



Welcome to romantic Rome!

The charming historic capital of Italy will be the host of EBIA's 16th General Assembly, to be held on 10th & 11th September 2015.

Rome, "the eternal city", is literally eternal. It has endured for over 2.700 years, with an ambiance like no other. Embedded in centuries of history and culture, it is Italy's capital and largest city, offering in fact far too much to see in one single visit. In this city a phenomenal concentration of history, legend and monuments co-exists with an equally fascinating concentration of people busily going about their everyday life.

A cordial welcome to all EBIA members!




 The logo for EBIA (European Bedding Industries' Association) features a stylized green wave above the letters 'EBIA' in a bold, dark blue sans-serif font.

European Bedding Industries' Association

NewsMagazine



A tale of two cities

When somebody recently asked me how the business was doing and how I looked at the state and shape of the bedding business overall, I spontaneously had to think of the famous opening sentence of the book "A Tale of two cities" by Charles Dickens. I guess most of you will be familiar with this well known phrase: "It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, ... it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us"

I believe these words fully apply to our bedding business today.

There are certainly a lot of issues and challenges we need to tackle as an industry and we continue to face an economical climate that remains very fragile. On top of that we are experiencing a truly new economy – a world where the rate of change is so fast that it seems like a blur. Every dimension of business behaviour is being challenged to its core. Our business can no longer be sustained by the old rules of mass production, segmented pricing and stable organisations. We have never been confronted with so many uncertainties. So - in this sense - we may be experiencing the worst of times.

In this new world, however, knowledge, imagination, and adaptability can provide a new competitive edge, as we can build permeable networks of business relationships with suppliers, distributors, employees and even competitors.



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Content marketing offers another way to get invited again to the party. Although a concept that some people may regard as New Age, it is really as old as the village bazaar. It is about relationship and trust; it is about suppliers and customers forming bonds that spring from mutual dependencies and shared interests. It is about a business really listening to their customers and endeavouring to deliver the goods and services that customers really need and want. It is about customers returning the favour by offering the chance to do business with them.

Innovation also remains one of the major challenges and therefore opportunities for our Industry. Growth, powered by innovation, is not only determined by our ability to stay ahead of the game as the product champion in our business, but also requires us to continually re-invent ourselves, in order to deliver state-of-art solutions for our customers. Product leadership remains crucial, but breakthrough innovation is above all about moving beyond the box.

It is a mindset. It is about feeling comfortable outside of our normal comfort zone and daring to question ourselves, to re-think outside the box.

It goes without saying that in this new economy we have more opportunities than ever before to think ahead of our competition, to talk again the language of our customers and to create value we and our customers couldn't think of nor imagine before. Current technologies and new consumer habits and behaviour offer numerous opportunities to make a real difference.

It is only up to us to leave our comfort zone and to exploit these opportunities, to just do it. Doesn't this sound like the best of times?

Frank Verschuere
EBIA President

European Bedding Industry in Budapest: 14th General Assembly

The beautiful metropolis on the Danube was the charming host for the large number of EBIA's guests participating in the traditional 2014 annual meeting. The classy and well-situated Kempinski Hotel provided both comfortable accommodation & spacious and excellent meeting facilities. The rich and interesting social programme, together with the memorable Gala dinner at the renowned Gundel restaurant additionally contributed to the success of the event, much to the satisfaction of the organisers.

EBIA President Frank Verschuere opened the reunion in underlining that although the European economic crisis ceased making headlines, it still grinds on. Even if the news was somewhat more positive recently, the actual mix of urgency, the ever increasing rate of change and the overall uncertainty will probably remain the norm even after the recession ends. Nevertheless, as business leaders we may not hunker down, but must face the multiple challenges with a fresh and positive spirit. Though we are experiencing difficult times for our businesses, with more questions on our minds than ever before, we should at the same time realize that there have never been so many exciting opportunities still untapped today. As real entrepreneurs, we therefore have to assume our responsibilities for our own sake and that of our industry.





Guest speaker presentations

- US Mattress Industry Trends and Developments, by Ryan Trainer, ISPA
- The Fine Art of Success, by Jamie Anderson, Connected Visions
- The French Recycling Bedding Scheme, by Dominique Mignon, Eco-mobilier
- Mattress Recycling : Threat or Opportunity?, by Ward Dupont, Empa Consult

Gala Dinner & Attribution the EBIA Award

The exceptional Elisabeth ball room at the famous Gundel restaurant was the unforgettable setting for a buzzing evening, accompanied by the animating musical sounds of the authentic Hungarian Lugosi Gypsy band.

During the dinner, the 2013 EBIA Award was attributed to Kathleen McGrath, a prominent and widely respected UK nurse in the field of sleep. With this distinction, EBIA wants to recognize Kathleen's tireless dedication to sleep quality and her bridge-building efforts with the bedding industry in Europe.



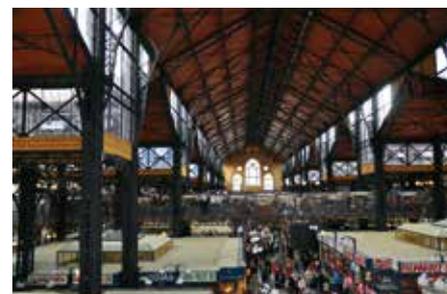
J Alexander accepts the Award in the name of K McGrath

Closure of the two-day meeting and press conference

Frank Verschuere closed EBIA's General Assembly in Budapest by thanking all participants for their appreciated attendance and support to our European organization. In thanking EBIA's management team for the successful organization of this year's event, he cordially invited all EBIA affiliates to come together again in September 2014 in beautiful St. Petersburg, Russia, for the 15th General Assembly of EBIA.

Companions' Programme

During the Friday morning the companions paid a visit to St. Stephen's Basilica and the Central Market Hall.



Friday afternoon excursion

The Budapest City Tour included visits to Matthias Church and Fisherman's Bastion.

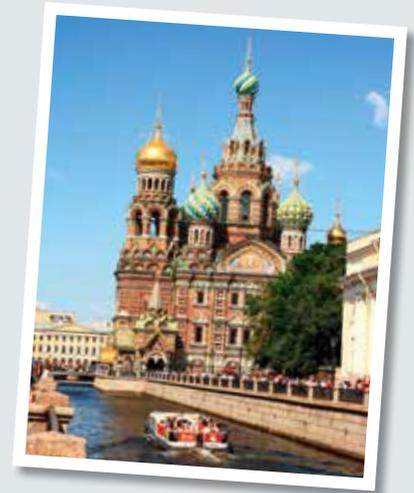




St. Petersburg, “Window on the West”

Russia is the world’s largest country, covering an area of 17.4 million km². Situated in its north-west corner, St. Petersburg is Russia’s second city, with a population of just under 5 million. Once Russia’s capital, the city was built on the marshy lands where the Neva river joins the Gulf of Finland.

From the pre-revolutionary grandeur of the Hermitage to the ubiquitous reminders of the country’s Soviet period, St. Petersburg is a city where eras and architectural styles, collide. Blessed with some of the world’s most magnificent skylines, the city has been the inspiration for many of Russia’s greatest writers, from Gogol to Dostoevsky. Known throughout the country as “The Venice of the North”, Russia’s second city is a place of wonder and enigma, of “White Nights” and long, freezing winters.



Dr Helmut Mälzer, Winner of the 2014 EBIA Award

Helmut Mälzer is a specialist in orthopaedics and accident surgery, and Vice President of the German Professional association of Orthopaedics & Trauma Surgery. He is also member of various medical associations and one of the very few who permanently use their competence and their expertise towards the media, to draw public attention to the healthy & benevolent influence of a good mattress on improving the overall quality of sleep.

EBIA honours Dr. Mälzer for his dedicated efforts to explain the crucial importance of changing a mattress after a life time of 8-10 years and stressing that sleeping on a worn mattress can cause back problems – problems that can generally be solved with a new, state-of-the-art mattress and bedding system.



Activities

Business & Technical matters

End-of-Life of Mattresses

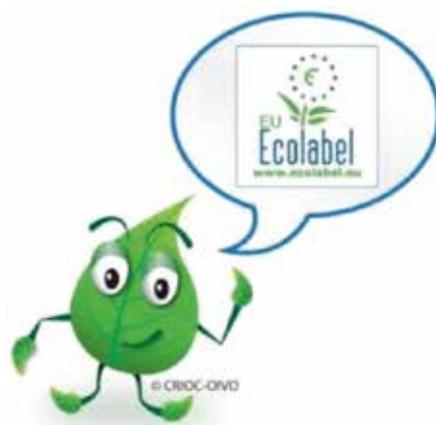
EBIA's related study presented at last year's GA in Budapest materialised in a position paper on this issue. More information was given in St Petersburg.

New EBIA Website

Following an approval by EBIA's Board a new concept of the website was developed and finalised over the past months. The attractive result was shown during the GA.

Eco-label

In the last EU ECO-label Board meeting the participants were informed that the final vote on the revision of criteria for bed mattresses is quite dependant of the textiles vote and that the document could be ready for voting in November if the related textiles document is ready by November too (apparently this was not the case).



Denmark asked whether the criterion on "dyes and inks" is relevant for foams as well, to which the answer was affirmative. In addition, Norway noted that "metal complex dyes" are allowed for dyeing wool, but proposed to exclude them from bed mattresses, as they are only necessary if one wants to have specific colours (e.g. black), which should be generally avoided in bed mattresses and hence proposes their exclusion. Generally, Norway also favours a ban on biocides.

The ECO-label Board supported Norway regarding the exclusion of "metal complex dyes", as it considers that one can be stricter for dyes in bed mattress-

es than in textiles, taking into account that the range of colours is assumed to be lower. Also, the Board considers that derogations foreseen for flame retardants are not acceptable, as for bed mattresses there are other solutions available to achieve fire retardancy by other means (combination of wool, coconut fibres etc.) and that the legislation in place does not oblige the use of flame retardants, but only prescribes a certain level of fire retardancy.

To be continued...

Biocidal Products Directive – Treated Articles and Labelling Requirement

The Biocidal Products Regulation (BPR) entered into force on 1st September 2013 and replaced the Biocidal Products Directive (BPD).

The regulation concerns the placing on the market and use of biocidal products, which are used to protect humans, animals, materials or articles against harmful organisms like pests or bacteria, by the action of the active substances contained in the biocidal product.

Activities

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The new Regulation will remedy a number of weaknesses that were identified during the 11 years of implementation of the current Directive.

One new element to the Regulation is the provisions concerning articles treated with biocides.

The new Regulation contains provisions which apply not only to biocidal products but also to all articles, which have been treated or incorporate a biocidal product.

In particular, articles can only be treated with active substances which have been approved in the EU for that purpose. This is a significant change to the current regime, where articles imported from third countries could be treated with substances not allowed in the EU.

Additionally, the new Regulation requires manufacturers and importers of treated articles to label these when:

1. A claim is made that the treated article has biocidal properties;
2. The conditions of the approval of the active substance used to treat the article require specific labelling provisions to protect public health or the environment.

Last but not least, like under REACH, the Regulation provides for consumers the possibility to request from the supplier of a treated article information on the biocidal treatment of the treated article. This information shall be provided within 45 days and free of charge.

Origin Marking – “Made In”

The 28 Deputy Permanent representatives (COREPER) met 15 November 2013 to decide whether the Lithuanian Presidency will obtain the mandate for negotiating with the EU Parliament. The most difficult point of the discussion was Art. 7 on origin marking. Several member states have in fact proposed to exclude Art. 7 from the negotiation, preferring to try to reach an agreement at a later stage. However, Italy and France – supported by Spain, Portugal & Greece - have decided to strongly object to this proposal. If the current Presidency does not obtain a full mandate to negotiate the dossier, then Italy and France will use the “minority blocking clause” in order to stop the negotiation on the entire dossier.

Present status of the matter: the entire negotiation has been postponed till a later date, probably to be reopened as soon as Greece (and thereafter Italy) takes over the Presidency – their favourable position on the necessity of a strict origin marking

procedure possibly giving a new impetus to the issue. A “Made In Alliance Paper” has meanwhile been developed by the countries in favour and has obtained the support of several European Industry associations. Scope of the paper in question is to support the origin marking, in order to help consumers recognize the level of product safety and to improve transparency of consumer products to the benefit of the end user. Moreover, origin marking is increasingly considered to be a key measure to foster the level playing field in international business.

Statistics 2013

EBIA's annual mattresses statistics survey has been completed and the related analysis was presented & commented at the General Assembly in St Petersburg.

EBIA Award 2014

EBIA is very pleased that the elaborated selection process has once again resulted in the nomination of the two finalists for this year's award. Many of you have cast their voting ballots for which we thank you.

Meetings

EBIA's Board of Directors met in Brussels on 26th February and 18th June.

Country Reports



Belgium

In 2013, the turnover of the Belgian bedding industry amounted to 324.4 million €. This was a decrease in turnover of -4.0% compared to 2012. The first results for 2014, however, show signs of a possible recovery. During the first quarter of 2014 turnover increased with 4.7%.

In the Belgian market for mattresses, spring mattresses have the largest market share (62.2% of the sleeping units), followed by polyurethane mattresses (24.1%) and latex mattresses (13.5%). In the Belgian market for bed bases, on the other hand, boxsprings have acquired a market share of 55.3% in volume (number of sleeping units) and 67.5% in value.

The Belgian Sleep Council continues its promotional efforts for mattresses and

bed bases. In September 2014 a completely new campaign will be launched.

A hot topic in the Belgian bedding industry is the possible introduction of an Extended Producer Responsibility (EPR) for mattresses. This would require additional efforts from the industry in the field of eco-design and recycling of end-of-life materials.

Country Reports

France

Last September, the annual "Rencontre" was the opportunity to celebrate the 10th anniversary of the APL association created by UFL in 2003. As previous years, UFL and APL organized actions and communications to make the consumer and prescribers aware of the importance of sleeping on quality and wide bedding systems.

Communication

- A major advertising Cross Media campaign – Press and Radio- took place at the end of 2013 and January 2014 (note that January is the month of the strongest sales for 2 years in France). Whether on radio or in the press, the message is the same: "Choose a wide width Bed" in order to improve comfort, quality of sleep and performance.

- As in previous years, APL participated to the 14th "sleeping day" and shows a 2.60 x 2.00 meters bed, according to our advertising campaign.

- Our website Infoliterie.com includes more draws and video in order to be more attractive.

- More than 200.000 fans are following our Facebook page.

- 40.000 Comic Strip were sent to a new list of doctors and therapists.



Promotion

- In april, a special event was organised for the first time in co-operation with 1100 stores, members of APL to highlight the 4 main reasons to choose a wide mattress and bed base; The name of this action was "I love mon lit", in relation with our Facebook page and website Infoliterie.com



Press and Health studies

Professor Damien Léger (Paris Hotel Dieu Hospital) and Doctor François Duforez (European Sleep Center) presented the results of the clinical study "teenagers and bedding" at a very successful press conference. The presence of numerous journalists showed the interest aroused by the problem of bedding in young generations.



A new clinic study about "bedding and performance" has been launched for 2014-2015.

General Assembly and "Rencontre" APL

The 2014 issue took place in Paris at the end of June. As each year, the meeting welcomed 130 participants (manufacturers, distributors, suppliers and media). The actions undertaken since September 2013, the projects 2014-2015, and the new consumer market study were presented during a 3 hours dynamic show.

Country Reports



Germany

In Germany, the economy is generally stable. Experts believe that the gross domestic product will grow by about 1.6 percent in 2014; for the following year the prognosis is even 2.4 percent. Not only the strong upward trend is to be viewed positively, but most of all the changed structure of growth. Looking at longer periods, it is evident that the recovery of the past decade does not depend on foreign trade alone, but is strongly influenced by domestic consumption and investment behavior. As well, the income of private households has increased and a nationwide legal minimum wage will be introduced in January 2015. Finally, this might lead to a further increase as the revival of consumption has been extremely weak for a long time. However, three essential external risks remain, that could thwart the positive forecasts for the second half of 2014: Crimean crisis, euro appreciation and deflation.

What is sad, however, is that the German mattress producers were not able to benefit at all from the general market situation. After a promising first quarter of 2014 and a disastrous second quarter, the market went down by around minus 3 percent in volume in the first half-year compared to the same period in 2013.

If you have a look at the market-shares of technologies, only pocket springs can celebrate a strong revival. This is maybe because on the one hand some consumers look for an alternative to foam mattresses and on the other hand boxspring beds have finally become fashionable in Germany. Latex is facing a very hard time, as well as bonnell springs. Foam mattresses decrease slightly in market share, but as the share is huge, the numbers of PU-mattresses sold less, is significant.

Important Topics for the German Mattress Association

First of all, we had a change in the German board: Mr Markus Veutgen, who left Recticel, was replaced by Mr Thomas Bußkamp from Eurocomfort Group. We are very happy that our board is a very good representation of members on the one hand and of very committed managers on the other.

Standardisations

In the past weeks and months the issue of national and international standardisations has become increasingly significant in our work as there are different projects with relevance to the mattress industry. Three different projects are being focused on by the German officials working for the European Committee for Standardisation (CEN):

- NA 062-04-37 AA - Testing of flexible cellular polymeric materials
- NA 062-05-43 GA - Joint working committee NMP/NHM: Burning behavior of textiles, textile and upholstered compounds
- NA 042-05-14 AA - Beds and mattresses

All of them will be discussed and the earliest results are expected not earlier than 2017. Our association captures the moods and opinions among the members to concentrate their interests and to get involved into the work of the committees.

Recycling

Still another important issue for the work of the German Association is the impact of the European Waste Directive which includes the aim to increase the recycling of waste from households to a minimum of 70 percent in 2030. In order to obtain and extend deeper knowledge in the field of today's municipal waste systems and waste recycling the German Mattress Association

is currently focussing on data collection and evaluation. In this context it is very important for us to find ways to evaluate and assess different methods of mattress recycling to better balance between common methods and possible new ways. We visited different plants, carried out a pilot project with several private waste management companies as well as a survey among municipal companies. Basing on the results we will take further steps to develop a German solution which is realistic from the ecological and economic point of view and provides our members sustainable value. The end of life issue is also important in our press work activities.

Marketing Activities

Our appearance this year at the international interiors show, imm cologne, in January featured possible applications of neuromarketing in the mattress industry as well as in trade. We invited three experts on neuromarketing to present their different approaches to the topic - from brain scan tests of advertising effectiveness to sales trainings to neuromerchandising - and to inspire the industry.

Now the German Association is already preparing for the next imm cologne which will take place from 19 to 25 January 2015. Using the slogan 'Hall 9 becomes 9' we will celebrate the 9th anniversary of 'our' bedding hall 9 with its successful concept based upon the close and long-standing cooperation with the fair company Koelnmesse. As it has already become a tradition and one of the fair's highlights, the bedding party meet@sleep will of course be held on 20 January 2015.



Italy

The Italian industry is still in decline and in particular the traditional Bonnell springs and latex are falling. On the other hand, we are attending the consolidation of the market as regards pocket springs and a strong increase of memory foam.

Reclassification formaldehyde

The reclassification of formaldehyde becomes operational in the spring of 2015. Immediate effects concern the evaluation of the risk of exposure to carcinogens in the companies and the classification / labelling of the substance or mixtures that contain it. The reclassification will bring a number of additional consequences in the next few years.

Fiscal incentives

The so-called "Furniture Bonus" for renovation was renewed and not only concerns furniture but also bed systems.

Certification for ignitable products

Some red tape simplifying the process of approval of the products have been resolved (e.g. it is possible to certify the same mattress in several sizes with one motion); also some questions regarding the removal of covers and toppers were clarified.

Italian Sleep Council

A project was initiated elaborating the website www.riposoesalute.it and its Facebook page full of content aimed at spreading the culture of sleep. Leading mattress manufacturers of Federlegnoarredo put on their own websites and also in retail, communication material concerning the hygienic lifetime of the product, to encourage the replacement of the bed system at shorter intervals.

528/2012 EC Regulation on Biocides

The Regulation came into force on 09.01.2013 and governs the making available on the market and use of biocidal products. The producers of treated articles should verify that bioc-



idal products used have been approved by the Regulation in writing by the Supplier. The rule also provides a discipline of labelling of the treated articles.

Expo 2015

Milano Expo will be held from 05.01.2015 to 31.10.2015, with an estimated attendance of 20 million visitors and 147 participating countries. This is a great opportunity for the Italian market, both for consumers and in particular the hotel business. Federlegnoarredo decided to extend the bonus to hotels that can then log on to undertake renovation & furnishings, with specifically allocated financial resources; the aim is to encourage the improvement of the image of Italian hospitality.

The General Assembly of Assoarredo was held on 7th July, including a review of the tasks of the board and the election of new directors and officers for the Italian Sleep Council.



Spain

ASOCAMA continued in 2014 the 2013 strategy targeting on different communication activities with reinforcing the message get across in previous years about the need of renovating the bedding set over a maximum period of 10 years plus adding new messages based on the quality of products and the distribution.

Our Association thus carried out once again a four-month campaign consisting in full colour page ads in some of the most important Spanish newspapers and women's magazines. It was addressed to the general public (some 45 million people) but with a special focus on housewives (representing approximately 19 million women). The coverage goals were broadly achieved, as the Campaign reached about 20% of the entire population (9M) and 30% of women (5,7M).

Besides, ASOCAMA keeps publishing different press releases and participated in a number of radio interviews.

Press & Magazines

The 1st advertising campaign focussed on two key messages:

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



Country Reports

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The second campaign has as key message: Don't play with your rest: we want people to understand that any mattress is not the same: quality, brand and a good advisory is key, is not only a question of price.

CONSEJERÍA
Asocama

Con el descanso no te la juegues.

Un colchón de calidad es un producto tecnológicamente avanzado. Estudios biomecánicos y análisis de compatibilidad demuestran que el cuerpo humano son solo algunos ejemplos de variables que deben ser manejadas a la hora de concebir un equipo de descanso. Por lo tanto a la hora de comprar tu colchón, Asocama te recomendamos:

- Adquirir un colchón de **Materiales avanzados** y reconocidos.
- Comprar en establecimientos con una trayectoria profesional acreditada en el negocio.
- **Probar** y comparar tantas veces como sea necesario. Valorar las características técnicas, la composición y las prestaciones que le ofrece cada marca y modelo.
- Elegir siempre **facilita** el óptimo elemento que le asegure la **totalidad de la descanso**.

Asocama, fundada en 1982, es la Asociación Española de fabricantes de equipos de descanso. Entre sus objetivos figura el mejorar la calidad de vida de los consumidores y el fomentar el "cultivo del descanso". www.asocama.es

The 3rd campaign included an easy quiz for the end consumer about personal rest and bedding and hence made it clear to the consumer that an old mattress is a real health issue.

¿Aprovecha realmente sus horas de sueño?

Asegúrese que está durmiendo en la cama correcta.

¿Pesaría su colchón este test?

1. ¿Cómo se siente cuando se levanta por la mañana?
 a) Como si estuviera en la nube **No** **Si** **Siempre**

2. ¿Le resulta difícil levantarse por la mañana?
 a) Sí, mucho **No** **Siempre**

3. ¿Le resulta difícil dormir en la cama?
 a) Sí, mucho **No** **Siempre**

4. ¿Le resulta difícil dormir en la cama?
 a) Sí, mucho **No** **Siempre**

5. ¿Le resulta difícil dormir en la cama?
 a) Sí, mucho **No** **Siempre**

6. ¿Le resulta difícil dormir en la cama?
 a) Sí, mucho **No** **Siempre**

7. ¿Le resulta difícil dormir en la cama?
 a) Sí, mucho **No** **Siempre**

8. ¿Le resulta difícil dormir en la cama?
 a) Sí, mucho **No** **Siempre**

9. ¿Le resulta difícil dormir en la cama?
 a) Sí, mucho **No** **Siempre**

10. ¿Le resulta difícil dormir en la cama?
 a) Sí, mucho **No** **Siempre**

11. ¿Le resulta difícil dormir en la cama?
 a) Sí, mucho **No** **Siempre**

12. ¿Le resulta difícil dormir en la cama?
 a) Sí, mucho **No** **Siempre**

13. ¿Le resulta difícil dormir en la cama?
 a) Sí, mucho **No** **Siempre**

14. ¿Le resulta difícil dormir en la cama?
 a) Sí, mucho **No** **Siempre**

15. ¿Le resulta difícil dormir en la cama?
 a) Sí, mucho **No** **Siempre**

16. ¿Le resulta difícil dormir en la cama?
 a) Sí, mucho **No** **Siempre**

17. ¿Le resulta difícil dormir en la cama?
 a) Sí, mucho **No** **Siempre**

18. ¿Le resulta difícil dormir en la cama?
 a) Sí, mucho **No** **Siempre**

19. ¿Le resulta difícil dormir en la cama?
 a) Sí, mucho **No** **Siempre**

20. ¿Le resulta difícil dormir en la cama?
 a) Sí, mucho **No** **Siempre**

Asocama
Porque durmiendo bien, vivirás mejor.

ASOCAMA's Communication Activities – Articles in Magazines & a Dedicated Website



Dormir bien es vivir mejor

Regularidad
Procura mantener un horario regular de sueño y despertar.

Exposición a la luz
Exposición natural al día y a la noche y mantener el dormitorio oscuro durante el momento de descanso. Evitar los dispositivos electrónicos que emitan luz azul antes de dormir.

Actividad física
Ejercer una buena actividad física regular ayuda a promover un sueño más profundo y a mejorar la calidad del mismo.

Relajación

The Netherlands

We still have bad economic times in Holland. In general we have since 2008 a tough crisis. We had some positive points in 2010 and 2011 but after that we fell back again.

For selling mattresses and beds, movements of consumers and the building of new houses are crucial.

In Holland the building of new houses decreased enormously. Also the selling of real estate stopped almost totally. As a result of these two developments the removals also decreased.

The Dutch economy is growing hardly at the time. On this moment we are hap-

py that there are some positive points. Export is growing and the Consumer-Trust-Index is becoming better. Also the production index is growing slowly.

But despite these facts the market of bedding and mattresses is still very recalcitrant. The unemployment rate is about 8% (in "normal" times about 4%). People are waiting for spending money because they are not sure about their jobs.

We had a good start of the year. In the first two month we had a growth of 7-10% and we thought that we could be optimistic for the rest of the year. But the truth had another shape! In March and April it decreased with the same speed or even faster. In holiday month May and football month June just a few

consumers were interested in the bedding industry.

As a whole the selling of mattresses in the first half year decreased with 6-7%. The pressure to lower prices is still ongoing.

Of course we hope that the second half year will be better. There are some signs that the real estate sales are increasing and that also the removals are going up. But we stay pessimistic. We read more and more in Dutch papers that also the wars in Iraq, Syria, and Israel have a negative influence on the readiness of consumers to spent money.

