives and approaches.

A first concrete result of the meeting was an agreement on the necessity to conduct a focused study on available E-o-L options and their ins & outs. Based on the comparative study's objective findings, it is the WG's aim to come up with an up-to-date, balanced and thoughtful recommendation for both the mattress industry & authorities and legislators involved in the matter.

Flammability

Generally speaking, the past year has been relatively calm as regards the fire issue. Recently, however, the Dutch mattress & furniture association has again been approached by the media in connection with a fire with fatal consequences in an apartment in Amsterdam. The basic question of the journalists is always the same: should furniture & mattresses contain fire retardants?

The position of the Dutch federation remains consequently the same: at present it is not yet clear what potential health & environmental hazards the use of FRs could bring about. Therefore, it is too early to give a clear advice to manufacturers in this regard. With respect to the possibility of related legislation at national level, the authorities should very well weigh the possible decline – through the use of FRs - of the already low percentage of fire casualties with mattresses versus the potential health & environmental risks of FRs in the longer run.

EC's Eco-label for mattresses

Flammability & the possible use of FRs is also one of the most debated topics in the process of revision of the existing Eco-label criteria for bed mattresses. As

a reminder: the EU Eco-label remains a voluntary scheme regulated by the European Commission, which is basically put in place to distinguish environmentally beneficial products and services.

The EC insists on establishing strong & severe label criteria for a relevant product group, designed to theoretically apply to only the "best" 10-20% of products in terms of environmental performance – making it clear that what they have in fact in mind is 'a quality label'. At present, only two companies have yet applied for the Eco-label. Well-defined restrictions in the new criteria apply to residual heavy metals, pigments & dyes, biocides and flame retardants.

As regards the latter product group, only reactive flame retardants are permissible. All additive flame retardants are excluded by default.

Another important aspect of the label is its positioning in the context of GPP (Green public Procurement) – a process whereby public authorities seek to procure goods, services and works with a reduced environmental impact. Whereas procurers are not allowed to demand that a product carries an Eco-label, they may require that the label criteria must be met and the Eco-label is used as a proof thereof (important for the UK market!). GPP for mattresses is mainly relevant for hospitals, prisons and the army.

EBIA's TC members present in the Eco-label meetings report that the input from the European mattress industry was genuinely appreciated by the EC officials in charge. The Commission will now sum up all information and present a final proposal.

The next AHWG meeting will be held on 24th September 2012 in Brussels and the finalization of the new Mattresses Eco-label is foreseen for November 2012.

Supplier Council

EBIA 9th Supplier's Council held in Brussels on 27th June was a well attended and animated meeting in which the industry and the association's associated members exchanged fresh information on a wide array of topics of mutual interest and discussed salient points for further strengthening future co-operation in the ranks of our industry segment.

The next meeting is planned for June 2013 (exact date will be communicated by the secretariat in due time).

Statistics 2011

EBIA's annual mattresses statistics survey has been completed and the related analysis will be presented & commented at the General Assembly in Edinburgh.

EBIA Award 2012

In line with the adopted procedure, EBIA's Board has chosen the two finalists for the 6th EBIA Award from a list of nominees provided to our secretariat by the member national associations. The voting procedure was closed on 16th July and the secretariat wishes to thank all members who have returned their ballots in a timely fashion, allowing us to finalise all required steps.

Meetings

EBIA's Board of Directors held meetings in Brussels on 29th February and 20th June. The Technical Committee was in reunion on 13th December 2011 and in spring 2012.

Country Reports



APL and UFL continue to work on the enhancement of bedding to the public and prescribers. Since the beginning of the year, two new important bedding specialists have joined the association, which now includes eight brand manufacturers, 15 chained retailers (1450 stores in France) and 14 associated suppliers.

Consumer communication

12th "Sleeping Day"

This year the "Sleeping Village" was installed at the Place de la Bastille in Paris. The sun was on our side and helped to organise large siestas in the afternoon. The stand 'infoliterie.com' provided information and animations highlighting the benefits of a bedding system of 2 by 2 meters.

New Communication

A new agency was chosen to manage the association's advertising and communication. Two "cross media" campaigns focussing on the need to change bedding at least every 10 years were launched late 2011 and in June 2012. Three new press releases are (and will again be) published in "general public" magazines and also several radio messages were heard on national radios (France Inter & Europe1).



www.journeedusommeil.org



www.infoliterie.com

The website infoliterie.com is now 3 years old Its content is (too) overwhelming, but the habits of internet users have changed. It was therefore necessary to renew it completely. The company Visual Link will design the new site which will be online in September. This new site will obviously be optimized for smart phones and tablets.

Infoliterie.com and facebook

The Facebook page "I love my bed" created a year ago has 78.000 fans. In the opinion of experts this is an exceptional performance (the average number of fans for business pages is only 7429!). It is very important to have lots of people thinking and talking about "bedding"!.



Health

Sleep & Width

The results of a new original study conducted in collaboration with Prof Damien Léger and the European Sleep Center "Acticouple" were presented at a press conference in January.

The study demonstrates that a bed of 160 x 200 vs the traditional size 140 x 190 in France, considerably improves the sleep quality and provides significant reduction of micro awakenings.

The consumer benefits from a substantially increased dynamic and fit feeling throughout the day. This study also revealed unexpected sociological aspects in a majority of couples.

Sleep and Performance

Jean Pierre Dick was voted "Sailor of the Year" after having won all races in 2011. He recognizes that the mattress developed by APL for his boat Virbac-Paprec 3 contributes to his success. Sleep quality is essential, especially if it is very short as is the case during a boat race. A new special mattress is being realised for the next "Vendée-Globe Race" around the world starting in November.



Country Reports



Germany

German Mattress Market

For the German mattress industry the first quarter of 2012 shows significant shifts in the various technologies compared with the same period in 2011. Encouraging growths in double digits for foam and TFK face serious losses in the double digits at the same time - the most severe for latex.

In detail, foam shows an increase of more than 10% in revenues and approximately 3% in sales, which might be interpreted as a sign that the progressive decline of mattress' prices has come to an end.

TFK registered an even more significant growth: although in terms of market share, the importance of pocket springs is much lower than that of foam mattresses, an increase of about 30% in both revenue and sales is remarkable.

Truly dramatic declines for latex suggest that this technology is on its way to become a niche product in the German market.

Our general conclusions of the described facts are as follows:

Foam mattresses remain a popular technology and with a dominant share of the total market of more than three-quarters the favourite product of German consumers. There may be several explanations why turnover has improved slightly more than sales:

- Since crude oil is the main resource for the production of foam mattresses and the price of oil has increased substantially, this trend partly also reflects in the mattress price. Foam mattresses have become slightly more expensive compared to last year.
- In view of the tendency for a solid economic situation in Germany, con-

sumers seem to be willing to invest more money in a foam mattress.

- The overall trend might lead towards purchase of products of higher quality.

The situation for the different types of spring mattresses is inconsistent: for the superior barrel pocket springs achieved a significant increase in market share in double-digit percentage, while Bonnell lost market share. The following interpretations seem likely:

- Barrel pocket spring can maintain its position in the market due to its quality
- Since boxspring beds are not recorded separately in the statistics, the trend towards these sleep systems in the German market becomes apparent also through the figures for pocket springs.
- Bonnell as price entry-level may be acceptable as bed base for boxsprings but in the segment of basic mattresses the price aware consumer significantly prefers foam instead of bonnell mattresses.
- The increasing demand of consumers for quality and value is noticeable in this segment, too.

Latex mattresses are more and more becoming a niche product in Germany:

- Some customer requests that reached us have shown that latex is not available everywhere. Even the consumer who asks actively for latex sometimes gets switched over to other technologies, because in retail latex is no longer easily available.
- Sales declined even more than revenue. One good news is that apparently at least a price stability could be obtained, the bad news is that the sales problem makes the virulence of the issue even clearer and at the same time even more difficult to solve.

From the developments described above results an increase for the **total market** in almost double-digit for rev-

enue and about 3% for sales compared to the same period of the previous year. We think that consumers want to be informed about the benefits of quality sleep systems, and also experience it when purchasing a new mattress. In the situation of a comparatively stable economic development in Germany, consumers are increasingly willing to invest into the quality of their sleep comfort. The German Bedding Association sees it as a positive trend that the sale of mattresses only by price hopefully might finally be replaced by other arguments and instead a competition on quality is about to begin.

Important Topics for the German Mattress Association

After the turbulent news that the "Bundeskartellamt" (Federal Cartel Office) initiated investigations against several industry producers and retailers in summer 2011 compliance has become a very important issue for the whole mattress business, causing some companies to strongly change their politics and behaviour. That is why the German Mattress Association developed its own compliance directive with the assistance of specialized lawyers. This directive was adopted by all members at the latest general assembly and will form the basis of all further activities of the Association.

The use of flame retardants is an important issue for the German association as we know that German consumers do not wish to have any added chemicals in their mattresses for the reason of fire protection. That is why it is of great importance for the German association to observe the developments in connection with the revision of the EU Eco-label criteria for bed mattresses. At the first meeting that took place on February 23rd, consumer organizations announced to present studies to underline the dangers of flame retardants in the next meeting. The German association attaches great importance to EBIA

following the further development of the revision of the EU Eco-label criteria on mattresses.

Concerning the end-of-life and recycling issue the German Association is aware of the importance of the topic and is working to prepare various approaches.

The international furniture fair IMM Cologne is the main fair for the German Mattress Association. In co-operation between KoelnMesse and German Mattress Association the exhibition hall for Sleep developed into a successful concept that everyone wants to participate. Although the next IMM Cologne will take place from 14 to 20

January 2013, the Sleep-Hall is already fully booked now. The traditional business party meet@sleep will take place on Tuesday, 15 January 2013. All representatives of the industry are cordially invited.



Italy

Market picture

For the second year in a row the market has slowed down both in value (-4,7%) and in volume (-6,7%), although the overall furniture channel shows an even worse percentage.

This is due to the fact that end-consumers are paying more and more attention to the mattress as an item representing a pleasure and an essential need.

The organised distribution seems to be losing market share compared to independent furniture and specialized shops, in which the final user expects to find more trained sales personnel.

As per the different product technologies it must be said that PUR, and all of its declensions, is continuing to gain share in the middle and high-end segment of the market, because a lot of producers are investing in developing new combinations of different polyurethanes so to have a wider and complete offer to propose to the dealers. It is also necessary to say, given that this technology does not have substantial and considerable entry barriers, nowadays it is possible to find foam mattresses at any price and at any point of sales.

For sure memory-foam mattresses are believed to be better quality products thanks to their thermo-sensitive fea-

tures, but should organised distribution channels start emphasizing this kind of products, then it is likely that PUR mattresses will be treated like latex ones.

Anyway PUR is still going up in the so-called life cycle curve, and consequently it will probably be a leading technology for the years to come.

Latex keeps on loosing appeal towards retailers, who prefer to push alternative items such as PUR or pocket spring mattresses. Furthermore the constant increase of raw material prices and the lack of possibilities of upgrading significantly latex itself, make this product less interesting than before.

On the other hand latex, although there is a little bit of confusion about this word, is still considered to be a quality mattress by the final users, and for this reason the two major companies marketing and selling their products through TV prefer pushing and promoting latex products together with electrical slat bases. However, TV sales are not running as well as they used to be over the past 10 years.

Spring still remain the most widespread technology thanks to low production and raw material costs. This product is estimated to represent nearly 50% of the market, and this percentage seems to be remain quite stable over the years.

Due to the availability of new independent sprung cores, a few reliable and well-positioned manufacturers are focussing on launching and promoting pocketed coil mattresses on the top-end market, so as to make their brands even more recognisable and recognised by this particular product novelty.

Market Survey

During 2011 the Italian Bedding Association (Gruppo Sistemi per Dormire) carried out a market survey in order to identify:

- a) The basic elements of the bedding sector;
- b) The main actors of the bedding sector;
- c) The end-user's behaviour.

First of all focus groups were co-ordinated in 4 different cities (Milano, Padova, Roma and Catania) and the aim was to investigate 3 key areas:

1. The sleeping analysis;
2. The bedding components;
3. The evaluation of main factors which influence decision-makers.

Conclusion of the focus groups

Everyone tends to keep the same habit built during the years before getting to sleep.

The most common bedding compo-

Country Reports

nents are slat bases and spring mattress, even though there is a tendency towards memory foam mattresses rather than latex.

Given that the market is very fragmented, final users have no remarkable knowledge of the market as a whole, although the last few months new blogs and forums about the bedding channel came up.

It was also highlighted that there is lack of communication, advertising and marketing campaigns by the manufacturers; consequently the focus groups' member underline the need for a reliable and trustworthy entity able to offer the consumers impartial judgement on various ranges of products, on the latest technology developments and useful instructions.

In their opinion the ideal mattress should be made of natural fibres, be long-lasting, performing, good-looking and have a correct quality-price ratio.

The second survey was carried out by means of 1600 telephone interviews with consumers who bought or intended to buy a mattress in the following months.

In their opinion, even if the mattress is a crucial part of the bedding components, huge importance is given to the base and the pillow as well. They also associate thickness to a good quality mattress and another key aspect is a long-lasting warranty.

It was also demonstrated that consumers tend to pay much attention to the price, but this is not the one and only element, because the process is also influenced by the possibility of testing the product. As such sales personnel plays a decisive role.

The point of sales is not a key factor, but the specialised shops are believed to be the most reliable, and as an alternative consumers prefer visiting furniture shops.

The last study explored the dealers' world, and what they said is rather positive, because they do believe that, despite the crisis period, the following years will be far better, thanks to growing interest in wellness and in the mattress sector's novelties; they also feel that internet sales are rapidly increasing, even though this is marginal compared to traditional sales.

In their opinion both memory foam and pocketed coil will be growing fast, whilst traditional spring and latex mattresses will drop; they reckon the consumers pay attention to warranty, to products manufactured by Italian companies and the opportunity of testing the mattress.

Usually 3 mattresses out of 4 are purchased as part of a package (bases and pillows).




Spain

The undergoing structural adjustment: a drag on private consumption

Within an extremely difficult economic context, Spain faces a deep structural adjustment process with unavoidable huge negative effects among households in terms of private consumption. Furthermore, the correction of current imbalances brought back a sustainable path which will continue affecting domestic demand adversely over the next years.

Private consumption is being particularly weak in 2012, due to the persistent decline of households' disposable income as a result of rising unemployment, slower wage growth and an increase in income taxes, combined with a larger



Según Asocama, las alergias restan calidad al sueño


- Según el Primer Estudio sobre el sueño en España, ASOCAMA recomienda colchón y almohada de reparación y pillar las alergias.

Madrid - 24 de febrero de 2012. Según concluyen los datos de las encuestas, además de las unidades de colchón y almohada, los usuarios también valoran el tipo de tejido de la habitación. El estudio de la población un 60% algo más negativo respecto al...

Por otro lado, según los resultados se observa un aumento de que para los no alérgicos es un 10% más los alérgicos que le renta a solo el 5% de los usuarios, y que prácticamente...

Ante todo esto, Asocama aconseja a los usuarios en materia de higiene personal, usar ropa de dormir, lavar la ropa de cama y evitar el uso de productos que puedan irritar la piel.


Las alergias son uno de los factores más importantes que influyen en la calidad del sueño.



Un sueño reparador, el mejor tratamiento de belleza

- La belleza está directamente relacionada con la cantidad y la calidad del sueño.
- Un sueño de baja calidad favorece la aparición de ojeras, ojos hinchados, así como el enrojecimiento de la piel y que se resquebrajen más las arrugas de expresión.
- ASOCAMA recomienda mantener el equipo de descanso (base, colchón y almohada) en perfecto estado para gozar de un descanso reparador.

Madrid - 12 de junio de 2012. El dormir bien aporta multitud de beneficios a nuestro organismo entre ellos algunos que afectan directamente a nuestro aspecto físico de tal modo que una imagen saludable depende directamente de la cantidad y calidad de nuestras horas de sueño.



La calidad del sueño, clave para el rendimiento laboral

- Un sueño de baja calidad conlleva una disminución del rendimiento laboral.
- Las consecuencias más notables son la dificultad para tomar decisiones, problemas para retener la información y hostilidad hacia los compañeros.
- ASOCAMA recomienda mantener el equipo de descanso (base, colchón y almohada) en perfecto estado para gozar de un sueño reparador.

Madrid - 10 de marzo de 2012. La calidad del sueño está directamente relacionada con el rendimiento laboral. Según un estudio realizado por el Better Sleep Council (BSC) la falta de sueño se traduce en una disminución del rendimiento laboral. Este trabajo señala que no sólo la cantidad de horas de sueño influye en la calidad del trabajo sino que una baja calidad...

household debt level and the ever-increasing binding credit constraint.

ASOCAMA's Communication Activities

With this situation, ASOCAMA continued in 2012 the 2011 strategy targeting on different communication activities with the overarching goal of boosting private consumption and reinforcing the message of in previous years on the need of renovating the bedding set over a maximum period of 10 years.

Our Association thus carried out a four-month campaign consisting of full colour page ads in some of the most important Spanish newspapers and women magazines. It was addressed to the general public (some 40 million people) but with a special focus on housewives (representing approximately 17 million women). The coverage goals were broadly achieved, as the campaign reached about 19,5% of the entire population and 26,5% of the targeted public.

Besides, ASOCAMA has published different press releases and participated in a number of radio interviews throughout 2011 and 2012. It is also foreseen to develop a in-depth update process of the Association's website aiming at making it more user-friendly and improving its contents, in order to serve as a useful tool for potential costumers considering the purchase of a bedding product.

Press & Magazines Advertising Campaign

Key message and reason why:

- Mattress with 10 years is like having no mattress.
- Hygiene and health.

More than 9 million impacts on target in the leading woman's magazines

Press releases & interviews

Website

- Improvements in SEO, usability and content.
- Focus on health benefits & clarifying doubts.



Si tu colchón tiene más de 10 años, no tienes colchón.

Con el tiempo, los componentes que integran tu colchón pierden sus propiedades y por tanto sus cualidades. Algunas de ellas, como la firmeza y el confort, son obviamente más notables, otras, como la higiene o la acumulación de ácaros, hongos y bacterias, no. Por ello, y porque además tus necesidades de descanso han podido también modificarse, a los diez años no lo dudes, cambia tu colchón.



Asocama
Porque durmiendo bien, vivirás mejor.

ASOCAMA, fundada en 1985, es la Asociación Española de fabricantes de equipos de descanso. Entre sus objetivos figura el velar por la calidad y contribuir a la mejora de la cultura del descanso.

www.asocama.es



Dormir bien es vivir mejor



Consejos para un sueño de calidad

Guía de productos

¿Necesitas cambiar de equipo de descanso?

No te fies...

FAQ

Estudios

Sala de prensa

Campañas

¿Quiénes somos?

Recuerda siempre que... pasados 10 años ningún colchón conserva sus cualidades originales, por lo que debe ser sustituido.

Compra tu colchón en un punto de venta especializado, es una garantía de calidad.

Todos los colchones cuentan con la garantía europea obligatoria de dos años.*

Country Reports



United Kingdom

The NBF looks backwards & forwards in 2012

The National Bed Federation's State of Trade surveys of members, conducted every four months, continue to reflect a tough trading market where the overriding problem is simply that consumers are not going out and shopping as much as they did. Consumer research (GfK NOP) indicated a small drop in the domestic market of -1% by value. The autumn of 2011 (September to December, traditionally a better trading period) was tougher than expected with more companies seeing turnover drop, costs rise, profit margins fall than rise. What business is being gained in the market is at the expense of margins – again, reflected in the GfK NOP research, which

showed that the value share of sales of double beds over £800 (retail price) had fallen from 16% 2010 to 10% in 2011; and for King size beds (over 150cm wide) from 23% to 12%. The only product sector to show any significant increases was the sale of mattresses only (up from 34% in 2010 to 38% in 2011 by volume); sales of bedsteads with mattresses have declined from 21% in 2007 to just 11% in 2012 - another indicator that consumers are hanging on to existing beds/bedsteads rather than replacing the whole bed.


However, against expectations, NBF members reported that the first months of 2012 were better, with the balance reversing to much more positive results. Outlook is cautious however – the economic climate remains very uncertain and customer confidence remains very weak and volatile. It remains to be seen

whether the summer of events – the Jubilee, the Olympics etc or the weather – help or hinder sales

Against this climate, the National Bed Federation has embarked on an ambitious new educational campaign with the aim of reducing the bed replacement cycle to nearer seven years rather than the current 10. It has been estimated that even reducing the replacement cycle by one year would result in a 15% increase in beds sales – worth around £166m. We have called the campaign the Seven Year Hitch – because the message is that even if your bed looks OK it may not still be helping you achieve the best possible night's sleep – which should of course be everyone's goal as we now know so much more about how sleep impacts on all aspects of our physical and mental health, performance and wellbeing.


DANGERS OF SEVEN YEAR HITCH SHOCK PUBLIC.

For vital information visit:
www.sleepbiz.co.uk/7yearhitch

The seven year hitch 
The Sleep Council

CURE FOR SEVEN YEAR HITCH ABOUT TO SWEEP NATION.

For vital information visit:
www.sleepbiz.co.uk/7yearhitch

The seven year hitch 
The Sleep Council

A barrage of tactics is being developed to tackle this objective, which will primarily be communicated through the NBF's consumer education arm, The Sleep Council. At the start of the year we launched a series of on-line 'sleep Patrol' videos, a fun i-Phone app, UrKnackered, and our first national press advertising campaign in almost 10 years, with adverts in Sunday papers in January and March – and a leaflet insert in Good Housekeeping magazine in the early autumn. As well as consumer awareness of the message we are also aware of the importance of getting that the trade as a whole – both in the UK and internationally – to also embrace the seven year replacement message and we have been making presentations to key retailers, and of course to colleagues in EBIA and also ISPA in the USA. It is being well received.

The message is also featured strongly in our ongoing PR and developing social media activity (on Facebook, Twit-

ter, LinkedIn etc). Our annual National Bed Month promotion in March included a lesson plan for 8-11 year olds, with simple sleep and bed messaging and projects for them to learn and take back home. In August, with a nod to the Queen's Jubilee year - we will be revealing results of a survey comparing the difference between sleep habits now and those of 60 years ago. And in the autumn, for this year's National Sleep In Day promotion (the day the clocks go back), we will be focusing on online activity, creating an interactive virtual bedroom online illustrating how to achieve the Perfect Sleep Environment.

The Sleep Council regularly achieves more than 600 items of press coverage on line and in print press and takes part in 100s of radio interviews and the occasional TV programme too.

Further, related, future projects include the development of educational aids for sales staff; and of course tackling

the challenging issue of responsible disposal and recycling of old beds and mattresses.

The NBF's trade exhibition, The Bed Show, is now in its third year and continues to be a huge success. The event was Highly Commended at the Trade Association Forum Best Practice Awards, for Event of the Year. Open only to NBF members to exhibit, the event has helped raise awareness of the NBF and increase membership. We have also introduced annual industry awards for best bed retailers, manufacturer and suppliers, which are presented at a gala dinner held during the show. This year five awards will be presented (with three retail awards for independent, multiple and e-tailers). The first year's winners were: Hypnos for Bed Manufacturer of the Year; John Cotton for Bed Supplier of the Year; John Lewis Partnership for Multiple Bed Retailer of the Year; and Beaumont Beds for Independent Bed Retailer of the Year.



2012 has also seen the NBF reach the milestone of 100 years and this has been celebrated with a Centenary Ball attended by c. 200 members past and present and the publication of a book charting its history, *Bed Times* (copies are available on request).



Welcome to Budapest and EBIA's 2013 General Assembly !

The inviting & monumental historic city of Budapest will host EBIA's 14th General Assembly on 12th and 13th September 2013. A city that has developed throughout the centuries on both banks of the "blue" Danube and where Old Buda is connected to ever expanding Pest by the monumental Chain Bridge or Láncfíd.

Budapest is broad boulevards, hidden squares, spicy food, ships on the Danube, violin & folk music, rich museums that bear lasting memories of both joyous and tragic times in Hungarian history...

EBIA's team genuinely looks forward to meeting you all again at this traditional annual reunion on a unique spot!

