

# Hollandia International expands U.S. hotel network

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PRINCETON, N.J. — Luxury travel takes on a new meaning when Princeton's prestigious Peacock Inn opens the doors of its 16 guest rooms in May with high-end Morpheus beds from Hollandia International, a global leader in innovative sleep systems.

Customizable, non-innerspring specialty mattresses have now entered the burgeoning 'hotel bed' business - a category that has grown highly competitive among U.S. hotels in recent years.

"We're excited about adding this renowned hotel – in a town rich with history and tradition – to our roster of hospitality partners as it re-invents itself for the 21st century," said Avi Barssessat, CEO of Hollandia International.

Sleep choices for travelers and vacationers – from custom mattresses to pillow menus – are becoming increasingly popular in the hospitality industry, according to Barssessat, and a way for hotels from chains to boutiques to uniquely differentiate their offers.

The Peacock Inn, named to the prestigious Small Luxury Hotels of the World and one of the oldest mansions in Princeton, is expected to open May 15 after a three-year renovation.

The Morpheus mattress, retailing for \$2,600 in queen and available at Hollandia stores in New Jersey and Pennsylvania, is antimicrobial, hypoallergenic and made from only the highest quality natural latex material to assure point-to-point support and plush comfort.

The Hollandia sleep systems are customizable for individuals and couples, offering two two-sided mattresses -- one side being firm and the other soft -- that can be reversed to suit an individual's personal preferences. Guests of the Peacock Inn also have the option to purchase the Morpheus mattress directly from Hollandia.

"Our patrons expect and deserve the absolute best of the best. That's why Hollandia sleep systems were the natural choice for our guest rooms and suites," said Peacock Inn co-proprietor Barry Sussman.

Opening in May 2009, the historic Peacock Inn is a magnificent 10,000-square-foot colonial mansion transformed into a 16-room boutique hotel with a rich, warm

contemporary décor. The Inn is registered with the Small Luxury Hotels of the World (SLH) having all the amenities of a top luxury chain with small town charm.

Located in downtown Princeton, the Peacock Inn and BT20, its restaurant owned by celebrated chef Bobby Trigg, can accommodate events from 10 to 120 guests for weddings, banquets, social meetings or corporate functions. For more information, visit [www.PeacockInn.com](http://www.PeacockInn.com) <<http://www.PeacockInn.com>> <<http://www.peacockinn.com/>> .

Drawing upon a heritage of more than 28 years of perfecting sleep systems unparalleled in the bedding industry, Hollandia International has created the ultimate sleep experience. Hollandia designs, manufactures and markets the most luxurious and advanced sleep systems in the world. With over 120 locations in 12 countries across the globe and more on the way, Hollandia International has three showrooms in the United States, including the luxurious Short Hills Mall in Short Hills, NJ, King of Prussia in Pennsylvania and Philadelphia's Marketplace Design Centers. Visit [www.HollandiaInternational.com](http://www.HollandiaInternational.com) <<http://www.HollandiaInternational.com>>