



## mattress UPDATE —

### Gold Bond Appeals to a Broader Consumer Base With Updated Collections

**By Christopher Schriever**

At the upcoming Spring High Point Market, Gold Bond will introduce eight new beds to the Smart Series, its most successful mattress collection in company history. In addition, Gold Bond will also show updated beds in its “EcoSense” visco and “Cool Response Gel” mattress collections.

Gold Bond’s popular Smart Series mattress line-up will be expanded by two new one-sided models and six new two-sided beds. The impressive eleven-bed hybrid collection includes mattresses with gel memory foam, latex and gel infused latex over encased coils.

The Smart Series 1000 will feature one-inch of gel and one-inch of latex infused with gel. The Smart Series 5000 will use two-inches of gel with two-inches of latex infused with gel. Each mattress will also have an 804 encased-coil, innerspring support system with edge to edge steel support all “Made in America”.

Staying true to the company’s roots, the new two-sided mattress options will be offered in both a 416 knotted Bonnell and 804 encased-coil spring systems. The 1500 will feature two-inches of gel on each side, the 2500 will use two-inches of latex infused with gel on either side and the 3500 will have two-inches of latex infused with gel on one side and two-inches of gel on the other. The 4500, 5500 and 6500 will use the same layers of gel and/or latex infused with gel in the models above paired with an 804 encased-coil system. All of the additions

will also feature a layer of soft convoluted transition foam.

The new models have a contemporary look and feature a non-quilted stretch knit cover sleek grey border design. The top surface fabric is designed to give the bed texture using an abstract, intricate pattern that is sure to stand out on a showroom.

“The Smart Series launch was the most successful in Gold Bond’s history and it was only natural we expand the line and add two-sided versions, for which we are known, to reach an even broader consumer base. Some of our customers only want two-sided mattresses so we created the six new mattresses to accommodate the demand,” said Gold Bond President Robert Naboicheck. “Now we have a mattress for every consumer that still uses quality materials and sells at affordable prices. We are very excited to be able to offer the latest trends in the bedding industry at multiple price points to cover the entire consumer base.”

Designed to appeal to millennials, the new EcoSense visco and Cool Response Gel collections will use highly stylized ticking featuring bold colors and a geometric pattern made using performance fabric. The contemporary looking beds have a plusher comfort feel and be available at lower price points.

The new, more modern looking Cool Response Gel series features a white cover with a sleek grey and green pattern for added curb appeal. The company’s original line-up—the nine-inch, 11-inch and 13-inch mattresses—will all sport the new updated

ticking as well as enhanced comfort. Models will still use the company’s signature gel foams to provide pressure point relief, superior weight distribution, and heat dissipation. The nine and 10-inch beds in the company’s popular EcoSense line will also use the same cleaner and brighter new cover design with bold colors. This collection is designed to conform to the body for better support and relief. Both mattress collections use CertiPUR certified foam.

“Borrowing a tactic from the consumer electronics industry, we decided to change our product’s aesthetics to stand out to consumers and boost our sales. The Cool Response Gel and EcoSense mattress collections are two of our most popular and we felt it was time to update them and target the growing demographic of millennials. We knew a fresh look would help draw attention to our product,” said Naboicheck. “Offering them at a new more aggressive price point while still using quality American made materials will be an added selling point for our retail partners as most millennials associate ‘Made in America’ with high-end products. As with all of our beds the improvements will differentiate our retailers in the market and offer a wider range of options for millennials on the showroom floors.”

The retail price ranges for the new Smart Series from \$999–\$1699 in queen, while the new EcoSense visco and Cool Response Gel collections’ suggested retail price is \$899–\$1,299 in queen. //

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