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The Hypnos brand from Paramount Sleep Co. now features Virginia-sourced cotton.

## Why did this Virginia mattress maker turn to a local source for cotton?

Sheila Long O'Mara // Executive Editor, Furniture Today // October 18, 2023



HIGH POINT – As part of the reinvention of the Hypnos Cotton collection for the U.S. market, **Paramount Sleep Co.** is sourcing Virginia cotton to build the mattresses.

The Norfolk, Va.-based mattress maker is continually working to slash its carbon footprint while packing as much natural materials into its mattresses as possible. The cotton is sourced from a gin in Suffolk, Va., allowing the company to cut down transportation time to Paramount's factory.

"Hypnos is a global brand constructed locally with local materials," said Richard Fleck, president of the family-owned company. "The cotton is trackable and traceable."

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Paramount Sleep, which has been the exclusive **U.S. licensee for the Hypnos brand since 2015**, showcased the new collection at this week's **High Point Market**.

Following a three-day visit to the United Kingdom factory and headquarters of Hypnos, the Paramount team worked to redesign and update the Hypnos line it manufactures and sells in the U.S. The result is the four-bed Hypnos Cotton collection featuring two models constructed of all cotton materials. Other mattresses in the group feature silk, wool and cashmere for a luxury look and feel.

The mattresses are priced to retail from \$1,999 to \$3,999 in queen.

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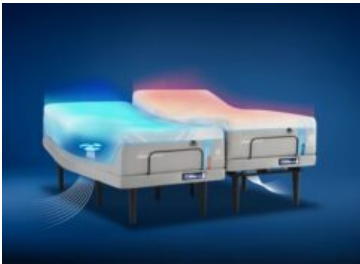
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