Stroma Opens Makedonitissas Showroom in Egkomi, Bringing its Cypriot-Made Mattresses Closer to Households in The Capital's Western Suburbs

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NICOSIA, CYPRUS - September 15, 2026 -
Stroma, the Cypriot manufacturer of mattresses and bedroom furniture that has been trading on the island since 1994, has announced the opening of its new Makedonitissas store at 73 Lykavitou Avenue, 2401 Egkomi, with a public grand opening set for Saturday 26 September at 11:00. The showroom introduces the company's mattress collection to residents of Egkomi, Makedonitissa, Agios Dometios and neighbouring districts west of the city centre, communities for which the nearest branch had previously been the Athalassas location in Strovolos.

Situated within easy reach of the Egkomi and Makedonitissa residential areas, the new outlet operates inside a larger home furnishing showroom, an arrangement that allows visitors to view Stroma sleep products next to furniture intended for other rooms of the house. Mattresses form the centre of what is on display, while pillows, bed linen and related bedding are also available to browse, so that anyone furnishing a bedroom from scratch can see the main components together under a single roof rather than assembling them one item at a time from different retailers.

Mattresses remain the principal product manufactured by the company at its production facility in the Dali Industrial Area, and the Egkomi branch gives shoppers in the surrounding suburbs the opportunity to compare the Aither, Gaia and Hydra series in person before committing to a purchase. Staff can explain how the construction of each range differs, from the spring unit at its core to the upholstery layers above it, and can advise on sizing for single, double and larger beds, a process that the business has long regarded as difficult to replicate through a screen or a printed brochure.

A spokesperson for Stroma said: "A mattress is something most people want to lie on before deciding, and for families in the western half of the capital that has usually meant a drive across town to Strovolos. Placing a showroom on Lykavitou Avenue shortens that journey considerably and gives those households somewhere close to home to choose at their own pace, ask questions and compare options without feeling rushed."

Proceedings on opening day begin at 11:00 and are open to members of the public, with the store's team on hand to guide visitors through the collection, answer questions about firmness and materials, and explain how orders placed in Egkomi are handled once they leave the shop floor. Residents who are unable to attend that morning will be welcome to call in during regular trading hours in the weeks that follow, and details of those hours can be obtained directly from the branch using the contact information listed at the end of this announcement.

Purchases made at the new location are covered by the island-wide delivery service that Stroma already operates from Nicosia, which reaches Limassol, Paphos, Larnaca and Famagusta as well as the capital itself. Deliveries include assembly on the floor where the goods are received, while transport to upper storeys can be arranged separately at an additional charge, an arrangement intended to keep the standard service straightforward for the majority of homes.

The expansion into Egkomi marks the latest step in a history that began in February 1994, when the firm was established by its founder in Nicosia. Exports to European markets followed in 1996, and in 2003 the company received the KEVE Business Award for Exports, a recognition from the Cyprus Chamber of Commerce and Industry of its commercial performance beyond the island. Today Stroma employs a team of 20 people and continues to make its products locally, supplying beds, divans, headboards, pillows, linen, mattress toppers and a dedicated baby line in addition to its core range of sleeping surfaces.

Commenting on the wider significance of the opening, the spokesperson added: "Stroma has spent more than three decades making mattresses in Cyprus, and the principle behind every showroom has stayed the same, which is that customers should be able to see how a product is built and receive honest guidance before buying. Egkomi and its neighbouring districts are home to a wide mix of households, from couples setting up their first flat to families replacing furniture they have owned for many years, and this store gives all

of them the same level of advice and after-sales support already offered in Strovolos, Limassol and Paphos."

With its latest outlet now trading, Stroma has two showrooms in Nicosia, in Strovolos and Egkomi respectively, alongside branches in Limassol, on Archbishop Makarios III Avenue, and in Paphos, where the company trades from premises on Mesogis Avenue. People living in Famagusta and Larnaca continue to be served via home delivery and the company website at www.stroma.com.cy, where the full catalogue can be viewed and enquiries submitted online.

Stroma is a Cypriot maker and retailer of sleep and bedroom products, founded in February 1994 with its registered office in Lakatamia. Its mattresses are produced at its own factory near Dali and sold, together with beds, pillows, bedding and toppers, through showrooms in three districts and via an online shop. Recipient of a national export award in 2003, it has supplied overseas customers since 1996 and delivers throughout Cyprus.

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Stroma Cyprus

Stroma has been a trusted local Manufacturer and Retailer in Cyprus since 1994 and has exported across Europe since 1996.

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