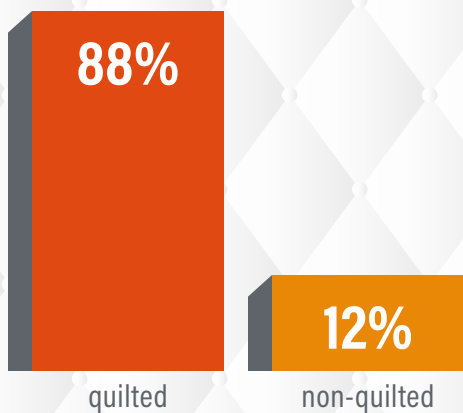


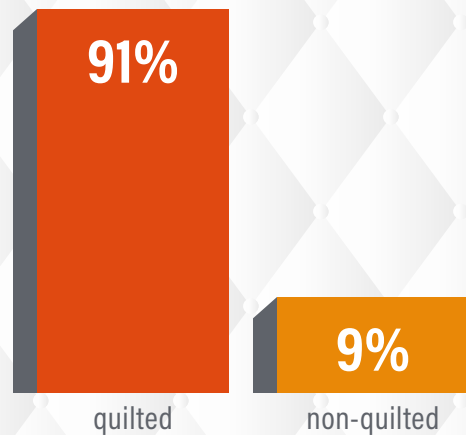
QUILTED vs. NON-QUILTED MATTRESSES

A survey of bedding store retail sales associates + managers

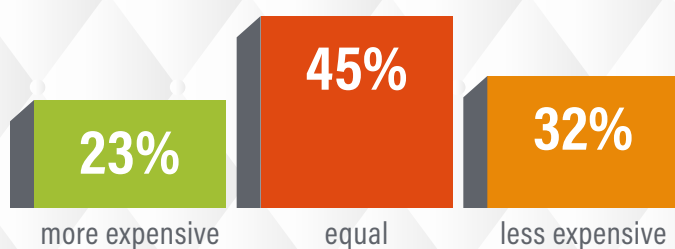
1. Which does your retail store display more of?



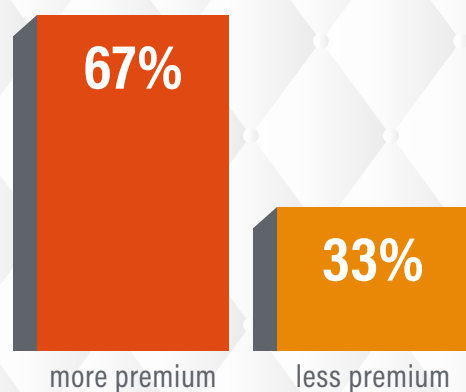
2. Which do you sell more of by unit volume?



3. How does the price of quilted units compare to non-quilted?



4. How do customers perceive the positioning of quilted mattresses?



5. Does quilting come up during the sales process?



6. Why do customers choose quilted over non-quilted?

Looks like furniture. The appearance of better quality and value.
Additional cushioning. More familiar. **Looks more luxurious.**
More durable. **Sleeps cooler.** Visually tailored look.

7. What is your perception of quilted mattresses?

PROS:

Will hold shape and last longer.
Higher-end.
Better aesthetics.
Another layer of comfort.
Non-quilted looks cheap.
I'm a fan.

CONS:

1 of 10 clients claim to feel it, and avoid it.
Tend to show more body impressions.
Old school.
Preferred by older demographics.