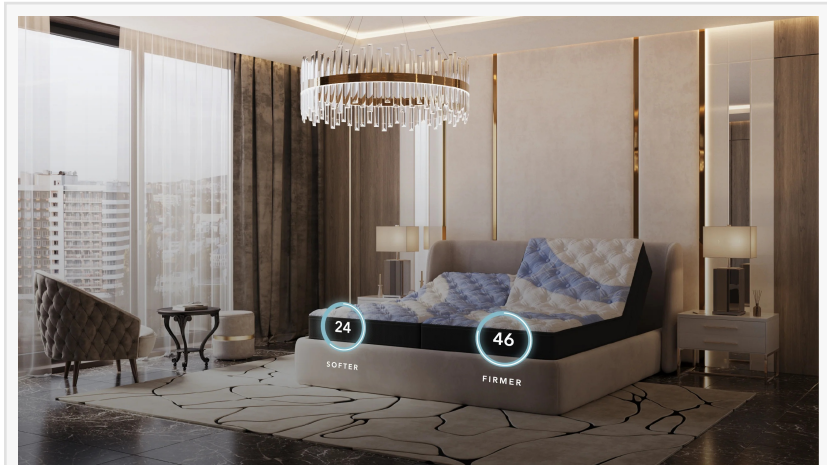


Relax in Comfort Launches “Compare the Alternatives” Program to Help Compare Leading Adjustable Smart Mattresses

WINTER PARK, FL, UNITED STATES, October 24, 2025 /EINPresswire.com/ -- [Relax in Comfort](#), Florida's original back-care and sleep-specialty retailer since 1967, today announced the launch of its new “Compare the Alternatives” program — an in-store educational initiative that allows shoppers to explore and compare the newest adjustable-firmness smart-bed technologies.



Instant Comfort Opulence Adjustable Smart Bed

The program was developed in response to growing consumer interest in smart-sleep systems and confusion about how these products differ beneath the surface. By evaluating several leading brands — including [Instant Comfort](#)®'s [Opulence](#), the Luxe Smooth Top, the Flagship X10 Smart Bed, and the leading

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If you value serviceability, long-term flexibility, and advanced power smart base features, Instant Comfort Opulence is the standout.”

Dr. Don DePaulis

nationally advertised air-adjustable smart mattress and other well known luxury models such as Saatva Solaire — Relax in Comfort offers visitors a rare, transparent look into what defines comfort, performance, and long-term value in this rapidly advancing category.

Helping Consumers Decode Smart-Bed Technology
Over the past decade, adjustable-firmness and app-connected smart beds have evolved from niche products

into mainstream luxury solutions. Yet for many shoppers, the technology remains opaque: marketing claims emphasize comfort, but few retailers explain how the systems work or why materials and internal engineering matter.

“Most buyers only experience one brand’s marketing story,” said Don DePaulis, President & CEO of Relax in Comfort. “Our goal is to demystify the technology and let customers compare engineering differences directly — from air-chamber architecture to motion articulation — so

they can choose based on knowledge, not slogans.”

The “Compare the Alternatives” experience is structured as a guided demonstration rather than a sales presentation. Certified Sleep Advisors walk guests through multiple models, showing how various comfort layers respond to pressure, how adjustable bases coordinate with air-support chambers, and how digital controls translate to measurable body-support changes. The program positions Relax in Comfort as both a retailer and an educator in the growing field of wellness technology.

Engineering Innovations on Display- Ultra-Flex™ TPU Air-Chamber Technology:

At the core of Instant Comfort® systems lies Ultra-Flex™ TPU air-chamber engineering, developed to overcome the rigidity and noise often found in old style vulcanized latex rubber chambers. Each Instant Comfort chamber is precision-welded with lateral I-beam construction, allowing the mattress to bend smoothly on adjustable bases while maintaining even pressure distribution across the body.

The result is a system that offers 45 distinct firmness levels per sleeper, micro-adjustable in real time. The chambers support up to 600 pounds per side and feature multi-zone articulation for balanced spinal alignment whether lying flat, reading upright, or sleeping in zero-gravity mode. These refinements provide silent, reliable operation — a critical improvement for couples sharing one bed.

“Our clients appreciate precision,” noted DePaulis. “When a bed adjusts quietly, evenly, and without losing support at the edges, that’s not marketing — that’s engineering.”

CopperGel™ Comfort Layer Technology:

The CopperGel™ comfort system combines two innovations: copper’s natural antimicrobial qualities and a dynamic gel matrix that changes density under pressure. As weight increases on a specific area — for example, the hips or shoulders — the gel particles interlock, mimicking the response of pure gel while maintaining overall surface consistency.



Instant Comfort - American National Manufacturing



Instant Comfort Series - Relax in Comfort

This technology offers targeted support without sacrificing contouring, prevents the “bottom-out” effect common in single-density foams, and continuously dissipates heat for cooler sleep. The antimicrobial properties of copper also discourage bacterial growth and odor buildup, reducing the need for chemical treatments.

CertiPUR-US® Certified Foams:

Each Instant Comfort® mattress in the program incorporates CertiPUR-US® certified comfort layers, ensuring that the foams meet strict independent standards for content, emissions, and durability. These foams are made without ozone depleters, mercury, lead, formaldehyde, or phthalates and have low VOC emissions to protect indoor air quality.

The certification gives consumers a verifiable benchmark for safety and quality, separating documented performance from unverified marketing language. Verification can be found publicly at the CertiPUR-US® directory.

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Modular and Serviceable Architecture:

Unlike sealed Euro-top designs that lock comfort materials inside a permanent casing, Instant Comfort® beds feature open, modular construction. Owners can access and refresh comfort layers, replace worn components, or upgrade top covers without discarding the entire mattress.

This approach not only extends product lifespan but also aligns with the brand’s design-for-service philosophy — a key differentiator in a category where many products are built for short replacement cycles.

Smart-Base Integration:

When paired with compatible smart power bases, the system unlocks features once reserved for medical or ultra-luxury beds. Depending on configuration, users can experience Pillow-Tilt, independent head-tilt, variable leg elevation, multi-directional massage, USB charging, automatic anti-snore response, and voice-command control.

Each function works seamlessly with the Opulence and X10 Smart Bed platforms, allowing individualized adjustments through remote or mobile app. This integration transforms the bed into a personalized wellness environment designed for recovery, reading, or relaxation.

A Platform for Informed Comparison:

The educational program also includes demonstrations, showing how internal air pressure responds as guests shift positions. Using transparent cut-away models and digital pressure displays, advisors reveal the mechanical differences that influence comfort, longevity, and support.

“This initiative removes the mystery from smart-bed shopping,” DePaulis explained. “Customers can feel how each design manages motion transfer, shoulder relief, and lumbar stability. Once you sense the engineering at work, you understand why adjustability is about precision, not just softness or firmness.”

The company notes that interest in adjustable-firmness smart mattress technology is growing among both wellness enthusiasts and luxury homebuyers. Many visitors seek relief from back tension or sleep apnea but want modern aesthetics and digital convenience. By offering multiple brands under one roof, Relax in Comfort helps shoppers focus on measurable outcomes — sleep quality, body recovery, and durability — instead of competing advertisements.

Heritage of Innovation and Service:

Founded in 1967 by the DePaulis family, Relax in Comfort began as America’s first back-care specialty retailer. The company built its reputation on expert guidance, ergonomic education, and white-glove delivery long before the term “wellness retail” existed. Today its showrooms combine that heritage with the latest innovations in smart-bed, zero-gravity, and massage-chair technologies. The firm’s collaboration with Instant Comfort® extends that mission of transparency. Instant Comfort® itself traces its history back to American National Manufacturing established in 1972.

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