

Emma Mattresses

International expansion is progressing at a rapid pace

Thursday, 05.09.2019



Photo: Emma Mattresses

The expansion of the German brand Emma Mattresses is proceeding at a rapid pace, with new markets added quarterly. Emma has been available in India and Hong Kong for several months. Now a presence at the China International Furniture Fair is driving Emma's market entry in China. In addition, the international focus is still elsewhere: The parent company Bettzeit is renamed "Emma - The Sleep Company" - as the company announced today.

The international expansion of Emma goes on and is proving in successful market entries in India and Hong Kong. In each case, the logistical regional infrastructure was set up, websites were launched and marketing campaigns implemented. The debut is currently in China, flanked by a presence at the China International Furniture Fair (CIFF) in Shanghai.

"With the imm cologne in January, we successfully started the year with Emma, where we were able to convince numerous dealers that we, as a convenience brand, could take an additional clientele into their shops. In April we were present at the Fuorisalone in Milan. In the meantime, several new retail cooperations have emerged in Italy. Now we look forward to constructive discussions with potential B2B

partners and consumers in Shanghai, "explains Philipp Burgtorf, who will be on-site as Chief Commercial Officer for Emma. He is accompanied by the country team for China and Hong Kong. Emma's products are now available in 20 countries, and their reputation is in part already in line with traditional local brands. "We have decided to make even greater use of Emma's reputation as an international brand for our company and to continue to expand it at the same time. The company name should convey more clearly that we are a fundamentally international company. That's why we rename 'Bettzeit' into 'Emma - The Sleep Company', "says Manuel Müller, CEO and co-founder of the company. The entire team has now grown to over 250 people from more than 40 nations.

International expansion is progressing at a rapid pace

Links

- [Emma Mattresses](#)