

# ECONOMY TRIBUNE

Advertising Journal for Business & Enterprise

TEXTILE, FASHION & CLOTHING

## Taking Comfort to a new Level

In the past few years, society has seen a paradigm shift towards keeping fit and staying healthy. We eat healthier food, we strive to stay fit and now through the innovative concepts hailing from *Ovattificio Fortunato s.r.l.* we can sleep healthier with the Italian company's latest mattress component, the MISTRAL. However, apart from this new groundbreaking innovation, the company produces various types of viscoelastic polyurethane that is used to create mattresses, as well as wadding and padding. Such products find their way into a whole host of familiar items including sound dampening for the automotive industry, furnishing, buildings, clothing and many other applications.



Ovattificio Fortunato s.r.l. presented its latest offerings at the interzum 2011 trade fair

90 employees and have an annual turnover of 15 million Euros." With a diverse offering, which includes cushions, mattresses, wadding, felt, and thermoacoustic solutions, the company runs eight production lines for viscoelastic polyurethane-based solutions.

Creating mattresses that will provide you with the right level of comfort and a good night's sleep is the core competence of the experts at Ovattificio Fortunato. The secret to their success can be attributed to their years of pioneering work processing viscoelastic polyurethane as well as a company culture that is fully focussed on teamwork and a deep understanding of what the client needs.



Viscoelastic polyurethane, or memory foam as it is better known, is a special formulation of polyurethane that is mixed with other chemicals to create a foam that boasts specific attributes. There are two types of foam, namely high-density memory foam that will become soft when exposed to body heat, thus forming itself into the shape of the body, and low-density memory foam. The latter reacts to the pressure of the body and changes its shape ac-

We had the chance to speak to Pasquale Fortunato, the company CEO and son of the company founder, at the 2011 interzum trade fair. We asked him about the formative years of the company: "The origins of Ovattificio Fortunato s.r.l. can be traced back to 1972 when my father, Giovanni Fortunato, a radio technician and inventor, set up the company. His first real breakthrough and the reason he founded

the company was thermo-plastic felt. He came up with a way of creating felt using thermo bonding. Today, his groundbreaking ideas have found their way into noise suppression products for the automotive industry as well as house construction, to name but a few."

The initial years of the company mainly saw Giovanni Fortunato creating solutions to satisfy the

growing demands from local mattress manufacturers who were always searching for new ideas. The initial years were hard going but through his perseverance and the drive for innovation, Giovanni led the company to success. Today, Pasquale Fortunato has taken on the role of CEO and continues what his father started.

Our interview partner reports: "We operate with



Pasquale Fortunato, the company CEO and son of the company founder, pictured here with Gillian Fortunato during the interzum 2011

cordingly. When the pressure is removed, the mattress will assume its initial form.

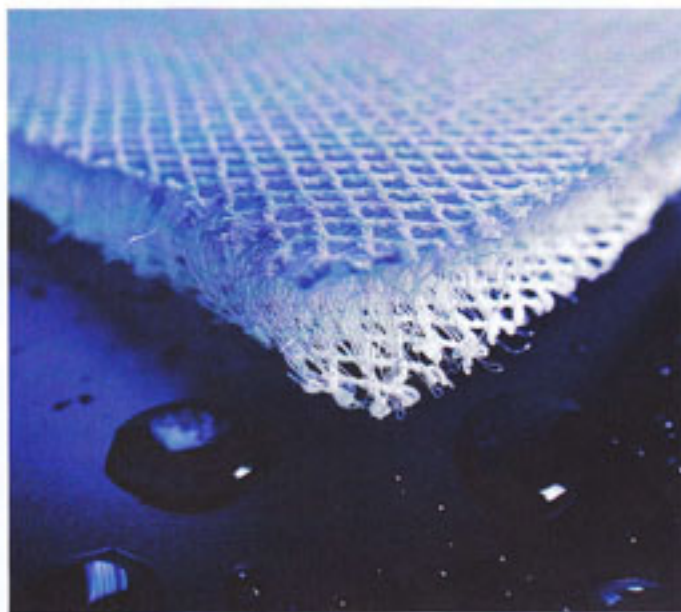
What are the advantages of such mattresses? Viscoelastic polyurethane is a synthetic material and is therefore hypo-allergic, it is also quite cheap to produce; moreover, it is extremely durable when compared to other materials. Furthermore, due to the fact that memory foam is quite dense, it is perfect for absorbing movement. In a double bed mattress, when the partner moves, you won't feel a thing. Additional advantages include therapeutic attributes that lessen aches and pains, and a memory foam mattress is able to disperse pressure away from the vertebrae, therefore facilitating spinal alignment.

However, with society becoming more and more health conscious, the R&D

lab at Ovattificio Fortunato have had to take mattress technology into a new era, and are now creating a range of solutions that not only

provide the utmost in comfort, but also boast an innovative transpiration system that is capable of drying and eliminating humidity pro-

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A close up of the Mistral™ patented three-dimensional technological padding

duced by our bodies when we sleep.

Mistral™ is the company's patented three-dimensional technological padding, and the heart of the new range. As a component that can be used for creating mattresses and other solutions, it is basically made up of a central part of many vertical wires that are sandwiched between an upper and lower mesh structure. The upshot of this structure is that the central wire part allows for air to circulate through the whole section.

A normal mattress can play host to a multitude of unwanted guests, such as mold, mites and bacteria. These unseen bedmates thrive on the humidity and temperature we provide when we sleep, and can be the main cause of allergies for many people. A mattress that offers breathability and air circulation, such as those containing Mistral™, can combat these problems and prove to be a hygienic solution for many.

The present portfolio includes a number of mattresses that use this groundbreaking technology, and include the Air Mattress, which offers high air circulation due to the perforations upon the surface and lateral edges. The Emozione Mattress has been created with comfort and durability in mind. As with the previously mentioned product, it has holes across the surface

and sides for extra breathability. The company has come up with the Baby Mattress. Designed for cots, the outer top layer is composed of the Mistral anti-choking layer, and offers the added advantage of being water repellent. Moreover, the ecological polyurethane layer guarantees constant air recycling.

The company also offers a range of standard mattresses that suit a wide range of requirements. The Saturn, for example, boasts a two-layer design, the upper offering the viscoelastic memory effect that molds to the shape of the body, while the lower layer is ecological polyurethane. The channels that are formed through this

to satisfy international standards of quality was a passion and target to be achieved for the CEO. Today, the company holds the ISO 9001 for production management and the ISO 14001 certificate for environmental management. Fur-

reduced environmental impact; the Oeko-Tex® Standard 100 for the textile raw materials; Sanitized, which is a certificate to guarantee products are microbiologically protected; and of course the Woolmark, which is the symbol of pure wool.

Our interview partner continues by telling us about the future plans of his company: *"Even though we already have sales representatives around the world, we are very interested in expanding the export business. We will definitely be focussing upon extending our network in the automotive sector, which is a growth sector for us. Moreover, our business plan will also take us into the aeronautical sector, where we hope to strengthen our position with seat manufacturers. Most recently, seat manufactures for bus and railway carriage companies have found our inflammable material to be the perfect solution for their latest designs."*



The Mistral Micro-Spring Mattress offers breathability, adaptation to forms and a high level of hygiene

combination offer excellent air circulation, making it a very hygienic product.

An important aspect for Ovattificio Fortunato is quality. Being in a position

thermore, by applying these standards it has been awarded a number of other important certificates, namely the Ecolabel (Regulation EC No 1980/2000) which is granted products that have a



An aerial view of the Ovattificio Fortunato facilities



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