



X-static, the Silver Fiber

Get ready to wave goodbye to any ideas about making your "golden dreams" come true, because you won't be needing them much longer. That's right, because starting from the next edition of the Sala del Mobile, it won't be gold that you're dreaming of. Gold won't even be on the menu, since the world of sleep is about to be revolutionised by the market launch of mattresses upholstered in advanced silver-rich fabrics: **X-static**.

Actually, the idea is not a new one. The therapeutic properties of silver have been known since ancient times and have been widely exploited in medicine. Without going back as far as the ancient Romans, who used to drink from silver goblets to protect themselves against bacteria, it's worth remembering that the first medicine given to all newborns is an eye drop solution containing silver nitrate to prevent infections. Well, even if the therapeutic use of silver in medicine and large-scale consumer products is not particularly new, the idea of using the metal in mattresses is absolutely original.

Published clinical research, carried out over a span of 12 years in the most prestigious American and Japanese universities, has convinced the member companies of the Consorzio Produttori Materassi di Qualità (Consortium for Manufacturers of Quality Mattresses) that silver can make a significant contribution to improving the quality of sleep. Numerous reasons may be given for this, beginning with its antimicrobial properties (silver contrasts bacteria that cause unpleasant odours), moving on to its thermoregulatory properties, which ensure coolness in the summer and warmth in the winter, and finishing with its antistatic and antistress properties, which improve the quality of sleep. And all this has extremely long-lasting effects, since silver binds permanently and irreversibly to the fabric fibres and retains its properties even after a hundred washes. What's more, as many tests have demonstrated, silver fibres do not deteriorate even when the fabric is completely worn-out from frequent washing.

And if you are wondering how this new revolutionary fabric is made, you are about to find out. **X-static** is a fibre composed of a layer of pure silver joined to the surface of a fibre of fabric. Using a technologically advanced process, the silver is guaranteed 99.9% pure and therefore free of other metals.

This silver-rich fabric has been in use for decades in industry and medicine, and now it has landed in the wonderful world of mattresses. Sleep, as we all know, plays an important part in everybody's lives, whereby we relax and renew our energies. But sleeping badly can give rise to a whole series of physical and psychological ailments.

So are there any contraindications to using this type of mattress? Absolutely none.

There is not even the risk of allergy, since pure silver, the form contained in **X-static** mattress upholstery fabric, does not cause allergies.

Indeed, there are no reports of allergies to pure silver in the field of medicine. The percentage of silver currently contained in the fibres of this special, new mattress upholstery fabric is 3%. The companies bringing you this exclusive new fabric are the members of the Consorzio Produttori Materassi di Qualità: Ataflex Optima, Di Notte, Lordflex's, Maxitalia, Morfeus, Simam and Somnium. And their mattresses will be precious to all those who have the pleasure of using them. An unsurpassed level of excellence in the world of mattresses, which brings with it the assurance of healthy and peaceful repose.

So the next time you find yourself dreaming, make sure they are silver dreams!

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CONSORZIO PRODUTTORI



MATERASSI DI QUALITÀ

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