

DUXIANA SWEDEN BRINGS ITS FAMOUS DUX BED TO DUBAI

Finally, what “YOUR BACK HAS BEEN ACHING FOR®” is here; DUXIANA has opened its first store in the U.A.E., in Dubai. His Excellency The Ambassador of Sweden to the United Arab Emirates, Mr. Bruno Beijer, opened the DUXIANA store in Times Square Center, Sheikh Zayed Road, together with the DUXIANA President, Mr. Christer Welander, on Tuesday 19th of June, 2007.

His Excellency the Ambassador of Sweden Mr. Bruno Beijer said that he was very proud to see yet another Swedish company expanding its business globally and especially in the fast growing Arab markets. DUXIANA, is known in Sweden for its “ADVANCED TECHNOLOGY IN SLEEPING” gained through decades of Research and Development. DUXIANA is a prime example of how traditional Swedish products succeed internationally by offering superior quality.

The President of DUXIANA International, Mr. Christer Welander expressed his delight from seeing DUXIANA continuing to expand its international operations by entering the very important Arab Markets and especially the city of Dubai. He went on to articulate his company’s vision to continue offering the ultimate in comfort and support blended with the science of sleep via the world famous DUX bed.

The Chairman of Cyngbel LLC., the local partner of DUXIANA, Mr. Dikran Tchablakian shared his company’s vision to expand the distribution network of DUXIANA in the Arab world. The company has plans to open a DUXIANA store in every major city in the Arab world with Abu Dhabi being the next stop.

The store in Dubai follows the DUXIANA modern design concept. It provides a “Display” area as well as a “Test” area where the four different models of DUX beds can be tried out in a quiet and elegant environment.

Well trained staff is available to describe the qualities of each model as well as to explain through exhibition samples how the mattresses are designed and structured. Stocks are available and delivery can take place within 72 hours.

The DUXIANA name has been synonymous with exclusivity, beauty of design, and high quality for almost a century. DUX Industrier AB, a Swedish furniture producer with international presence in almost every capital of the world, enjoys the highest reputation for first class bedding. The company has its origin in 1926, when Efraim Ljung founded the firm to develop the first innerspring mattresses in Sweden. The DUXIANA® retail chain, developed by Claes Ljung, a third generation of the founding family, has expanded its distribution network worldwide. Today there are more than 115 Duxiana stores around the world from Stockholm to Barcelona and from San Francisco to Shanghai. DUX beds are found in the homes of Prominent Politicians, Movie Stars, Accomplished Athletes, other celebrities as well as in homes of ordinary people who simply appreciate quality of life.

DUX Industrier AB has become one of the major manufacturers in Sweden and has developed many products that incorporate modern design and the latest production techniques.

Several DUX furniture pieces have become classics in the interior design industry, and look as fresh today as they did when first introduced. All DUXIANA furniture is made from top of the line, environmentally friendly materials, with the finest Swedish craftsmanship.

DUX® BED

Many people mistakenly believe that a hard or firm bed is best suited to the human body. This myth appears to be difficult to dispel, which is regrettable, since it keeps many people with back and sleeping problems from experiencing a more comfortable and beneficial night's sleep.

Backaches stem from bad posture; we stand, sit and lie incorrectly; we sleep incorrectly if the spine is not leveled horizontally. The answer to this does not lie in hard beds and it does not lie in soft beds. The ideal bed should be neither soft nor hard because the human body is naturally curved. It should be pliable, supportive, and feel comfortable while adapting to the natural contours of an individual's body.

Today, many variations of DUX beds and mattresses types are available to fit any size, body type, or comfort requirement. Designs vary slightly, but the concept is the same as are the quality materials that are used in all DUX beds.

As your bed is where your body rests and recuperates and ultimately where you will spend approximately a third of your life, it is one of the most important investments you will ever make.

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Notes to Editors: About Duxiana

The DUX® bed: like no other bed in the world

Since 1926 three generations of the Ljung family of Sweden have aspired to produce the most comfortable and technologically advanced beds on the market.

As a privately owned company, our only responsibilities are to our customers and to the integrity of our product. For over 80 years we have studied ways to blend the science of sleep with the ultimate in comfort.

Our philosophy has always been that deep sleep can only be achieved through the complete understanding of the sleeping needs of the human body. The DUX bed is the result of these studies. A technologically advanced bed that reacts to pressure and weight in a unique way. Our patented spring system provides pure comfort by holding your body in a natural, relaxed position. It is designed to reduce pressure on your spine and benefit your circulation with an even distribution of your weight. As your bed is where your body rests and recuperates and, ultimately where you will spend approximately a third of your life, it is one of the most important investments you will ever make.

Today, DUXIANA has two factories in Sweden; one in Trelleborg, which manufactures upholstered furniture and one in Sösdala, which manufactures the famous DUX mattresses as well as the unique Pascal® spring system, now standard in several of the DUX mattresses but also in a wide range of furniture. For example: the seat springs in the Swedish railway, the underground in London, the train between Kanton – Hong-Kong, church-benches in Ohio, mattresses for drivers in the Swedish SAAB and Scania trucks, medical equipment and chairs in many Swedish offices. A third factory, located in Portugal, produces upholstered headboards, bedding products and covers for upholstered furniture.

For more information please visit www.duxiana.com