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**CLASSIC BRANDS WILL LAUNCH NEW COLLECTION OF UPHOLSTERED HEADBOARDS**

**SIX DESIGNS CREATED FOR EASY DELIVERY AND TO COORDINATE WITH GROWING BOXED BED LINE**

**HIGH POINT, N.C. –** In a move designed to become a one-stop resource for sleep retailers, leading specialty mattress and bed-in-the-box manufacturer Classic Brands has developed a collection of upholstered, easy-to-ship headboards making them the perfect add-on for the company’s extensive line of mattresses.

Each of the six designs is available in several on-trend colors and are being offered in full, queen and king sizes. The button-tufted styles range from traditional to transitional and feature a variety of shapes, including a high-back, shelter design for a dramatic presentation. Classic has also created an upholstered platform frame with wooden slats that coordinates with the upholstered headboards for a finished look. The frame is available in twin, twin XL, full, queen, king and California king.

“By expanding our product offering to include these well-tailored headboards, we have created a seamless buying experience for our retail partners, as well as for their customers,” said Michael Zippelli, president and chief executive officer of Classic Brands. “The new products are all easily shippable and easy to set up, making them the perfect e-commerce companion for our mattresses.”

Priced to retail between $299 and $599 in queen, the headboards feature a variety of design details including nail head trim, decorative tape edge and deep button tufting for an upscale loft feel. The beds will be sold under the company’s DeCoro upholstery brand.

The beds will be showcased at the Spring High Point Market in the company’s showroom located at 407 Plaza Suites.

Classic Brands uses the finest materials from around the world including all-natural and high-performance covers, Talalay and Dunlop latex, memory foam, gel-infused memory foam, innerspring and wrapped coil hybrid. Classic’s line of gel-memory foam and hybrid mattresses, with various luxurious constructions, represents the fastest growing segment of the bedding market. Classic Brands is committed to being on the cutting edge of designing and producing innovative products for people to sleep healthier. Its sleep systems are designed to help you get the maximum benefit out of each night of sleep. For more information, visit [www.ClassicMattress.com](http://www.ClassicMattress.com).

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