

Kaybed adapts to the industry fast

Kaybed offers complete sleep experiences to its customers



Mustafa Nebi Doğan,
General Manager of Kaybed





Started last year as a private label producer Kaybed preceded its investments planned for the future. Company aims to increase share of exports to 70%. General manager of the company, Mustafa Nebi Dogan, informed us about the position of his company in the industry and gave the good news of new products.

On the foundation and recent activities of the company

Last year we have been highly successful beyond our expectations. Thanks to the growing demand of our customers we have to decide to precede the investments we planned for the future. We will start to produce box spring type



of beds in the second half of the year. We want to be a supplier for major brands in the mattress industry.

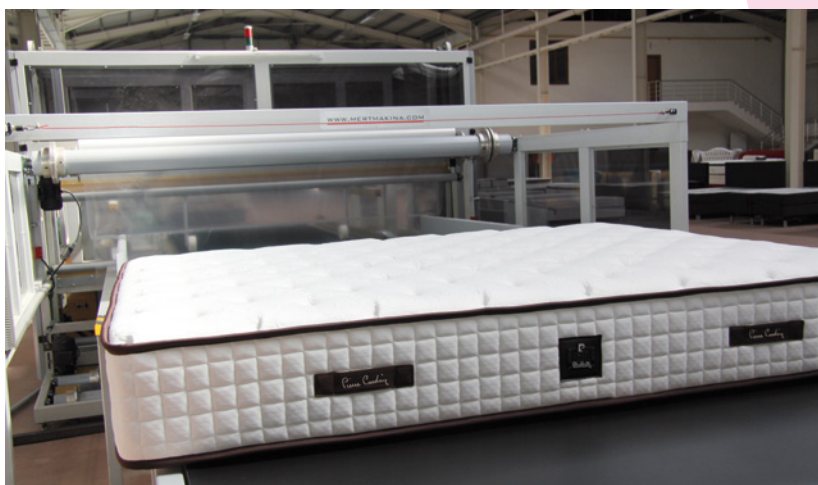
There is a growing interest toward luxury beds. Quality costs a lot. Using pocketed springs and visco materials increase both quality and costs.

On the customization of products demanded by customers

Customers can design their own beds in our facility. Either their designers or our designers may decide and define designs of the bed in our showroom. Prototypes are prepared immediately. We prepare collections produced on different sleep concepts. They may test the effects of different fabrics and foams used on specific mattresses.

On his advice on mattress manufacturers

Consumers have to be careful about the certificates. Fabrics of anti-stress, anti-bacterial proper-





ties are mentioned but only some of them are true. Consumers have to inspect the properties. Any mattress produced manually in the factory could not be mentioned as hygienic and anti-bacterial. To make the fabrics hygienic the factories should be hygienic. We select our suppliers accordingly.

Mattresses are produced on production band in our factory through workstations operating automatically. They are directly sent to packing station to protect their hygiene.

Additional comments

Our target is to export 70 % of our production. We raise our production capacity. Domestic market still has uncertainties. Problems in neighboring countries force us toward markets in Europe, though profit margins are rather low, it is a settled market.

