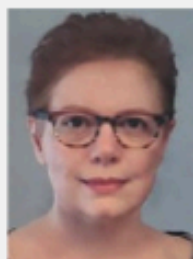


PROFILES

COMPANIES & EVENTS

MATTRESSES



by Maria Rosa Sirotti
Architect & Journalist

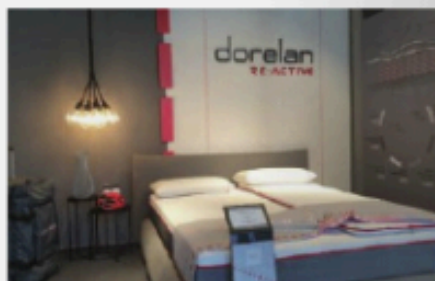
DORELAN, 100% ITALIAN DREAMS

'Sleeping well to live better'. That's the philosophy of Dorelan, manufacturer of 100% Made in Italy mattresses and accessories based in Forlì, capable of meeting the needs of private customers, contract business, hotels, childhood, sport and naval sector.

Dorelan is a family company, founded by Diano Tura and Pietro Paolo Bergamaschi 50 years ago, when they designed together the first Dorelan mattress in a small garage. Nowadays they are supported by their sons, Cristian and William Bergamaschi, Luca and Riccardo Tura.

Riccardo Tura, Owner & Marketing Manager of Dorelan, spoke of the company at the press presentation of the new Flagship Store in Corso Sempione 43 in Milan.

More than 40 different types of mattresses, toppers, slats, bed bases, beds, headboards, pillows and furnishing complements make up the Dorelan 'bed system'. Dorelan's products can be found in over 10,000 hotels in Italy and abroad, and on board of the cruise ships of largest Italian and European companies such as: MSC, Costa and Norwegian. Dorelan has created cutting-edge materials and technological solutions like: Myform® (evolution of the classic Memory), Twin System® (exclusive technology for spring mattresses), ForYoung dedicated to children sleep and ReActive®, the first mattress improving athletes performance using MyForm® Memory Reactive® technology, which eliminates muscular tension and guarantees a perfect sleep.



Dorelan Re Active



Dorelan SoftNest. EnricoCesana. DSignCollection



Riccardo Tura, Owner & Marketing Manager of Dorelan

Dorelan boasts the best certifications in its field: Hygiene Certification, CE Medical Device, UNI EN ISO 9001, ERGOCERT, Oeko-Tex Standard 100, Class I. It's the first Italian company in the field to achieve the 'Hygiene Protection for Mattresses and Pillows' issued by Ente Bureau Veritas.

As Riccardo Tura explains, the company sells only 20% of its products abroad, most of them in France. They are willing to increase the presence on foreign markets by opening commercial companies in the Far East, based on their French ones.