

LADY AMERICANA®

Premium Bedding



What Kind of Sleeper are You?

The Kind of Sleeper Dictates Firmness Preference

Side Sleeper?

Approximately 65% of all people are side sleepers. The weight of the body is on the narrow surface of the side of the body.

This customer generally prefers a very plush (pillow top) mattress.

Back Sleeper?

Approximately 25% of all people are back sleepers. Their mattress needs to conform to the contours of their back.

This customer generally prefers a plush mattress.

Stomach Sleeper?

Approximately 10% of all people are front sleepers. Their mattress should reduce arching of the back.

This customer generally prefers a firm mattress.

Once you have determined the preferred comfort level it is time to present the products available at your store in the comfort they have chosen and close the sale.



Advertising

Make the Most of Advertising Dollars

Wise owners and buyers know when to make the most of their advertising dollars by sticking to the prime mattress advertising periods. If you have limited funds to promote bedding be sure to cover the following periods to maximize your return.

Labor Day
Veterans Day
After Christmas
Presidents Day
Memorial Day
Independence Day
Summer Truck and Tent Sales

Check out our website at www.soundsleep.com

The History of Sound Sleep



John Larsen purchased the business in September of 1993.

The company had experienced steady growth through the decade. The company currently services retail accounts through the state of Washington, into western Idaho, and down the I5 corridor into southern Oregon. Sound Sleep also has a few key customers in Alaska and Hawaii. The company is service oriented, which has substantially contributed to the growth it has experienced.

In 1994 the company moved into a 21,000 square foot facility in Tukwila. In addition a Gribetz computerized quiltier was purchased and other equipment added to allow the company to compete with more advanced products.

Peter Horton joined the organization in 2004, bringing thirty years of industry experience in product development, management and marketing. The move consolidated manufacturing facilities and positioned Sound Sleep for continued growth. In 2005 Sound Sleep signed a licensing agreement with Lady Americana an established and growing national brand.

In 2006 Sound Sleep moved into its current facility in Sumner Washington. The facility included the most up to date automated equipment and was designed to facilitate lean manufacturing techniques. Sound Sleep seeks to lead the industry in product development, produced with the finest quality controls, and delivered as promised one hundred percent of the time.

In 2009 Sound acquired the manufacturing operations of a major supplier, adding 50,000 square feet of manufacturing space. This allows Sound to build wood products, fabricate foam, and develop an innerspring hub for the manufacture and distribution of innerspring units; essentially making Sound the most vertical manufacturer in the Pacific Northwest.