

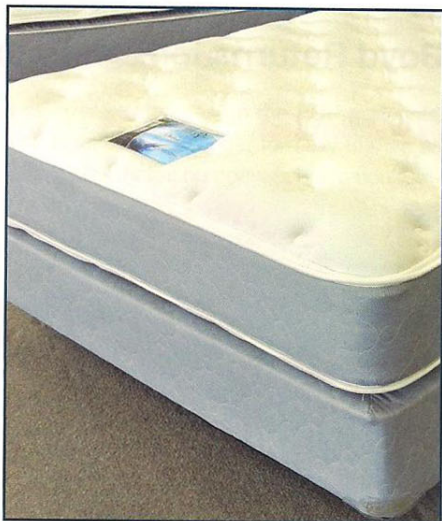


# features

FROM THE EDITORS

## QUALITY AND COMFORT AT VALUE PRICES

Many value priced mattresses offer more benefits (or comfort) than just their low costs. This growing bedding segment has evolved over the years as consumers are looking for mattresses that provide the necessary comfort and support, without breaking the bank. Manufacturers have responded by introducing unique introductory models, offering quality materials and technology at an affordable price point. These products allow both manufacturers and retailers to further expand their market reach to include consumers of all ages and budgets. **By Gretchen Kast**



### **GOLD BOND MATTRESS**

In direct response to both retailer and consumer demand for high quality products at lower price points, Gold Bond Mattress introduced two unique collections earlier this year, establishing the company as a one-stop-show for retailers looking to expand their products offerings and customer base. The Classic Collection appeals to a younger demographic with a price tag under \$500, and features an innerspring coil core and varying comfort and support levels for each model. The two-sided Chelsea Collection starts at \$699 and features choice of comfort feels, including soft or firm foams and pillow top.