



perfectsleeper.®

MATTRESS FIRM | TOOLKIT

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BRAND IDENTITY

Serta® BRAND STORY



Serta® Brand Overview

Serta® believes that everyone deserves to be comfortable. Not flip-flops and socks comfortable. Not perfectly broken-in leather couch comfortable. Not even creamy cashmere sweater comfortable. Serta® comfortable.

It's the kind of comfort that makes you question everything you thought you knew and invites you to discover higher comfort ground. For those among us looking for supreme comfort, no brand is better positioned to deliver on that promise. As the #1 mattress manufacturer and bedding brand leader across the globe, Serta® has a long history of creating innovative, indulgently comfortable products across multiple categories and price points. This extensive background enables Serta® to fulfill its mission of delivering a comfort experience second to none. To sum it up, there's Serta® comfort, and then there's everything else. Or as we like to say, "Not just sorta comfortable. Serta® Comfortable."

Brand Purpose

We believe in comfort for all. We exist to transform everyday lives through exceptional comfort.

Brand Positioning

For the comfort seeker inside us all, only Serta® lets you unapologetically indulge in comfort because of our heritage of supremely comfortable products created through meaningful innovation.

Brand Personality

Serta® is an everyday alchemist, revealing and transforming mundane moments that allow you to escape into and indulge in the rewards of comfort.

Serta® PERFECT SLEEPER BRAND OVERVIEW



Mattress shopping can be overwhelming when every mattress seems to offer a different benefit. You simply can't afford to make the wrong choice.

That's why Serta® created the Perfect Sleeper, the only mattress designed with input from the National Sleep Foundation (NSF) to offer a complete solution to all your comfort needs. It's the mattress that has it all—pressure-point relief, temperature regulation and advanced support to cradle every inch of your body. The Perfect Sleeper is there to give you the most restful night's sleep possible, leaving you feeling completely renewed.

Product Positioning

For people who want a complete comfort solution, only the Perfect Sleeper is designed with input from the National Sleep Foundation to address all comfort needs for a mattress that's Serta® comfortable.

Tagline

Comfort without compromise.

WHY SERTA® PERFECT SLEEPER AT MATTRESS FIRM?

For internal use only.



Serta® Perfect Sleeper is a nationally recognized brand, and as Mattress Firm strives to curate the finest mattress assortment for our customers, we are thrilled to bring this brand to our floors in September 2019.

This mattress has been recognized by the National Sleep Foundation as their Official Mattress. All B&M stores will carry three models. Two will be floored and one will live in the Value Zone. Our divisional teams have the flexibility to determine which comfort options are the best fit for their floors across the nation.



Perfect Sleeper Partnership with National Sleep Foundation Reinforces Brand Quality and Credibility

- A nonprofit organization dedicated to the science of sleep, the National Sleep Foundation shares Serta's obsession with creating the perfect sleep experience:
- Nearly 30 years as premier voice of sleep health and wellness
- Over 2M website visitors a month
- Delivers approx 5B impressions annually
- Perfect Sleeper brand the first and only official mattress of National Sleep Foundation
- Perfect Sleeper is engineered to help solve the 5 most common sleep problems with research from the National Sleep Foundation
- National Sleep Foundation Sleep Guide brochures are included with every Perfect Sleeper mattress

AUDIENCE



The Pain Manager

Pain managers have been feeling a lot more stress in their back as they've aged. At first, they don't consider a new mattress capable of alleviating their pain. They are focused on getting the right answer to their physical problem.



What They Care About

- Getting the right solution to their problem
- Clinical advice from "sleep scientists" and scientific/methodical mattress reviews

Sleep Health

- Sleep has worsened with age
- Pain interferes with sleep

Shopping Constraints

- Not interested in reviewing the breadth of the category
- Focus on what they're told by trusted medical sources

Retail Service Needs

- Wants information on health benefits of the mattress
- Wants to talk to the salesperson about their own issues before hearing about mattress options



PAIN MANAGER PSYCHOGRAPHICS



95% say it's important to tie the mattress to specific health benefits



91% say they'll only buy from a person who listens to and addresses their needs



87% want to hear pros/cons from other customers



82% say if they get information online, they do so before visiting the store

5 COMMON SLEEP PROBLEMS

The Serta Perfect Sleeper is the Only Official Mattress of the National Sleep Foundation and is designed to help solve five common sleep problems:

- 1. Tossing and turning** can be reduced with our advanced system of cushioning and conforming foams designed to provide instant comfort, which helps reduce the pressure points that can cause tossing and turning.
- 2. Lack of support** is relieved with our durable, advanced coil system designed to promote proper support and alignment across the entire body.
- 3. Sleeping too hot or too cold** is helped with our cooling foams that combine heat and moisture regulation with an overall mattress design that helps promote airflow, all for a comfortable and balanced sleep temperature.
- 4. Partner disturbance** is alleviated with our advanced support systems that help minimize the impact of partner movements, working to isolate motion at its source.
- 5. Mattress roll-off or sag** is prevented with our advanced coil system, designed to enhance the durability of the mattress to make sure it can resist sagging and edge roll-off, and help extend the comfort life of your mattress.



STONE OF VOICE

STONE OF VOICE

Assuring

Confident

PERSONALITY

Solution-based

Friendly

Trusted

Simple

VISUAL IDENTITY

LOGO

The Serta Perfect Sleeper logo should be used when referring to the entire collection or to more than one Serta® Perfect Sleeper mattress. All marketing assets with this logo need to be approved by the Serta® team. Approvals can be handled by Product Marketing team.

The National Sleep Foundation logo appears in-store on the foot protector and helps validate the recognition to consumers. It should also be used online and on select materials, when applicable.

GET FILES



STACKED



HORIZONTAL



STACKED



HORIZONTAL

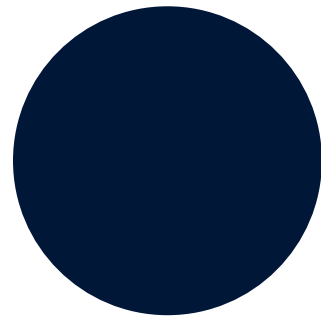


NATIONAL SLEEP FOUNDATION SEAL



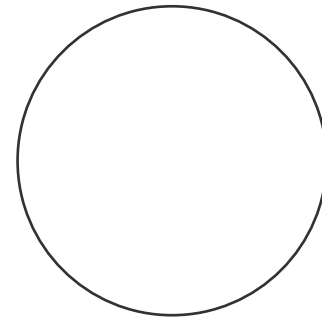
COLOR PALETTE

PRIMARY COLOR PALETTE



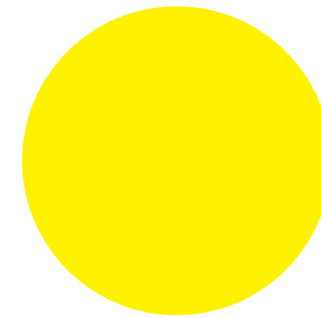
Serta® BLUE

PMS: 2965
CMYK: 100 | 63 | 16 | 78
RGB: 0 | 38 | 62
HTML: 00263E



WHITE

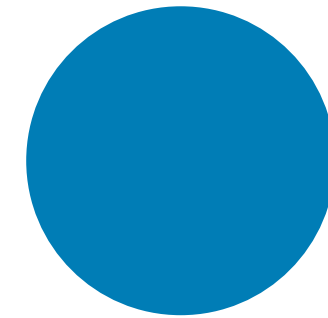
CMYK: 0 | 0 | 0 | 0
RGB: 255 | 255 | 255
HTML: FFFFFFFF



Serta® YELLOW

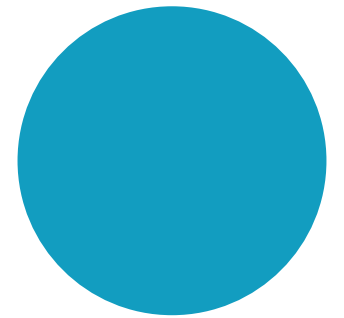
PANTONE: Process Yellow
CMYK: 0 | 0 | 100 | 0
RGB: 250 | 225 | 0
HTML: FAE100

SECONDARY COLOR PALETTE



Serta® SUPPORT BLUE 1

PMS: 7960
CMYK: 95 | 41 | 10 | 0
RGB: 0 | 118 | 168
HTML: 0076A8



Serta® SUPPORT BLUE 2

PMS: 7459
CMYK: 72 | 9 | 9 | 13
RGB: 66 | 152 | 181
HTML: 429885

CORE ASSETS

PHOTOGRAPHY AND VIDEO ASSETS



PRODUCT IMAGERY

GET FILES



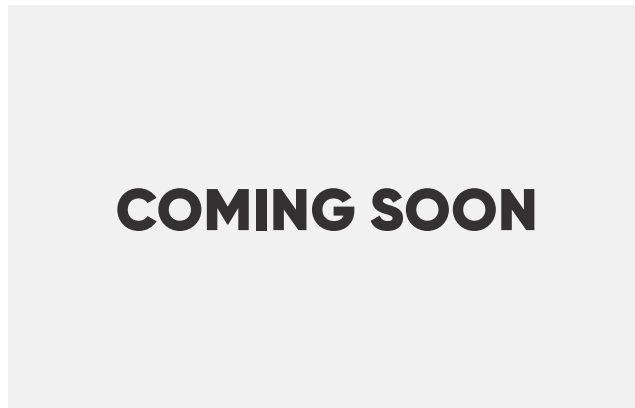
LIFESTYLE IMAGERY

GET FILES



CONSTRUCTION IMAGERY

GET FILES



PRODUCT VIDEOS

GET FILES

TRAINING ASSETS

Click for training assets created to support product knowledge on the Serta® Perfect Sleeper.

PRODUCT KNOWLEDGE SHEETS

WARRANTY INFORMATION

SPEC TAGS

STEP-UP GUIDE

GET FILES

BED POST PAGE

VISIT SITE



PRODUCT INFORMATION

CHARLOTTE

Plush Euro Top | 11.5" Profile

Experience unparalleled sleep that you'll want to return to each and every night with the Charlotte. Designed with input from the National Sleep Foundation, this mattress helps solve sleep problems like tossing and turning, lack of support, sleeping too hot or cold, partner disturbance, and mattress sagging. With a new HyperTouch™ Comfort System designed with a combination of specialized foam, cozy materials and premium stretch fabric, you'll feel cradled from head to toe. Plus, our 825 Edition Custom Support Coil® System provides optimal pressure point relief and minimizes motion transfer for the restorative sleep you've been dreaming of. Not to mention, the Cool Twist® technology promotes airflow and dissipates heat for an ideal sleep environment. The Charlotte's plush, euro top offers you the comfort you want and the pressure-relieving support you need.

Short Form Copy:

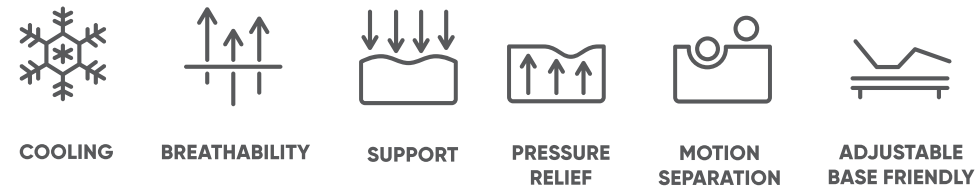
- The new HyperTouch™ Comfort System is designed with a combination of specialized foam, cozy materials and premium stretch fabric for optimal pressure relief.
- The 825 Edition Custom Support Coil® System provides contouring, cradling support and minimizes motion transfer.
- The Serta Perfect Sleeper is the only Official Mattress of the National Sleep Foundation and is designed to help solve five common sleep problems.

Value Scale:



Queen starting at \$599

Mattributes:



Technical Components:

- PerfectPure™ Fiber
- HyperTouch™ Comfort System
- ½" Serta PillowSoft® Foam
- 1" Cool Twist® Gel Foam
- 825 Edition Custom Support Coil® System
- Best Edge® Foam Encasement
- Serta® Support Foam

TEMPERATURE MANAGEMENT	COMFORT	SUPPORT
<p>Cool Twist® Gel Foam: Cooling gel is swirled directly into a breathable foam designed to promote airflow and heat dissipation.</p>	<p>PerfectPure™ Fiber: This soft fiber layer has antimicrobial properties to help keep your mattress fresh.</p> <p>HyperTouch™ Comfort: This new system comfortably cradles your body from head to toe for better pressure point relief.</p> <p>Serta® PillowSoft® Foam: A special extra-soft foam that gently hugs your body in a comfortable embrace.</p>	<p>825 Edition Custom Support Coil® System: This system of individually wrapped coils provides contouring, cradling support and minimizes partner disturbance plus an extra-deep foam rail to help reduce edge roll-off and extend the sleep surface.</p> <p>Best Edge™ Foam Encasement: From edge-to-edge, the Serta Perfect Sleeper prevents roll-off and mattress sagging with its Best Edge Foam Encasement for a sleep surface that lasts.</p> <p>Serta® Support Foam: This support layer provides proper back support while you sleep.</p>

SANDBURG

Firm | 12.5" Profile

Experience the exceptional support of added layers of specialized foam with the Sandburg. Designed with input from the National Sleep Foundation, this mattress helps solve sleep problems like tossing and turning, lack of support, sleeping too hot or cold, partner disturbance, and mattress sagging. With a firmer feel than other beds in the collection, the Sandburg features two layers of Serta Support Foam for optimal pressure point relief and supportive cushioning. For enhanced airflow and heat dissipation throughout the mattress, enjoy the contouring effect of the Cool Twist® Gel Memory Foam for a more ideal sleep temperature. Plus, our 825 Edition Custom Support® Coil System provides contouring support and minimizes motion transfer for the restorative sleep you've been dreaming of. With the Sandburg you'll experience better pressure point relief than ever before on a bed that's suited to your comfort level.

Short Form Copy:

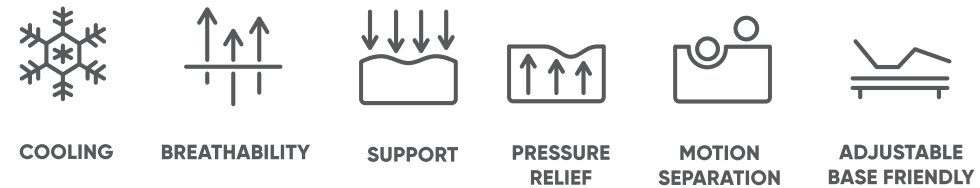
- The innovative HyperTouch™ Comfort System combines specialized foam, cozy materials and premium stretch fabric for optimal pressure relief.
- Two layers of foam provide gentle cushioning with extra support for more firmness throughout the mattress.
- The 825 Edition Custom Support Coil® System provides contouring, cradling support and minimizes motion transfer.
- The Serta Perfect Sleeper is the only Official Mattress of the National Sleep Foundation and is designed to help solve five common sleep problems.

Value Scale:



Queen starting at \$999

Mattributes:



Technical Components:

- PerfectPure™ Fiber
- HyperTouch™ Comfort System
- ½" Serta PillowSoft® Foam
- ½" Serta Support Foam
- ½" Cool Twist® Gel Memory Foam
- 1" Serta Balanced Support Foam
- 825 Edition Custom Support Coil® System
- Best Edge® Foam Encasement
- Serta Support Foam

TEMPERATURE MANAGEMENT	COMFORT	SUPPORT
<p>Cool Twist® Gel Foam: Cooling gel is swirled directly into a breathable foam designed to promote airflow and heat dissipation.</p>	<p>PerfectPure™ Fiber: This soft fiber layer has antimicrobial properties to help keep your mattress fresh.</p> <p>HyperTouch™ Comfort: This new system comfortably cradles your body from head to toe for better pressure point relief.</p> <p>Serta PillowSoft® Foam: A special extra-soft foam that gently hugs your body in a comfortable embrace.</p>	<p>Serta Balanced Support Foam: This layer helps find the perfect balance between cushioning and support, no matter how firm or plush you like your mattress.</p> <p>Serta Support Foam: This support layer provides proper back support while you sleep.</p> <p>825 Edition Custom Support Coil® System: This system of individually wrapped coils provides contouring, cradling support and minimizes partner disturbance plus an extra-deep foam rail to help reduce edge roll-off and extend the sleep surface.</p> <p>Best Edge® Foam Encasement: From edge-to-edge, the Serta Perfect Sleeper prevents roll-off and mattress sagging with its Best Edge Foam Encasement for a sleep surface that lasts.</p>

PALM COAST

Plush | 13.5" Profile

Feel the conforming support of the Palm Coast designed with our HyperTouch™ Comfort System that combines specialized foam, cozy materials and premium stretch fabric for a full-body cradling experience. Designed with input from the National Sleep Foundation, this mattress helps solve sleep problems like tossing and turning, lack of support, sleeping too hot or cold, partner disturbance, and mattress sagging. For a balanced sleep temperature throughout the night, the Palm Coast is created with Cool Twist® gel memory foam and EverCool® Fuze gel foam for enhanced airflow and heat dissipation. Plus, our 825 Edition Custom Support Coil® System provides optimal pressure point relief and minimizes motion transfer for the restorative sleep you've been dreaming of. The Palm Coast provides a soft-to-the-touch feel with the addition of cooling comfort all night long.

Short Form Copy:

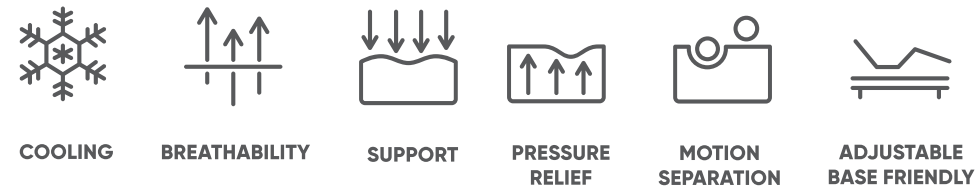
- The innovative HyperTouch™ Comfort System combines specialized foam, cozy materials and premium stretch fabric for optimal pressure relief.
- Two layers of unique cooling gel foams provide enhanced airflow and heat dissipation throughout the night.
- The 825 Edition Custom Support Coil® System provides contouring, cradling support and minimizes motion transfer.
- The Serta Perfect Sleeper is the only Official Mattress of the National Sleep Foundation and is designed to help solve five common sleep problems.

Value Scale:



Queen starting at \$999

Mattributes:



Technical Components:

- PerfectPure™ Fiber
- HyperTouch™ Comfort System
- ½" PillowSoft® Aire
- 2" Cool Twist Gel Foam
- 825 Edition Custom Support Coil® System
- Best Edge™ Foam Encasement
- Serta Support Foam

TEMPERATURE MANAGEMENT

Cool Twist® Gel Foam: Cooling gel is swirled directly into a breathable foam designed to promote airflow and heat dissipation.

COMFORT

PerfectPure™ Fiber: This soft fiber layer has antimicrobial properties to help keep your mattress fresh.

HyperTouch™ Comfort: This new system comfortably cradles your body from head to toe for better pressure point relief.

PillowSoft® Aire: A special extra-soft foam that gently hugs your body in a comfortable embrace.

SUPPORT

825 Edition Custom Support Coil® System: This system of individually wrapped coils provides contouring, cradling support and minimizes partner disturbance plus an extra-deep foam rail to help reduce edge roll-off and extend the sleep surface.

Best Edge™ Foam Encasement: From edge-to-edge, the Serta Perfect Sleeper prevents roll-off and mattress sagging with its Best Edge Foam Encasement for a sleep surface that lasts.

Serta Support Foam: This support layer provides proper back support while you sleep.

WILLOW BROOK

Pillow Top | 14" Profile

For unparalleled luxury, slip into the Willow Brook, featuring a layer of PillowSoft® High-Density Foam for extra-soft comfort on the surface of your mattress. Designed with input from the National Sleep Foundation, this mattress helps solve sleep problems like tossing and turning, lack of support, sleeping too hot or cold, partner disturbance, and mattress sagging. Now featuring our HyperTouch™ Comfort System that combines specialized foam, cozy materials and premium stretch fabric, the Willow Brook cradles your body from head to toe for optimal pressure relief. For a balanced sleep temperature throughout the night, the Palm Coast is created with Cool Twist® gel memory foam for enhanced airflow and heat dissipation. Plus, our 825 Edition Custom Support Coil® System minimizes motion transfer for the restorative sleep you've been dreaming of. Only the Willow Brook offers the conforming support you need with the soft feel you want.

Short Form Copy:

- Features PillowSoft™ high-density foam for a soft-to-the-touch extra layer of comfort.
- The new HyperTouch™ Comfort System is designed with a combination of specialized foam, cozy materials and premium stretch fabric for optimal pressure relief.
- Two layers of unique cooling gel foams provide enhanced airflow and heat dissipation throughout the night.
- The 825 Edition Custom Support Coil® System provides contouring, cradling support and minimizes motion transfer.
- The Serta Perfect Sleeper is the only Official Mattress of the National Sleep Foundation and is designed to help solve five common sleep problems

Value Scale:



Queen starting at \$999

Mattributes:

COOLING	BREATHABILITY	SUPPORT	PRESSURE RELIEF	MOTION SEPARATION	ADJUSTABLE BASE FRIENDLY

Technical Components:

- PerfectPure™ Fiber
- HyperTouch™ Comfort System
- 1 ¼" Serta Quilting Foam
- 2" Cool Twist Gel Foam
- ½" Cool Twist Gel Memory Foam
- 825 Edition Custom Support Coil® System
- Best Edge® Foam Encasement
- Serta Support Foam

TEMPERATURE MANAGEMENT	COMFORT	SUPPORT
<p>Cool Twist® Gel Foam: Cooling gel is swirled directly into a breathable foam designed to promote airflow and heat dissipation.</p>	<p>PerfectPure™ Fiber: This soft fiber layer has antimicrobial properties to help keep your mattress fresh.</p> <p>HyperTouch™ Comfort: This new system comfortably cradles your body from head to toe for better pressure point relief.</p> <p>Serta Quilting Foam: This extra-soft foam provides plush contouring comfort and support at the surface of the mattress.</p>	<p>Best Edge® Foam Encasement: From edge-to-edge, the Serta Perfect Sleeper prevents roll-off and mattress sagging with its Best Edge Foam Encasement for a sleep surface that lasts.</p> <p>825 Edition Custom Support Coil® System: This system of individually wrapped coils provides contouring, cradling support and minimizes partner disturbance plus an extra-deep foam rail to help reduce edge roll-off and extend the sleep surface.</p> <p>Serta Support Foam: This support layer provides proper back support while you sleep.</p>

SERTA® PERFECT SLEEPER BOX SPRING

Give your mattress total support with the Perfect Sleeper Box Spring. This highly efficient box spring provides consistent support across the bottom of the mattress with lasting durability. The unique construction of this foundation helps to isolate the impact of your sleep partner's movements, so you can sleep undisturbed. This practical foundation is available in a variety of sizes so you can choose the one that best fits your mattress. Easy to assemble and high on functionality, the Perfect Sleeper Box Spring is the perfect addition to any bedroom.

Short Form Copy:

- StabL-Base® Foundation
- Allows you to extend the longevity of your mattress.
- The box spring provides consistent support and lasting durability.
- It provides sound, undisturbed sleep.
- The unique construction isolates the impact of your sleep partner's movement.

Value Scale:



Queen starting at \$199

Measurements:

- Twin: 39" W x 75" L
- Full: 54" W x 75" L
- Queen: 60" W x 80" L
- Split Queen: 30" W x 80" L (Set of 2)
- King: 76" W x 80" L
- Cal King: 72" W x 84" L

Warranty:

Serta® mattresses or foundations used with proper support are protected by a 10-year limited manufacturer's warranty. Serta® products are warranted against manufacturing defects in workmanship and material (excluding covers and handles, except for handles on iSeries and equivalent-level mattresses).

*Exclusions:

- Comfort Preference
- Bedding sold "as is," or floor samples, or bedding purchased from secondhand parties, non-retail establishments or received as a promotional item.
- Bedding height
- Corner guards
- Bent perimeter border rods due to moving or bending the sleep set for innerspring models
- Replacement of another piece in a sleep set unless it is also defective
- Damage of the mattress or foundation due to misuse or abuse
- Mattress damage due to an inappropriate foundation or when an incorrect bed frame is used
- Sheet fit
- Fabric stains, soiling, fluid penetration, tears or burns
- Adjustable foundations (see owner's manual for details on warranty coverage)
- Mattress fabric (except as noted in the Warranty Coverage Detail section for an All Foam mattress)
- Zippered mattress cover damage due to improper care, including removal of cover
- Normal change in softness and recovery time associated with memory foam and latex materials over time. This does not affect the pressure-relieving qualities of these materials.
- Body impressions in the mattress that measure less than 1½" for an innerspring mattress; less than ¾" for all smooth top (non-quilted) hybrid mattresses; and All Foam model mattresses.
- Sagging in the mattress that measures less than 1½" for an innerspring mattress; less than ¾" for all smooth top (non-quilted) hybrid mattresses; and All Foam model mattresses.

CONTACTS

Please reach out to our team with any questions or if you need any additional information.

Product Marketing

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