

PRESS KIT



SENTTIX

COMPANY PROFILE

Senttix (Ecus Sleep SLU) is a Spanish family business, now run by the second generation, dedicated to the design, manufacture, and marketing of sleep products, with an international presence on several continents.

This success is the result of the dedication of a team of over 120 professionals, committed to continuous innovation and adapting to the demands of a constantly evolving sector.

With over 20,000 m² of facilities and a production capacity of more than 750 mattresses per day, the Senttix group has an annual turnover of around €20 million. Of this, 50% comes from exports and over €3 million from its digital business, distributed between its two online brands.

Mission

To promote good sleep as one of the basic pillars for improving health and personal well-being, with the certainty of knowing that a healthy life depends largely on quality sleep.

Vision

To offer sustainably manufactured, durable, and recyclable products to generate a positive impact on our employees, the community, and the environment.

Values

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GROUP BRANDS

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SENTTIX

Senttix is the group's most exclusive brand. It offers natural, revitalizing, and healthy rest with natural materials and products that, in addition to promoting relaxation, provide complementary benefits that improve people's health. Senttix has points of sale in Spain and other European countries.

KHAMA

A different kind of brand in the sector. It was born with one goal: to make buying a mattress an easy and enjoyable experience, with a simple, honest, and personalized offering. Mattresses that adapt their firmness to each person's BMI, with removable covers and an innovative design that allows for quick and easy updates or changes in comfort. An omnichannel brand, with points of sale throughout Spain.

KHAMA HOTEL

KHAMA Hotel is our hospitality brand, offering comprehensive solutions tailored to each hotel project. We provide high-quality products that add value while remaining simple to facilitate the hotel's daily operations. We have collaborated with some of the best national and international architectural firms, and have also provided complete furnishings for major hotels and hotel chains worldwide.

ECUS KIDS

Ecus Kids is a brand specializing in children's sleep products. It operates online and in baby stores. Its Care line has received health certification from the Spanish Agency for Medicines and Health Products for its effectiveness in preventing plagiocephaly and suffocation in babies.

ECUS

Ecus is the group's most basic and affordable brand, as well as its oldest. Many mattress stores throughout Spain, including El Corte Inglés, offer Ecus mattresses to their customers.

WHERE WE ARE



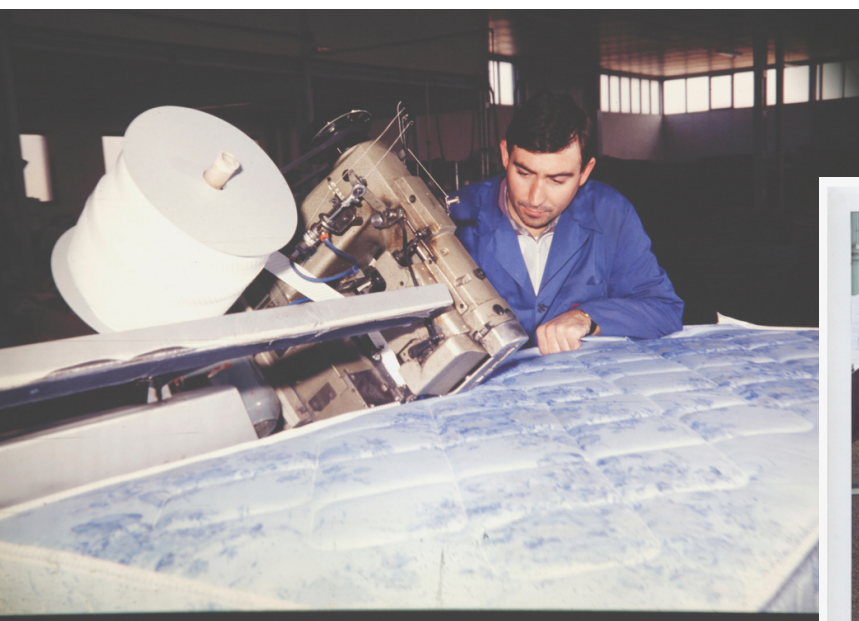
From our facilities in Yecla (Murcia), we design and manufacture all our products for export worldwide.

Today, we have over 1,000 points of sale in Spain and France, including our own stores and distributors, and our international presence has been steadily increasing in recent years: we are present in more than 18 countries, such as France, China, the United States, the United Arab Emirates, Saudi Arabia, Switzerland, Belgium, and Italy.

Our facilities cover over 15,000 m² and have a production capacity of more than 750 mattresses per day. Design, development, and manufacturing are all concentrated in one location, allowing us to control the entire chain: from the selection of raw materials to the final finishes. Manufacturing in Spain also means reducing distances, protecting the environment, and supporting an industry that generates employment and keeps textile traditions alive—a close relationship that is reflected in delivery times and our ability to adapt to each client.

In addition to our distributor network, we have our own stores—Selltix in Madrid, Murcia, and Vigo, and Khama in Murcia—along with an omnichannel presence that combines e-commerce, marketplaces, and large retail outlets. Exports account for approximately 50% of the group's revenue.

PROUD OF OUR HISTORY

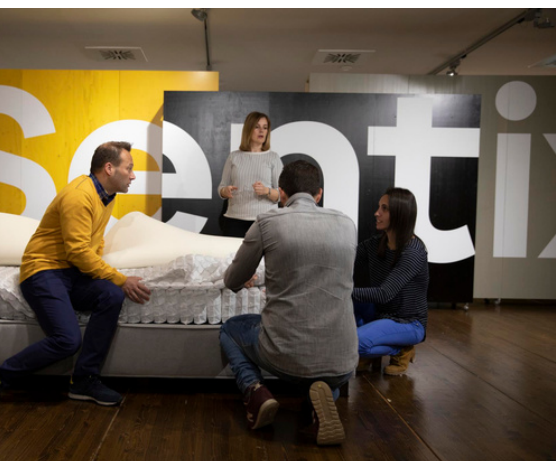


From 1975 to today.

In 1975, our founder, Pedro Rubio, converted the polyurethane foam processing company that he had created three years earlier into a mattress manufacturing company, Ecus Sleep, which decades later would culminate in Selltix.

Many of the workers who started with him continue to work with us today. At Selltix parents and children work together, an example of the coexistence between different generations and the value that the company gives to the family.

Despite its growth and internationalization during these more than 40 years, Selltix has never lost sight of its origins: an origin with a focus on people.



A commitment to innovation

Senttix has an R&D department that allocates more than €2 million annually and, in collaboration with various technology centers, research institutes, and consulting firms, ensures the development of new and improved products, processes, materials, and technologies in the medium term.

This work was recognized in 2012 with the Business Innovation Award granted by the Regional Ministry of Universities, Business, and Research of Murcia (INFO).



Quality is certified

Quality has been a fundamental pillar since our beginnings. Thanks to the careful selection of our materials and manufacturing process, we guarantee the durability of our products, providing peace of mind and the assurance that your sleep quality will always be optimal.



Values-Based Branding

Knowing the importance of nutrition for a good night's sleep, in 2019 we began a collaboration with Martín Berasategui as a Senttix brand ambassador. Who better than Martín to represent our Senttix brand, with whom we share many of our values, such as determination, positivity, and a passion for detail?

CHOOSE YOUR GOOD SIDE

At Senttix, we always choose the positive path, the one that contributes to improving our society. That's why we strategically incorporate Corporate Social Responsibility at the leadership, management, and performance measurement levels, aligning it with the Sustainable Development Goals (SDGs) of the UN's 2030 Agenda.

We integrate work-life balance and equality into our company, as reflected in the recognition of our First Equal Opportunities Plan for Women and Men, awarded by the Ministry of the Presidency, Parliamentary Relations, and Equality in 2018.

Sustainability

Thanks to our photovoltaic park, the reduction of plastic and paper, and proper waste management and the circular economy, we minimize our environmental footprint and are becoming a more sustainable company every day.

Volunteering

We integrate our staff into volunteer activities that generate social and environmental benefits on a non-profit basis, aligned with our corporate culture.

Talent management

Boosting team motivation is a priority. Therefore, we take action to improve the work environment and talent retention, providing training through Senttix Academy.

COMPANY TIMELINE

1975

Pedro Rubio founded Ecus, initially dedicated to the transformation of polyurethane foam.

1984

Manufacturing of the first biconical spring mattresses. Acquisition of the first Sphüll automatic spring machine.

1987

Expansion of facilities, 7,500 m². Production capacity 500 units/day.

1996

Acquisition of pocket dock machinery. Creation of the Multispring® brand. Turnover €6 million.

1998

Opening of a new 13,000 m² expansion. Production capacity: 1,000 units/day.

1999

ISO 9001 Quality Certificate.

2000

Creation of the internal R&D department.

2004

ISO 14001 Environmental Certificate. Turnover €15 million.

2006

Launch of the contract line. First campaigns on national TV.

2008

Internationalization. Stores in China.

2009

N&G Award for Excellence as a supplier company. New business line: Ecus Kids.

2010

Establishment of a production plant in São Paulo, supplying products to Brazil and Bolivia. Innovation in Design Award, 4th Edition of the Business Innovation Awards of the Region of Murcia.

2012

Opening of exclusive stores in the UAE (Dubai) and South Africa. Launch of a sofa line.

2013

Opening in the French market with the new Au Lit bed line.

2014

50% of revenue from exports. 150 employees. Facility expansion by 15,000 m².

2015

Presentation of the Ecus Kids Care line. Opening of stores in Saudi Arabia.

2016

New 360 and Icon furniture series, contract equipment designed for industry professionals and architects.

2017

Obtaining OEKO-TEX® Standard 100 certification. Mercury Export Award from the Murcia Chamber of Commerce. Launch of the KHAMA project.

2018

First Equality and Opportunities Plan, recognized by the Ministry of Equality. Approval of 5 health products.

2019

Martín Berasategui is an ambassador for the Selltix brand. First Selltix store in Murcia.

2020

Manufacturing masks and gowns during the COVID-19 pandemic. Opening of the Selltix store in Madrid.

2021

V-Label seal for vegan products. New corporate identity of KHAMA Hotel. CEPYME Awards Finalist in Digital Transformation. Turnover €20 million.

2022

Opening of the Selltix store in Vigo. Opening of the first KHAMA store in Murcia. Obtaining the Carbon Footprint Registration seal.

2023

Construction of a new upholstery manufacturing plant. Creation of Ecus Care SL as a specialized business unit. Opening of two KHAMA stores.

2024

Opening of two new KHAMA stores.

2025

Opening of two kHAMA stores. New visual identity for the Selltix brand. Incorporation of the third generation of the family: the founder's grandchildren.

SENTTIX AT HÁBITAT VALENCIA 2026

From September 28 to October 1, 2026, Senttix returns to Feria Hábitat València with a 253 m² stand in Hall 1, Level 3 (Stand B65), open every day from 9:00 a.m. to 6:00 p.m. A space conceived not only as a product showcase, but also as a meeting point with clients, distributors, specifiers and press.

BEDS, the new addition to this edition

This year's big launch is BEDS, the new mattress catalog from Senttix. It joins Buenos Buenos Días, the collection presented at the previous edition of the fair, which continues to be a cornerstone of the brand's sleep solutions and will also be on display at the stand.

A stand designed as a journey

The space, designed by interior designer Salvador Soriano, organizes the stand into distinct areas that allow visitors to explore the group's offerings brand by brand. Senttix occupies the most prominent area, with bedroom-style settings that showcase the product in context, while Khama and Ecus complete the experience with their own spaces, including a KHAMA Experience area and a zone dedicated to materials. At the center, a meeting plaza with trees, a bar, and seating areas—designed with wood, natural fibers, and a raw palette—serves as a gathering and conversation point throughout the fair, and an elevated stage hosts the scheduled activities.

Four days, four audiences

Each day of the trade fair has its own focus. Monday the 28th is France Day, with the presence of Christophe S. de Funès, former French Consul in Seville. This day is especially significant for the group, given the importance of France in its sales network.

Tuesday the 29th is dedicated to the brand ambassadors: Martín Berasategui, who has been with Senttix since 2019, and Fernando Romay. It is also the day with the highest attendance of Spanish clients, distributors, and media.

Wednesday the 30th is Interior Designer Day, with interior designer Natalia Zubizarreta joining the stand.

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