



## Indo Count fleshes out to full bedding resource

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New York – With the official launch of its mattress pad business and a key hire to accelerate its fashion bedding, leading sheet manufacturer Indo Count is repositioning as a one-stop shop for bedding.

“These days, we are a full-fledged bedding supplier,” said Charles Gaenslen, coo of Indo Count Global Inc., the U.S. division of manufacturer Indo Count Industries.

The New York office recently brought on board respected industry designer Bryan Parker to build out its U.S. creative team and coordinate with designers at the mill in India. At New York Home Fashions Market next week, Indo Count will be “showing some capabilities beyond technique,” said Gaenslen, who adding the company is also beefing up its branding prowess.

The new Santorini duvet set collection is inspired by motifs from Southern Europe. Its textured duck fabric has a ceramic tile print reminiscent of antique Greek motifs in shades of blues. Elements of the print are translated on an embroidered percale sheet set. Toss pillows carry hints of frayed denim in hues of blue, artistic mosaic embroidery in thick cotton threads, and inflections of handmade accessories.

Indo Count is also showcasing new innovations across performance, sleep comfort and sustainability.

New introductions include the patented True Grip fitted sheet as well as the Infinity cotton sheet, which employs a proprietary weaving technology to create a super soft hand feel and luxurious sheen without using additive chemical treatments.