



**BROOKLYN BEDDING**

**PRESS RELEASE**

*For Immediate Distribution*

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**Brooklyn Bedding to Launch Six New Sleep Solutions at Las Vegas Market**

*Custom Mattress Manufacturer Credits High Quality, Effortless Private Label  
and Thoughtful Assortment for Its Explosive Growth*

July 19, 2018 (Phoenix, Ariz.) – Business is booming at Brooklyn Bedding, manufacturer and retailer of custom mattresses since 1995. In response to the brand’s explosive growth over the past year, Brooklyn Bedding will launch six new sleep solutions at the Las Vegas Market—each new mattress will fill a critical customer niche in the bedding category, featuring the high quality, effortless private label and thoughtful assortment that distinguishes the brand.

A longtime manufacturer of many of the nation’s leading private label beds, Brooklyn Bedding engineers all of its mattresses for compression and free shipping nationwide. The brand’s manufacturing autonomy—as well as its on demand, bed-in-a-box approach—empowers Brooklyn Bedding to pass savings on to customers while allowing retailers to order exactly the products they need, when they need them.

The six new sleep solutions immediately available to retailers will include:

**Spartan** – high performance, engineered with FDA approved Celliant™ to help sleepers reset and rejuvenate quicker by harnessing and recycling the body’s natural energy throughout the sleep cycle

**Freya** – elevated cooling for a deeper sleep, featuring a proprietary cooling injection in both the top and secondary layers of foam, and a cutting edge in-core ventilation system designed for ultimate airflow

**Bloom** – naturally cultivated comfort, featuring Talalay latex, Joma Wool™ and organic cotton in both all-foam and hybrid options

**Plank** – a flatter, firmer, healthier way to sleep, with two-sided flippable support inspired by the minimalist approach to sleep in the Far East

**Zoned** – the ultimate side sleep solution, engineered to provide greater support where it’s needed the most—the center of the bed—with cradling comfort in the upper and lower thirds of the mattress

**Titan** – a plus size solution for plus size sleepers in need of more substantive support and durability

“I can’t overemphasize the momentum we’ve gained by expanding our wholesale business,” said John Merwin, Owner and Chief Executive Officer at Brooklyn Bedding. “Broadening our footprint has broadened our vision and our ability to innovate—to better understand the business needs of our partners while solving for the sleep needs of customers across the country.”

The Brooklyn Bedding showroom at B1022 will be open to visitors July 29 to August 2. In addition to mattresses, Brooklyn Bedding will showcase several foundations, including adjustable bed frames, and sleep accessories like pillows and sheets.

### **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.