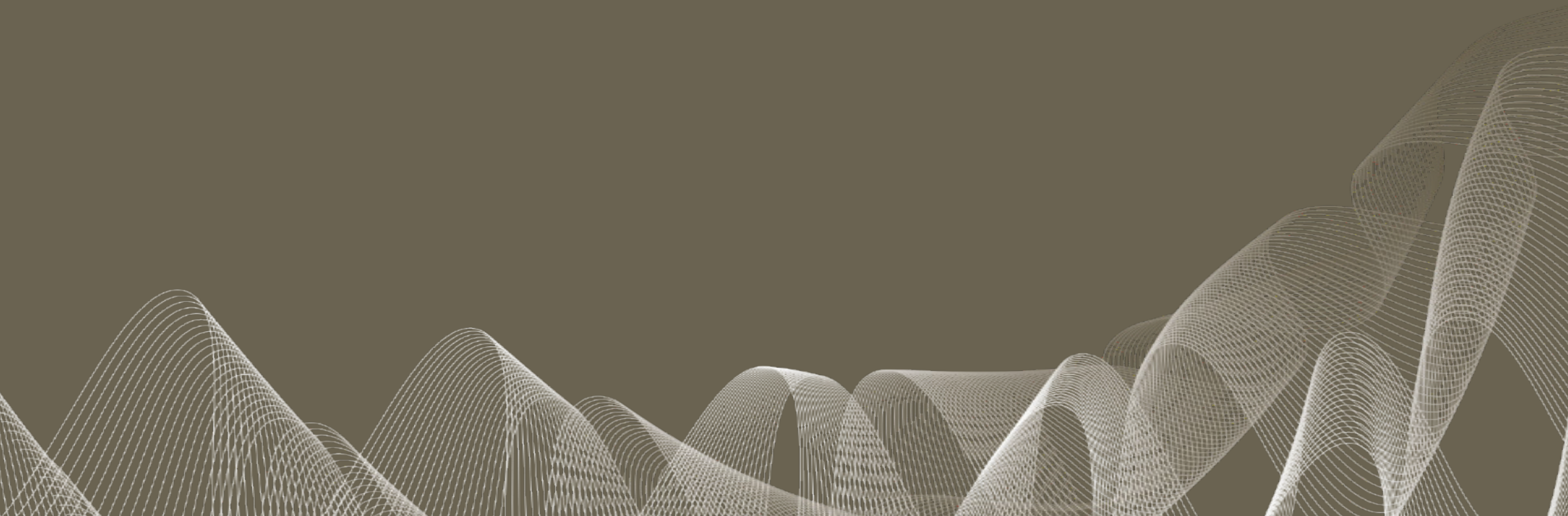


niorēm

MADE IN ITALY

Design Beds & Mattresses

Brand Presentation





niorem
MADE IN ITALY
Design Beds & Mattresses

Niorem was born to transform the mattress from a simple functional product into a design object, conceived to be seen and experienced every night.

Innovative materials, ergonomics and tailored craftsmanship work together to offer personalized and lasting comfort.

Rooted in Italy, the brand values the local supply chain and the finest craftsmanship, transforming selected raw materials into products that embody the essence of Made in Italy.

Niorem® Mattresses

The collection that tells the story of design

Each mattress expresses a different way of understanding rest, comfort and aesthetics, yet all share the same vision: to bring into daily life an object conceived with the care of an interior design project.

Different models satisfy different needs, habits and aesthetic sensibilities, creating a cohesive collection that shows who we are through shapes, materials and details that speak of contemporary design.



Who We Are

Made in Italy

Excellence is born here



We design and create with a deeply Italian soul. Every phase of the production process takes place on our territory, where skilled craftspeople transform highest quality raw materials into products that embody the true spirit of Made in Italy.

Niorem was born from a simple question: why is the mattress, the heart of the bedroom, almost always treated as an element to hide rather than as a central piece of interior design?

From here we began working to create products that truly unite design, ergonomics, and material quality, without having to choose between aesthetics and wellbeing.

Michele & Adriano Calabrese
Founders



Our promise

Our commitment is clear: each mattress must express a precise way of understanding rest, in which design, performance and responsibility move forward together.

We devote time to the selection of raw materials, to the design of internal structures, and to the development of covers because every detail contributes to create a quality experience that is perceptible over time, both for those who sleep on our mattresses and for those who choose to work with our brand.



Award-Winning International Design

Our design and vision have already won numerous international recognitions. Every award is an added motivation to continue improving the comfort and style of our mattresses, night after night.



In the Spotlight

 Trend online

“Between 2018 and 2021, MTA Group ranked among the top-performing Italian companies”

la Repubblica

“Being part of the finalist list for the Compasso d’Oro is like making the shortlist for the Oscars of industrial design”

 adnkronos

“Compasso d’Oro 2024: For the first time, a mattress makes it to the finalists”

Liberò

“MTA Group Leini is the Growth Champion 2023”

Quotidiano Piemontese

“For the first time in its 68-year history, among the finalists of the Compasso d’Oro, the prestigious international design award, there is also a mattress...”

affaritaliani.it
il primo quotidiano on-line

“MTA Group has been recognized among the top-performing Italian companies”



The Covers

Aesthetics and function,
stitched together



A range of covers, infinite style combinations.

Different covers, designed to adapt perfectly to every type of interior.

They are created to enhance specific functionalities: freshness, thermoregulation, breathability and natural comfort.

A design that becomes sensory experience and personal choice, night after night.

Designed with aesthetics that speak of the future and technology that speaks of excellence. Like works of art that clothe sleep. Every detail is conceived to enhance the rest experience, created with latest generation technical materials.



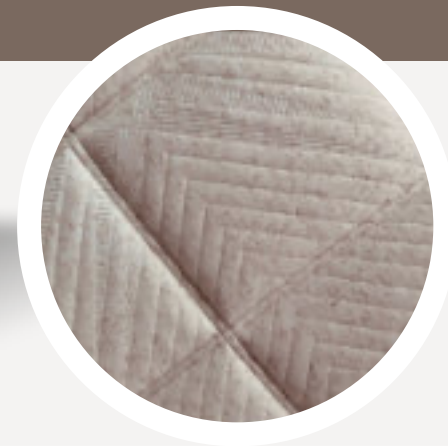
Cover *Nano Wave*



**Negative ions and
graphene in action:
Pure energy, every night.**



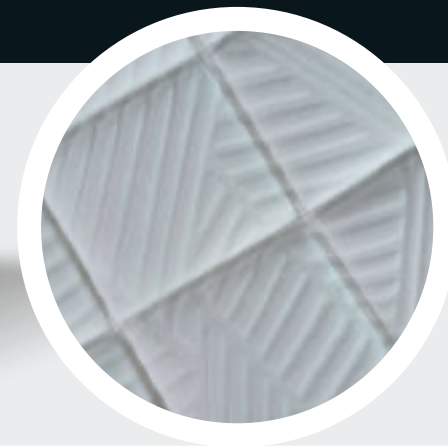
Cover *Nature Blend*



**The power of nature and
the luxury of Italian
merino wool.**



Cover *Visco Prime*



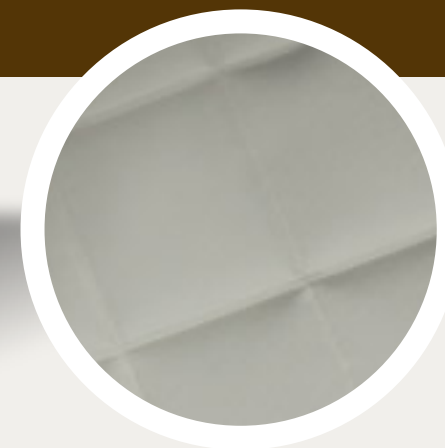
The embrace of comfort.

Discover all the covers on >> [NIOREM.COM](https://niorem.com)



Cover *Reverso*

Reversible topper.
Cool, warm, versatile.



Cover *Tradizione*

Authentic warmth of
Italian tradition.

Discover all the covers on >> NIOREM.COM



The essence of our materials

For Niorem, a raw material is never just a technical component: it's the starting point of a rest experience that must be perceived on the skin, in thermal balance and in the sensation of comfort that accompanies every night.

Foams, fabrics and padding that work in synergy, transforming technology and material research into a tangible daily luxury made of durability, wellbeing and beauty.

The fabrics

Tactile elegance

Niorem fabrics represent the first level of contact with sleep and with the bedroom environment. Every surface is created to breathe, caress and enhance the mattress, combining freshness, elegance and a tactile sensation crafted in every detail, designed to accompany every night.





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An ally in the point of sale

When we imagined Niorem, we wanted to create a collection capable of enhancing the showroom, strengthening the retail identity and building direct and lasting relationships with those who choose to present our design to their customers.

Each mattress is designed to become a distinctive element of the store, a tool that allows you to elevate the perception of the shop, to make room for more ambitious commercial policies, and offer a purchasing experience that speaks of care, selection and shared attention among brand, retailer and end customer.



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Niorem® is a registered European trademark
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We're here to build lasting partnerships,
visti our website

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