



BROOKLYN BEDDING

PRESS RELEASE

For Immediate Distribution

Contact: Amy Dimond, Brooklyn Bedding
602.783.8188
amy@brooklynbedding.com

Brooklyn Bedding to Launch Top Selling Mattress Collection at Gardner-White Furniture
Retailers Increasingly Adopting Bed-in-a-Box at Brick and Mortar

December 27, 2017 (Phoenix, Ariz.) – [Brooklyn Bedding](#), manufacturer and retailer of custom mattresses since 1995, announced it will offer its number one selling mattress at premier furniture retailer [Gardner-White](#) in southeast Michigan. The [Brooklyn Signature](#), widely known as the #BestMattressEver, will be available online at Gardner-White.com and in all nine metro Detroit stores. The partnership marks the first time Gardner-White has provided customers a bed-in-a-box option, an exponentially growing trend in the mattress industry. It also represents a long-term strategy for Brooklyn Bedding to expand its wholesale business, producing both private label mattresses and branded sleep products to top brick and mortar retailers across the country.

Brooklyn Bedding was a pioneer of the bed-in-a-box concept, selling its first compressed mattresses on Amazon in 2008. The venture was so successful the company launched BrooklynBedding.com in 2012 to offer direct to consumer pricing, at the same time continuing to offer a full line of mattresses in retail outlets in the Southwest. Brooklyn Bedding is differentiated in the mattress industry for not only selling but manufacturing its products in its own 145,000-square-foot, state-of-the-art factory in Phoenix.

“We recognize the positive impact of developing an online business that delivers quality products, conveniently shipped to customers’ homes,” said Barbara Tronstein, Vice President at Gardner-White. “While there are many companies now that sell mattresses online, few have been in business as long as Brooklyn Bedding. We chose them to be our bed-in-a-box partner for their clear expertise in that space, and for being one of the few who can control materials, quality and cost through their own production process. Providing customers products with integrity is our top priority.”

Customers who want a hands-on experience with the product can also test the Brooklyn Signature in all firmness levels at any of the Gardner-White locations.

“Partnering with Gardner-White appealed to us for several reasons,” said John Merwin, Owner and Chief Executive Officer at Brooklyn Bedding. “First, they’ve been in business since 1912

and understand the value of building longstanding customer relationships. Second, they're willing to offer that in-store touchpoint as well as embracing the online channels that allow for continued growth. We're excited to work with them to sell quality sleep products at fair prices, a commitment to customers we both feel strongly about."

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 mattress making process. They tenaciously used every material in their inventory to pass savings on to customers, purchasing high grade manufacturing equipment and becoming early adopters of 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.