

# World of Sleep

a joint initiative by **HGH** INDIA® | **ISPF**



**W**orld of Sleep is a joint initiative by HGH India and Indian Sleep Products Federation (ISPF), where visitors discover global innovations and technological trends in sleep products across categories.

World of Sleep will continue to provide visitors insights into the technology-driven innovations that characterize healthy sleep at HGH India for the fourth time in the July 2023 edition.

Good sleep leads to good health, is a universally accepted fact. World of Sleep pavilion at HGH India will impart useful information for the retailers and channel partners on innovations in sleep products like mattresses, pillows, blankets and comforters. In addition to good quality of these core sleep products, brands and manufacturers are discovering the importance of products like mattress protectors, sleeping bags, sleeping pods, sleeping gadgets and the right music, light, room temperature, colours, aromas and fragrances, air purifiers etc. in ensuring a good quality sleep.

World of Sleep pavilion at HGH India will educate retailers and trade visitors on upcoming trends in sleep products and prepare them to provide better information to consumers on best-suited sleeping solutions for individual needs.

At the World of Sleep pavilion, experts will share research findings on good quality sleep and its relevance to better health, sleep hygiene, comfort, reduced stress levels and productivity. Over 400 retailers attended the seminar sessions by the experts at World of Sleep.

Consumers are today looking for sleeping solutions for their individual needs. Retailers must keep pace.

World of Sleep is a unique opportunity for manufacturers and brands to promote their innovations amongst retailers and distributors across India.

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Organised by: **TEXZONE**