



**BROOKLYN BEDDING**

**PRESS RELEASE**

*For Immediate Distribution*

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**Brooklyn Bedding Launches Best-Selling Mattress Encasement Online**

*Exclusive Product Offers 360° Mattress Protection,  
Marks Continued Expansion of Sleep Accessories on BrooklynBedding.com*

July 10, 2018 (Phoenix, Ariz.) – Brooklyn Bedding, manufacturer and retailer of custom mattresses since 1995, announced the addition of its best-selling mattress protection product to [BrooklynBedding.com](http://BrooklynBedding.com) today. One of the company's most popular sleep accessories, the [Brooklyn Bedding Mattress Encasement](#) is designed to offer 360° protection against all types of fluids, dust mites, bed bugs and bacteria to create a healthier sleep experience. It is among several new offerings, now sold online, in the Brooklyn Bedding portfolio of affordable luxury products to include the Brooklyn Aurora and Brooklyn Signature hybrid mattresses.

Bed bugs and other pest control issues have increased significantly over the past decade, compelling customers to find new and better solutions to nighttime pests. According to [statistics](#) compiled by the National Pest Management Association and the University of Kentucky, the top three places where pest professionals report finding bed bugs are apartments or condominiums (95 percent), single-family homes (93 percent), and hotels or motels (75 percent).

Featuring both hypoallergenic and waterproof materials the Brooklyn Bedding Mattress Encasement is constructed with a unique zip-tight enclosure that surrounds the entire mattress to maximize protection across all environments. Its 100% polyester design provides sleepers with a luxuriously crisp, soft hand—even as the encasement fabric's breathability assures that the feel of the mattress will not change, maintaining the benefits of any cooling treatments infused in surface layers. The encasement is also washable, ensuring sleepers a continually hygienic sleep.

“We develop and promote products based on a macro view of the entire sleep system—each component is engineered to create an unparalleled sleep experience,” said John Merwin, Owner and Chief Executive Officer of Brooklyn Bedding. “The Brooklyn Bedding Mattress Encasement protects not only your health, but prolongs the life of your mattress. It offers all the high-end materials and quality construction on which we have built our reputation while complementing the craftsmanship and thoughtful design of our mattresses.”

The Brooklyn Bedding Mattress Encasement is priced competitively at \$89.00 for twin, twin XL and full size mattresses, and \$99.00 for queen, king, and California king size mattresses.

## **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.