

Press release

November 2019

## Heimtextil key topic “Sleep”: exciting products and concentrated know-how

Stefan Jakob  
Tel. +49 69 7575 5822  
stefan.jakob@messefrankfurt.com  
www.messefrankfurt.com  
www.heimtextil.messefrankfurt.com

**Current studies show that an increasing number of people are sleeping badly. Researchers cite stress, noise, increasing light pollution and the permanent availability of smartphones and the like as the causes. Heimtextil (7-10 January 2020) is once again making a restorative night's sleep a key topic in order to bolster dealers' expertise on the subject of sleep.**

The number of people sleeping badly or too little has been increasing for many years now. This was proven by a health report published in 2019 by the health insurance company Barmer that focused on sleep disorders: according to the report, in 2017 one million employed people were diagnosed with disorders in falling asleep and sleeping through the night. This comprises an increase of 111 per cent within twelve years, say the authors, who also estimate that the number of cases going unreported is actually far higher.

More and more people are suffering from the consequences of a lack of sleep, i.e. concentration and metabolic disorders, a weakened immune system and even cardiovascular problems. Many people are asking themselves: how can I sleep better and more healthily? At the upcoming Heimtextil, around 150 international major players in the industry and start-ups will present solutions in the product segment “Smart Bedding” in hall 11.0.

### **“Sleep! The Future Forum”: knowledge transfer and product launches**

In addition, an in-depth programme of lectures will take place for the second time in hall 11.0: in “Sleep! The Future Forum”, bed dealers and hospitality enthusiasts in particular will be presented with valuable information from industry, science and research. Prof. Ingo Fietze, sleep expert at Berlin's Charité, sleep coach Nick Littlehales and Olympic luge champion Susi Erdmann are among those who will talk about market trends and new developments for a better night's sleep in the thematic blocks of digital, sport, hospitality, sustainability and interior design.

The forum will also present product innovations by renowned companies: Auping, Hästens and Ikea, for example, will launch new beds or technology and software solutions for the bedroom.

Messe Frankfurt Exhibition GmbH  
Ludwig-Erhard-Anlage 1  
60327 Frankfurt am Main

### **Auping: well-rested thanks to anti-snoring app**

With the new development by the Cologne-based Heimtextil exhibitor Auping, all those who suffer from snoring should get a healthier night's rest. Together with product and software specialists, the company has developed an anti-snoring app. The market for this should be considerable: according to current figures from the Techniker Krankenkasse health insurance company, 20 to 46 per cent of all men in middle to old age snore and up to 25 per cent of women are affected. 'Snoring has a great impact on everyday life. Those who snore a lot won't enjoy a rested start to the day', says Anna Havermann, marketing manager at Auping. She states that they wanted to develop an unobtrusive anti-snoring solution that, in contrast to sleep masks or special mouth braces, would be barely noticed during sleep. This is how the smart aid works: the app linked to the bed measures the decibel level reached by the user's snoring. Once an adjustable maximum volume is reached, the app notifies the mechanically adjustable bed that raises the back section slightly to open up the airways. Or it can briefly move the whole bed to cause the snorer to change position.

### **Hästens: a good night's sleep crafted by hand**

Hästens, the oldest bed manufacturer in Sweden, will present a compact central European bed at Heimtextil that, with its three spring systems and a mattress, comprises a total of 37 layers of various natural materials, including linen, cotton, wool and horsehair. 'We want to combine traditional craftsmanship, the joy of innovation and natural materials with promoting good sleep over the long term', says Jan Ryde, CEO of the family company that was founded in 1852. The company, which has already been granted a royal warrant twice by the Swedish royal family, has proven that the combination of craftsmanship and innovative strength works, particularly in the development of the pocket sprung mattress. Ryde will not reveal which bed the King of Sweden sleeps on, however: 'Our beds are also appreciated by celebrities all over the world'. The company will not divulge any information about their sleeping preferences, and understandably so.

### **Ikea: democratic design in the bedroom**

In addition to presenting the latest bed models, Ikea Germany will also be giving a lecture at "Sleep! The Future Forum": 'The importance of sleep for health and well-being is under appreciated', states Sandra Schwertfeger, interior design manager at the Swedish furniture giant, with certainty. 'We therefore want to show how textiles can contribute to healthier sleep'. The ethos is: what can good sleep do for your life and what can your home do for your sleep? The typical Ikea "democratic design" plays a role in this: modern, sustainable and cheap furnishing solutions for the bedroom that support people in improving their nightly rest and thus their lives.

Lecture programme and additional info:

[www.heimtextil.messefrankfurt.com/sleep](http://www.heimtextil.messefrankfurt.com/sleep)

Heimtextil  
International Trade Fair for Home and  
Contract Textiles  
Frankfurt am Main, 7-10 January 2020

**Photos:**

Image 'snoring'; source: Auping.

<https://cloud.messefrankfurt.com/index.php/s/BVfWJ7GiHGsycci>

With the anti-snoring app, Auping delivers a new solution for snorers.

Image "Hästens1-2"; source: Hästens.

<https://cloud.messefrankfurt.com/index.php/s/bgs0rYiQ7RPODKi>

Royal bed: Heimtextil exhibitor Hästens has twice been granted a royal warrant by the Swedish royal family.

Image 'Ikea'; source: Ikea.

<https://cloud.messefrankfurt.com/index.php/s/bmPGumcPCfbUmKg>

Ikea presents its new design for the bedroom at Heimtextil.

**Press information and image material:**

[www.heimtextil.messefrankfurt.com/journalisten](http://www.heimtextil.messefrankfurt.com/journalisten)

**On the net:**

[www.heimtextil.messefrankfurt.com](http://www.heimtextil.messefrankfurt.com)

[www.heimtextil-blog.com](http://www.heimtextil-blog.com)

[www.facebook.com/heimtextil](https://www.facebook.com/heimtextil)

[www.twitter.com/heimtextil](https://www.twitter.com/heimtextil)

[www.youtube.com/heimtextil](https://www.youtube.com/heimtextil)

[www.instagram.com/heimtextil](https://www.instagram.com/heimtextil)

**Newsroom:**

Information from the international textile industry and Messe Frankfurt's global textile trade fairs:

[www.texpertise-network.com](http://www.texpertise-network.com)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We are closely networked within our industries. We efficiently support the business interests of our customers in our business segments "Fairs & Events", "Locations" and "Services". A key unique selling point of the Group is its global sales network, which covers all regions of the world. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

Heimtextil  
International Trade Fair for Home and  
Contract Textiles  
Frankfurt am Main, 7-10 January 2020