



*See Mattress
Ticking*

THROUGH
OUR EYES



R&D
CENTER

How Innovative Mattress Tickings Drives Sales Growth

Modern consumers expect more than comfort from a mattress — health, hygiene, aesthetics, and sustainability now play a decisive role in purchase decisions. Innovative mattress tickings answer these demands and turn product features into clear sales advantages.

1. Differentiation & Competitive Advantage

Advanced fabric technologies — cooling textiles, antibacterial surfaces, eco-friendly materials — set your brand apart in a crowded market. They build a “superior quality” perception, influencing buyers before they even try the mattress.

2. Tailored Solutions for Every Consumer

Cooling fabrics: Reduce overheating for night sweats — a direct problem-solver.
Anti-allergic / antibacterial fabrics: Essential for asthma, allergy, and hygiene-conscious customers.
Organic & sustainable fabrics (e.g., bamboo): Win over environmentally aware buyers.

3. Premium Pricing Power

Innovative fabrics elevate the product into a premium category. When benefits are clear, customers often prioritize value over cost.

4. Marketing & Storytelling Impact

Features like “technologically enhanced fabric” create strong, memorable campaigns. Example: “Reduces night sweats by 30% — proven comfort technology.”

5. Satisfaction That Sells Itself

Better fabrics mean better sleep quality, which leads to glowing reviews and referrals. Positive word-of-mouth is a cost-free sales driver.

6. Long-Term Bedding Experience

Innovations in softness, breathability, and moisture control keep the mattress enjoyable for years — building brand loyalty and repeat business.

pearl

COMFYTEX®

UNIQUE SERIES BY COMFYTEX®



Unique



Skin Friendly



Biotechnology



Antioxidant



Mineral

comfytex.com.tr



"Active Renewal While You Sleep"

Pearl-infused mattress ticking that supports skin regeneration, detox, and deep nourishment overnight.

Why Pearl:

- Helps support natural skin renewal and keratin balance with natural minerals and proteins
- Helps maintain skin hydration and comfort
- Contains minerals known for their antioxidant properties thanks to its rich calcium content



UNIQUE SERIES BY COMFYTEX

DEAD

PI

Oxycore

COMFYTEX®

UNIQUE SERIES BY COMFYTEX



Unique



Patented



Fresh Air



Breathable Microcapsule



comfytex.com.tr

"Breathe Better, Sleep Deeper"

Oxygen microcapsules activate during sleep to fuel the body and mind.

Why Oxycore:

- Helps improve breathing comfort for uninterrupted rest
- May contribute to reducing fatigue and supporting focus
- Contains elements associated with overall well-being



UNIQUE SERIES BY COMFYTEX

OXYCORE

BIO SALT®

COMFYTEX

UNIQUE SERIES BY COMFYTEX



Unique



Patented



Negative
Ion



Antibacterial



Natural

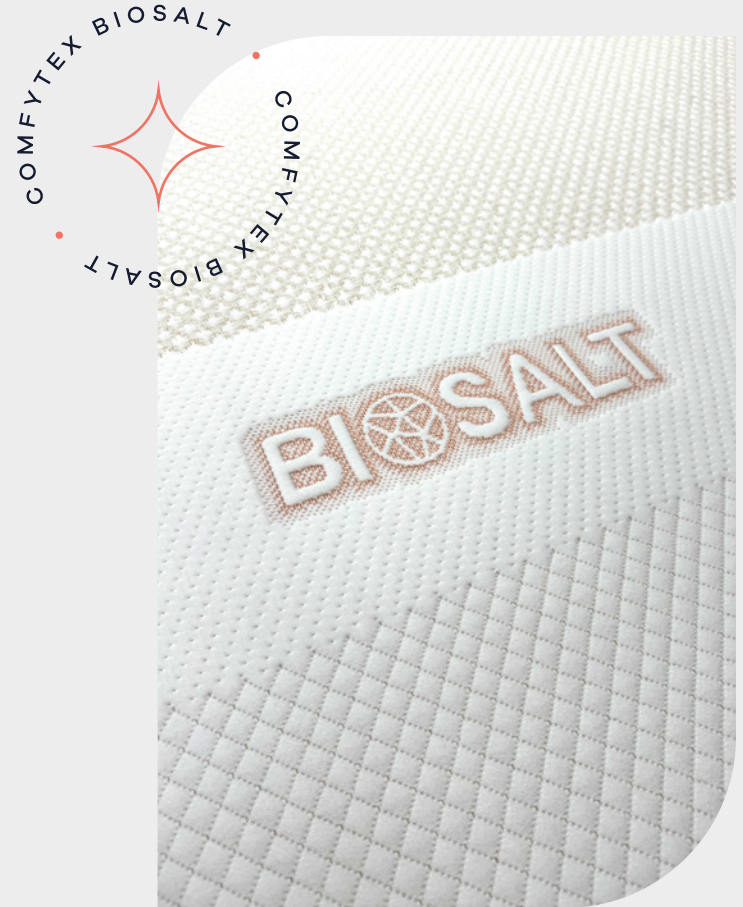
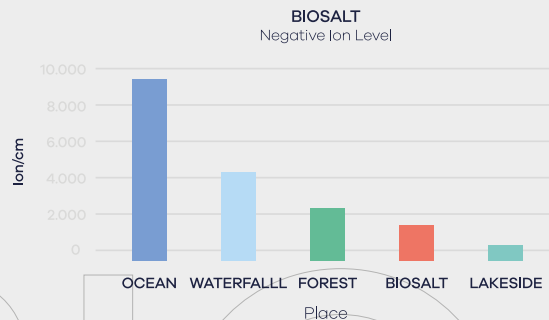
comfytex.com.tr

"Nature's Salt, Nature's Calm"

Rock salt-infused **mattress ticking** that brings negative ions into your sleep zone.

Why Biosalt:

- Boosts oxygen intake through natural ionization
- Fights bacteria with antibacterial salt power
- Creates a fresh, clean sleep environment



UNIQUE SERIES BY COMFYTEX

CELL ACTIVE®

COMFYTEX®

UNIQUE SERIES BY COMFYTEX



Unique



Patented



Bioceramic



Fir



Energy

comfytex.com.tr

"Infrared-Powered Sleep Energy"

Mineral-infused fabric turns body heat into far-infrared energy for cell regeneration.

Why **Cell Active**:

- Recharges skin tissue overnight
- Maximizes cellular oxygen levels
- Wakes you up fully energized



UNIQUE SERIES BY COMFYTEX

 Magnetic
Therapy

COMFYTEX®

UNIQUE SERIES BY COMFYTEX



Unique



Patented



Magnetic



Bioenergy



Comfort

comfytex.com.tr

"Magnetic Sleep Recovery"

Magnetic Therapy technology synchronizes with your body's magnetic field to heal and restore.

Why Magnetic Therapy:

- May help support deeper and more restful sleep
- Reduces body movement and heart rate
- Helps encourage relaxation and comfort



UNIQUE SERIES BY COMFYTEX

MAGNETIC

Hyaluronic

COMFYTEX®

UNIQUE SERIES BY COMFYTEX



Unique



Skin Friendly



Skin Care



Antioxidant



Biological

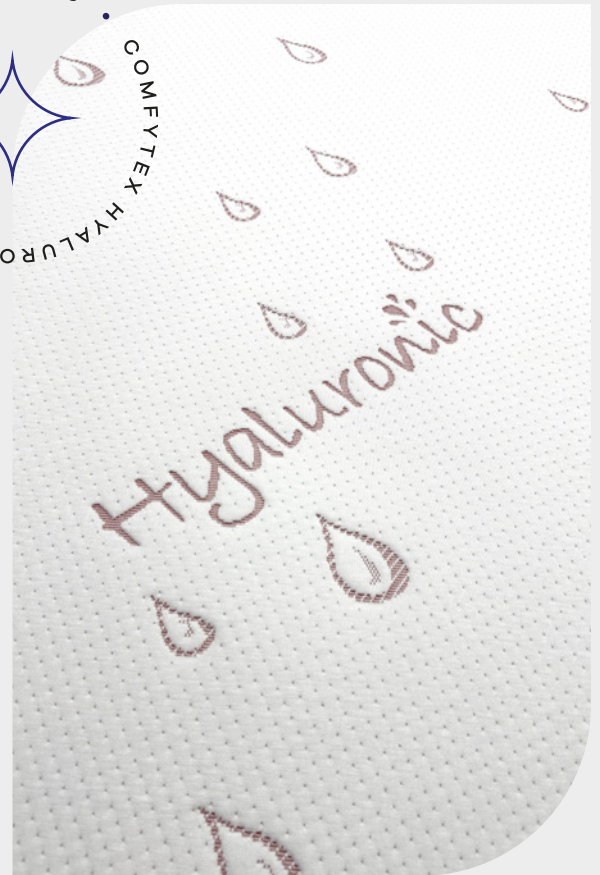
comfytex.com.tr

"Hydrate While You Dream"

Hyaluronic acid binds moisture to your skin, keeping it youthful and radiant.

Why Hyaluronic:

- Holds 1000x its weight in water
- Helps maintain skin softness and elasticity
- Helps reduce the appearance of dryness



UNIQUE SERIES BY COMFYTEX

HYALURON

passiflora

COMFYTEX®

UNIQUE SERIES BY COMFYTEX



Unique



Patented



Antioxidant



Probiotic



Relaxing

comfytex.com.tr

"Sleep in Herbal Harmony"

Calming botanicals blended into your bed for natural stress relief.

Why Passiflora:

- Aromatherapy effect with lavender, thyme & cedar
- Encourages a sense of relaxation for more restful sleep
- Contains calming botanicals traditionally associated with relaxation



UNIQUE SERIES BY COMFYTEX

PASSIFLORA



BIOCRYSTAL®
STRESS RELIEF TECHNOLOGY

COMFYTEX®

UNIQUE SERIES BY COMFYTEX



Unique



Biotechnology



Bioenergy



Mineral

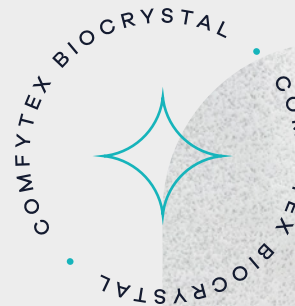
comfytex.com.tr

"Sleep with Crystal Energy"

A fusion of 16 natural crystals to reduce stress, calm the mind, and restore balance.

Why Biocrystal:

- Helps encourage deeper and calmer breathing
- Helps relax muscles and support comfortable sleep
- Designed with natural minerals traditionally linked to relaxation



UNIQUE SERIES BY COMFYTEX

BIOCRISTAL

MEDICARE

COMFYTEX®

UNIQUE SERIES BY COMFYTEX



Unique



Patented



Medical



Vitamin



Muscle
Relaxant

comfytex.com.tr

"Capsicum Comfort Therapy"

Red pepper extract stimulates circulation and eases muscle tension while you sleep.

Why Medicare:

- Helps support circulation comfort
- Designed for soothing and relaxing comfort
- Contains Vitamin C & Zinc, known to support overall well-being



UNIQUE SERIES BY COMFYTEX

MEDICARE

Airplus

COMFYTEX®

UNIQUE SERIES BY COMFYTEX



Unique



Fresh Air



No Odour



Skin Friendly



Comfort

comfytex.com.tr

"Odor-Free, Bacteria-Free Sleep"

Advanced ion-exchange eliminates odors, bacteria, and pollutants from your sleep zone.

Why Airplus:

- Helps reduce unwanted particles in the sleep zone
- Helps minimize unwanted odors
- Delivers pure air for peaceful sleep



UNIQUE SERIES BY COMFYTEX

AIRPLUS

 MEDITATION®

COMFYTEX®

UNIQUE SERIES BY COMFYTEX



Unique



Anti Stress



Anti Static



Comfort



Ion Balance

comfytex.com.tr

"Release Static, Restore Peace"

Electrostatic discharge technology relaxes your muscles and quiets your mind.

Why Meditation:

- Reduces body tension and stress
- Helps reduce mental stress for improved relaxation
- Contributes to a calming and balanced sleep environment



UNIQUE SERIES BY COMFYTEX

MEDITATION

refresh

COMFYTEX®

UNIQUE SERIES BY COMFYTEX

CO₂



Unique



Patented



Fresh Air



Comfort



Skin Friendly

comfytex.com.tr

"Clear the Air, Clear the Mind"

Absorbs carbon dioxide for fresher air and better oxygen intake through the night.

Why Refresh:

- Removes CO₂ accumulation in closed spaces
- Helps maintain fresher air for comfortable sleep
- Shown in studies to help reduce CO₂ levels in closed spaces



UNIQUE SERIES BY COMFYTEX

REFRESH

Collagen

COMFYTEX®

UNIQUE SERIES BY COMFYTEX



Wellness



Biological



Antiaging



Skin Care



Antioxidant

comfytex.com.tr

Collagen

"The Night Shield of Your Skin"

Collagen-enriched ticking that protects, hydrates, and rejuvenates your skin while you sleep.

Why Collagen:

- Prevents skin dryness and thinning with collagen and elastin fibers
- Maintains moisture balance for silky softness
- Acts as an antioxidant to combat signs of aging during sleep



UNIQUE SERIES BY COMFYTEX

COLLAGEN

Design to Future with Your Touch

COMFYTEX®

comfytex.com.tr



UNIQUE SERIES BY COMFYTEX

*See Mattress
Ticking*

THROUGH
OUR EYES



COMFYTEX®
WAY TO SLEEP COMFORT

comfytex.com.tr