

# Mattress Durability

BEST IN SUPPORT



BEST IN QUALITY



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As we begin to view the mattress as an important wellness product we realize that the way it performs over time as it is used is an important characteristic of the “ideal” mattress. Its not just a matter of how long something lasts, but how well it performs and what happens when it begins to wear out. The new synthetic foam beds change with use like the tires on your car until they “fail” and need to be replaced. Unfortunately, the consumer doesn’t know when to replace their mattress and waits until well past its useful life. When that happens the quality of their sleep deteriorates and becomes a health risk and finally painful. Its not until they reach the point where they can’t take it any more that they finally replace their mattress. This last year spent tolerating a failing mattress can cause untold damage to the sleepers’ body and undermine their overall health.

We know that a mattress is only as good as the materials it is made with. So in our quest to develop the ideal mattress Doctor’s told us to make sure that we used materials that would perform well when new and continue to perform at that same level throughout the entire warranty period... in our case 20 to 30 years.



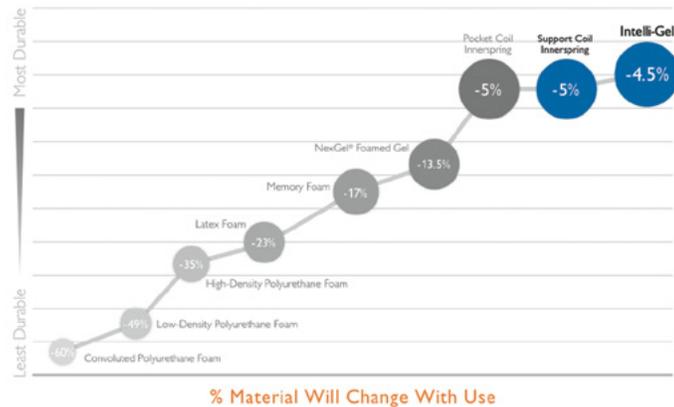
There is a standard industry test for the materials used in a mattress. It is called the rollator test and consists of a 6-sided roller weighing 230 pounds that rolled back and forth over a mattress 200,000 times. This test simulates the amount of wear that will occur as the mattress is slept on.

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continued

Leggett & Platt, the leading supplier of mattress materials conducted rollator testing on the leading types of mattress materials. The following chart summarizes that research:

## How long materials perform like new



- A mattress should sleep well for the entire warranty period
- Foams wear down as they are slept on
- Intelli-gel lasts 4 to 10 times longer than foam
- IntelliBED's are made with materials that last
- IntelliBED has the best warranty in the industry

Source: Leggett & Platt Rollator Testing

This test showed that: the traditional poly chemical foam used in the cushioning layer of almost every retail mattress suffered an astounding 49% rate of change during the test; Popular memory foam showed a 17% change; Latex showed 23% wear; foamed gels showed a 14% wear while our incredible Intelli-Gel showed only a 4% change during the entire test making it by far the most durable material used for cushioning in a mattress and the perfect material to help us meet the endurance goals we established for our IntelliBED line of mattresses.

Interestingly, about half of the total wear for foams occurred during the first 10% of the test, meaning that beds that use foam as their primary cushioning material quickly lose their ability to support and cushion properly.

The industry recommends that you change a retail quality mattress after 8 years of use recognizing the wear factor of the materials used. Using Intelli-Gel, we have built our IntelliBED mattresses to wear properly and meet our goal of changing less than 5% during the entire warranty period up to 30 years.

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PERFECTING THE SCIENCE OF SLEEP™

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