

Version 8 Comfort Sleeper:

- 10 year mechanism warranty - latest generation technology with the new compression mechanism allowing for lower seat height & other cushion options
- 14 styles from which to choose
- 3 mattress options - Premier (Crypton), Gel and a new, less expensive and more appealing Tempurpedic formulation comparable to their Cloud Supreme product
- Opening requires only 15 lbs of effort to operate (Queen Size), vs. 50-60 lbs of effort for all other versions
- Sectionals available in almost any configuration
- Stationary items available to match
- Low and high leg options available
- 5" mattress on all low-leg styles
- Sheet tuck designed into the mattress system and cover to allow fitted sheets to fit snugly
- Frames are physically smaller yet offer the same sleeping space as the more Spartan versions sold by our private label customers
- Smaller frames, lower seat height and shallower seat depth create a more comfortable sit, most closely resembling our stationary product
- Full thickness seat cushions
- Down seating option also available on this version
- Interior back panel finished in the fabric covering the body
- 30 day delivery and Earlybird option for 20 days
- Nationwide MRP protecting your investment

Other Private Label Versions: Room & Board, Restoration Hardware, Crate, etc.

- The retailers above all use either a version 5 or 6 mechanism.
*Reminder that these versions require significant additional effort to operate
- Most offer only 1,2 or 3 versions and no stationary or expanded sectional options, no mattress options and pricing on anything outside stocked covers is near or above your MRP.
- While the silhouette is similar, the frame sizes are slightly larger, visually more imposing and not as refined.

Common characteristics of the above and ALL other private label versions:

- 3 year mechanism warranty
- No more than 3 style options
- 1 mattress option – with a simple denim or woven synthetic cover (Only Crate has a Crypton treated cover)
- Foam mattress only
- Opening requires between 50-60 lbs of effort to operate. Older clients or those with limited strength can not easily operate these
- No sectional available other than the “pretend” version SLA/SRA-QP. Macys, RC Willey do not even have these options.
- Larger frame size, consuming approximately 2” in additional depth
- Larger frame sits taller and deeper than your V8
- Interior back panel is either finished with black deck cloth or a color-blended deck cloth
- Limited to covers and sizes stocked at the customer’s distribution center or long lead times for special orders
- Special order product typically incurs a significant upcharge, even in the same grade cover
- 6-10 week lead time on any special order

Everyday Sleeper additional limitations: Macys, West Elm, Pottery Barn, RC Willey, Haverty's, etc.

- No sectionals, and only 3 sizes available – Twin, Full, Queen
- Outside back frame folds down completely with no headboard when open – similar to your Silver Sleeper
- NO SHEET TUCK AT ALL - the front deck is completely upholstered to the foot mattress section
- This version is also smaller and lower, especially the back height, making it noticeably awkward for taller clients.

Our objective in this whole multi-faceted offering is to capture consumers looking for a quality product, but who may have vastly different abilities to invest in the products they need. They can buy a product that far and away out-paces the traditional sleepers in the market, and choose the level of options they can actually afford. We think about it in similar terms to a luxury automobile manufacturer - you can choose an entry level Lexus IS for \$30,000 or opt to invest in their Flagship LS for a price that can exceed \$100,000.