

Introducing SleepLogic™, Not only is SleepLogic a Bed for Sleeping, it's Also a Bed for LIVING.

The brand of beds created expressly for living

Edited By; Dale T. Read, Editor-in-Chief

It takes a lot to launch a new prospective national mattress and bedding brand, especially when your company has been a regional or independent mattress manufacturer or a licensee for another brand. However, when you have a vision for better living, creating and marketing excellent product and addressing the needs and wants of retailers and consumers alike, that was enough for Bruce Goodman, president and owner of Ohio-based White Dove Mattresses, Ltd.

When talking about the SleepLogic™ brand which launched earlier this year, 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, a company 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.

When asked by BEDROOM magazine, why he felt the world needed another mattress brand and how SleepLogic would differentiate itself from all the other mattress and sleep surface companies, Goodman pointed out that they had a clear vision of the desires, wants and needs of their customers, and they had developed a very focused branding statement.

According to Goodman, the brand essence states: “Contemporary, smart and fresh, SleepLogic is the bed that people choose for healthier, more restful sleep, to rejuvenate the body, mind and soul for the day ahead. Not only is SleepLogic a bed for sleeping, it's also a bed for LIVING.

It's THE bed for life, with a harmonious, holistic attitude that understands the realities of day-to-day stresses and schedules: To-do lists are jam-packed, full of must-do's, need-to-do's and if-I-only-had-the-time-to-do's. SleepLogic, through innovation in the art and craft of sleep, offers relief and repair through balance; it's the “yin” to the “yang”, the moon to the sun, the night to the day.

With the key realization that balance is essential to achieving and maintaining optimum health, SleepLogic provides doctor-recommended, proprietary products that give consumers a “smarter way to sleep”.

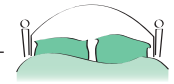
According to Bruce Goodman, President, the SleepLogic brand transcends the goal of “Better Sleep” to aim at “Better Life”. “The SleepLogic product line was not only created to promote better sleep, it was created to promote better living. We at SleepLogic think of sleep a little differently. A good night's 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 quietly or to your kids. 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 com-

mittee, 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. Listed below are the key features for each:

LifeScape™ ICA certified

- SupportSense™, SleepLogic's exclusive zoned continuous wire innerspring system, provides a more balanced, healthier sleep surface by supporting the spine in its natural position, promoting more restorative sleep. The LifeScape collection features a unique five zoned, 800 coil innerspring. Its surface wires are engineered to provide additional support at critical points in the sleep surface.
- SensaLuxe Foam, which is 50 percent denser than conventional bedding foams, provides enhanced comfort and support, while reducing body impressions.
- To create a quiet stable sleep environment, as well as a 20 percent larger usable sleep surface, (when compared to a conventional innerspring) the LifeScape collection is foam encased. This also eliminates edge breakdown, while providing more seating comfort.
- The ComfortTech Foundation features a tempered steel grid that helps reduce motion transfer by absorbing the sleeper's weight.
- Anti-bacterial, anti-microbial fiber offers an allergen free sleep environment by permanently protecting the mattress against dust mites, mold and fungi that cause odors and trigger asthma and sinus irritations.



- The LifeScape collection requires no flipping, thanks to a one-sided design that provides 100 percent comfort, 100 percent of the time.
- Most LifeScape mattresses are designed so they can be used with any of the SleepLogic adjustable bed bases.

ChiroSense™ (features)

- ICA certified
- SmartEdge™ edge-guards providing a solid, sag-free edge for “sleep to the edge” comfort
- SupportSense, SleepLogic’s exclusive zoned continuous wire innerspring system, provides a more balanced, healthier sleep surface by supporting the spine in its natural position, promoting more restorative sleep. The ChiroSense collection features a 640 coil and 3-zoned 720 coil innerspring with each zone designed to give your body the unique support it needs.
- The “Neural Net”, a unique posturization grid on the center third of the sleep system, provides additional support where your body weight is concentrated.

Refresh™ (features)

- SmartEdge
- Combinations of high quality innersprings, designer tickings, layers of soft or firm foam and gusseted pillowtops.
- Designed to offer a significant value to those consumers with a limited budget

When asked by BEDROOM Magazine about how SleepLogic would differentiate the company with their retailer/dealer partners Goodman answered: “We offer a broad, well merchandised product program that covers every key conventional and alternative sleep surface including: memory foam, latex, adjustable beds, foam encased no-turn products (LifeScape Collection), premium 2-sided products (ChiroSense), and a competitively priced, attractive promotional product line (Refresh).” Goodman continued, “We provide high quality, professional collateral material that helps the retailer best communicate the SleepLogic story, while making it easier for the retail salesperson to close profitable bedding sales. The LifeScape and ChiroSense products also give the retailer a “healthy” support story backed by the oldest professional

Chiropractic association in the world. A very powerful tool when packaged with our logical ‘SupportSense’ coil and warranty steps.”

Goodman also notes that the company provides retailers with a complete ad support program including:

- Competitive Co-op monies
- Quarterly Ad Planner kits on CD that allow for customization by the dealer
- 4 color bedding cards
- TV spots
- Radio scripts

Further, Goodman stated, “Our sales reps are trained to help the retailer budget for and plan ads, merchandise sleep departments, conduct positive, educational sales meetings and be a key partner in growth. A prerequisite for any new hire is that a representative have a retail background so they can better understand and relate to the challenges that today’s independent retailers face. We want our customers to feel like THEY are the major brand. Ultimately, this approach, which has served us well on a regional basis, will

help us, our retail partners and future licensees differentiate our brand.”

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 in 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 X134

e-mail: info@sleeplogicusa.com

or visit www.sleeplogicusa.com

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