



BROOKLYN BEDDING

PRESS RELEASE

For Immediate Release

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The #BestMattressEver Just Got Better

Brooklyn Bedding Launches Brooklyn Signature Collection with Individually Pocketed Coils

January 24, 2018 (Phoenix, Ariz.) – [Brooklyn Bedding](#), manufacturer and retailer of custom mattresses since 1995, continues to raise the bar on bed-in-a-box innovation. The company announced today the evolution of the #BestMattressEver, launching the new [Brooklyn Signature](#) with individually pocketed coils to provide customized support, combined with the premium TitanFlex™ foam that made Brooklyn Bedding renowned for comfort and cooling.

“The #BestMattressEver has been our number one selling mattress online and in-store since its inception,” said John Merwin, Owner and Chief Executive Officer at Brooklyn Bedding.

“Because we constantly strive to create added value for our customers, we began to explore ways to make the #BestMattressEver even better. By simply replacing the base foam with individually pocketed coils we were able to dramatically improve the sleep experience. Customers overwhelmingly preferred the comfort and support of the hybrid bed—the new Brooklyn Signature is now the ideal combination of high quality, responsive foam layers and temperature regulation, paired with high-end coils that offer deep compression support and limited motion transfer.”

Brooklyn Bedding pioneered the bed-in-a-box concept, rolling and compressing their first mattresses in their own factory and selling them on Amazon in 2008. Today, Brooklyn Bedding possesses the state-of-the-art capability to package virtually any mattress in a box, including top-of-the-line beds with encased coils. The upgraded Brooklyn Signature will still retail for less than half the price of most hybrid mattresses because of the Brooklyn Bedding end-to-end manufacturing model, which enables the company to control costs and pass on the savings to customers.

“By continuing to push manufacturing limits, and over delivering when it comes to quality, we distinguish our brand from companies that adopted bed-in-a-box technology several years after we did, using a one-size-fits-all mentality,” said Merwin. “The upgraded Brooklyn Signature is the culmination of owning our own manufacturing facility where we can test and implement customer feedback in real time, and upgraded technology that allows us to provide value to every product we make, sell and ship.”

The Brooklyn Signature will feature the Brooklyn Bedding brand's trademark craftsmanship, made on demand in Phoenix, Ariz. and shipped to any location in the country. Offered in three firmness levels, prices will start at \$599 for a twin size mattress.

ABOUT BROOKLYN BEDDING

Brooklyn Bedding is an American made manufacturer of mattresses, differentiated by master craftsmanship, a wholly owned state-of-the art manufacturing facility and exceptional customer service. Family owned since 1995, the company originated with two brothers delivering mattress products direct to customers' homes. Known as the "mobile mattress guys," John and Rob Merwin evolved their business by learning every aspect of the mattress making process. They tenaciously used every material in their inventory to pass savings on to customers, purchasing high grade manufacturing equipment and pioneering bed-in-a-box online delivery in 2008.

Today, the company owns world class expertise in mattress engineering, achieved through meticulous attention to detail, cutting edge equipment and patented materials created with advanced technology. Brooklyn Bedding designs and creates its entire line of high quality bedding, on demand, in its manufacturing facility in Arizona. Remaining true to its roots, the company still goes the extra mile to ensure customer satisfaction, offering its expertly crafted mattresses, sheets and pillows at an affordable price with free online shipping, a generous 120-day trial period, and a 10-year hassle free warranty period on mattresses.