

The Sounder

Sound Sleep Products

July 2009

Welcome to Sound Sleep Products

The long awaited second edition of *The Sounder* is here!

New Improved Backmaster

An all new Backmaster was successfully introduced at Sound Sleep's summer open house. Complete with an improved Ameri-Spring unit with the exclusive Ameri-Guard Edge (steel encased), Backmaster debuts with a splash of color. The market has been searching for color and the rich blue designer knit panels and blue embroidered border has made Backmaster a must premium line for all floors. A variety of specifications include Temperature Control "Celsion Talalay



Latex", VLS (Visco Lumbar Support). Chiropractor Endorsed - Scientifically proven & recommended by the North American Federation of Chiropractic Networks.

Value: that quality of anything which renders it desirable or useful.

Sound Sleep's growth during the current economic times can be directly attributed to its commitment to offering the best mattress value in the Northwest. Sound's new facility in Sumner, Washington is filled with state of the art equipment and dedicated to delivering a variety of value added products to Northwest customers. It's fleet of factory owned delivery trucks and factory employed drivers deliver product weekly. A strict factory quality control program and a LEAN trained factory staff assure Sound's customers that their mattress selection is second to none in quality and value.

SOUND SLEEP MEETS CONSUMERS CONCERN FOR GREEN

In a continuing effort to bring innovative products and cutting edge enhancements to the market place, while maintaining our reputation for VALUE Sound Sleep introduces BioFlex Hybrid Foam to its 2009 product line.

Consumers today are looking to make responsible eco based decisions when selecting products for the home. The introduction of BioFlex in mattresses offers the consumer an earth friendly product without sacrificing comfort or quality. The Life Cycle Analysis estimates soy based Hybrid Foams will save more than 50,000 barrels of oil per year.

GO GREEN

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Sound Sleep Products is pleased to announce the addition of John Funk!

Experienced mattress executive, John Funk, has joined the Sound Sleep sales team. John will concentrate his efforts on key accounts and the development of a new specialty sleep products division.

In John's 36 plus years in the mattress industry he has worked for Simmons, Spring Air, Sealy, Tempur-Pedic and Basset as a rep and served as Regional Sales Manager and VP of Sales for Simmons.

"The last seven years of selling Sleep Specialty products has convinced me that the way to grow a retailers business is to take advantage of the consumers desire to find products that improve the quality of their sleep and the retail customers are willing to spend more for these products. Working with Sound Sleep, I believe we can offer our retailers these products at truly the best pricing in the market today. We also will be building products that will allow our retailers to separate themselves from their competitors by offering them products that bring the newest innovations to improved Sleep Systems."

...John Funk