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## SleepLogic™ Partners with the International Chiropractors Association

Thursday, June 09, 2005

By: *Furniture World Magazine* | [Print Page](#) | [Send This Article By E-mail](#)

SleepLogic™, a leading manufacturer of lifestyle mattresses based in Cleveland, Ohio, recently announced its exclusive partnership with the International Chiropractors Association (ICA). The company began working with the ICA in October of 2004 to design its new line of mattresses. The official ICA endorsement began January 1, 2005.

As a direct result of the partnership, SleepLogic developed two new mattress lines, ChiroSense™ and LifeScape™, which, along with Refresh™ comprise the lifestyle-focused collection. A four-member ICA committee, led by 2004-2005 ICA Chiropractor of the Year and Chairman of the Posture and Science Advisory Committee, Dr. Don Hirsh, worked very closely with SleepLogic engineers throughout the product development process. This led to the use of the most sophisticated technology for enhanced posture and sleep quality.

"This is a real working partnership we have with the ICA," says Bruce Goodman, president, SleepLogic. "There isn't a week that goes by that we don't communicate with them to discuss new products and concepts. The goal of the partnership is to build better products to help people sleep better."

The ICA chose to partner with SleepLogic, not only because of the reputation of its product, but also because of the reputation of the company.

"We were looking for a mattress company that possessed two key attributes: growth-minded and innovative," says Hirsh. "SleepLogic combines those two qualities with the highest level of customer satisfaction and quality control."

**No Time For Slumber:**

According to Goodman, the recent launch is just the first step in growing SleepLogic into a national mattress brand. Already talking to other manufacturers as potential group members, SleepLogic is anticipating significant interest from other companies to become part of the brand's growth into other areas of the country.

"We're excited about putting together a select group of top-notch, success-driven companies that will build this brand. We are committed to a team approach, an approach we feel is unique to the mattress industry, as our formula for success."

**About The ICA:**

The International Chiropractors Association (ICA) is the world's longest-standing international chiropractic professional organization, representing nearly 8,000 practitioners, students, chiropractic assistants, educators and laypersons worldwide dedicated to the

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growth and development of the chiropractic profession based on its fundamental principles and philosophy.

About SleepLogic:

When talking about the SleepLogic™ brand of mattress products, which launched in early 2005, perhaps the most accurate way to describe it would be “a brand 80 years in the making.”

SleepLogic, based in Cleveland, Ohio, is an offspring of White Dove Mattress Ltd., established by Harry Goodman in 1922. Now, fast forward to 2004. The company hadn't changed its successful formula: White Dove was still going strong as the largest U.S. licensee of Springwall mattresses and a Goodman – Harry's great-grandson Bruce – still owned the company.

So, why did SleepLogic want to fix something that wasn't broken?

A Brand Of Their Own:

While its Springwall relationship had served the company well, Goodman knew that to take his company to the next level, White Dove would need to launch a brand of its own. In 2004, Goodman made this vision a reality, developing SleepLogic, a new brand of lifestyle mattresses.

According to Bruce Goodman, president, the SleepLogic line was not only created to promote better sleep; it was created to promote better living:

“SleepLogic thinks of sleep a little differently. A good night's sleep is one that rejuvenates not only the body, but the mind and soul as well. That's why we wanted to create 'beds for life'. Think about it – today's lifestyle has you living more of your life in bed – watching TV, working on your laptop, catching up with your family on the phone, reading to your kids and sometimes the dog. This lifestyle demands a high-quality mattress that provides the kind of support your body needs to keep you feeling like a new person, whether living or sleeping in your bed.”

To ensure that its mattresses delivered this kind of “life” support, SleepLogic entered into an exclusive partnership with the International Chiropractors Association (ICA) in October of 2004. A four-member ICA committee, led by 2004-2005 ICA Chiropractor of the Year and Chairman of the Posture and Science Advisory Committee, Dr. Don Hirsh, worked very closely with SleepLogic engineers throughout product development. On January 1, 2005, the ICA officially endorsed two SleepLogic product lines: ChiroSense™ and LifeScape™, which, along with Refresh™, an entry level offering, form the SleepLogic product line.

No Time For Slumber:

According to Goodman, the recent launch is just the first step in growing SleepLogic into a national mattress brand. Already talking to other manufacturers as potential group members, SleepLogic is anticipating significant interest from other companies to become part of the brand's growth into other areas of the country.

“We're excited about putting together a select group of top-notch, success-driven companies that will build this brand. We are committed to a team approach, an approach we feel is unique to the mattress industry, as our formula for success.”

For more information on SleepLogic and its line of mattress products, please call 1.800.218.3951, x.134, e-mail [info@sleeplogicusa.com](mailto:info@sleeplogicusa.com) or visit [www.sleeplogicusa.com](http://www.sleeplogicusa.com).

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recruitment program for its future Bolingbrook store — opening this Fall — that will include a job fair event at the Bolingbrook High School on July 9.

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