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CONTACT: Tom Clifford, Director of Development
National Sleep Foundation
tclifford@sleepfoundation.org | 202-222-8926

Jannice Cameron-Chapital, Senior Vice President of Marketing
Hollander Sleep Products
jcameron@hollander.com | 561-961-7008

National Sleep Foundation, Hollander Sleep Products Launch Live Comfortably Brand At Bloomingdale's **First Collection Includes Bed Pillows And Mattress Toppers**

NEW YORK—Trusted sleep authority the National Sleep Foundation and leading bedding manufacturer Hollander Sleep Products have launched a select collection of bed pillows and mattress toppers at Bloomingdale's Department Stores under the premium Live Comfortably brand.

The initial products created exclusively for Bloomingdale's under the Live Comfortably brand umbrella include high-quality bed pillows and mattress toppers filled with a superior Memorelle fiberfill from preeminent fiber manufacturer Invista. The Live Comfortably bed pillows and mattress toppers are being marketed as the Official Products of the National Sleep Federation, and represent the culmination of intensive research and product development by Hollander Sleep Products.

Executives at the National Sleep Foundation and Hollander Sleep Products say the nearly year-old relationship has been extremely beneficial to both parties. "Hollander Sleep Products' Live Comfortably is the only brand in pillows and mattress pads that is an Official Product of the National Sleep Foundation," explains David M. Cloud, chief executive officer of the National Sleep Foundation, a leading charitable, educational and scientific not-for-profit organization dedicated to improving sleep health and safety. "The National Sleep Foundation issued an open request for proposals for pillows and mattress pads in 2012 and Hollander Sleep Products emerged as the right group to work with us.

"From the start, the team at Hollander Sleep Products understood the value of partnering with the National Sleep Foundation to educate consumers about sleep health," Cloud continues. "The National Sleep Foundation carefully selected the right partner and is proud to be associated with the luxury and high quality of the Live Comfortably bedding collection."

Beth Mack, president of sales and merchandising at Hollander Sleep Products, points out that the Live Comfortably brand and its status as the official bed pillows and mattress toppers of the National Sleep Foundation fits in well with Hollander's overall strategy of



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providing top quality products to help consumers achieve a better night's sleep. "For more than 100 years, Hollander Sleep Products has developed high-quality bedding products to help consumers 'live comfortably,'" Mack comments. "Hollander Sleep Products prides itself on using the best raw materials, world-class manufacturing techniques and a worldwide sourcing network to enhance its ability to provide the best quality, price and selection of products for its retail customers and consumers.

"I believe the relationship between Hollander Sleep Products and the National Sleep Foundation is one that will bring an additional value to the consumer," Mack continues. "The National Sleep Foundation has great insight into sleep facts that can be shared directly with consumers to help them achieve a better night's sleep. Live Comfortably is a brand that offers a collection of bedding that brings comfort to your life."

Cloud adds that the Live Comfortably brand "fits well with the National Sleep Foundation's other official product offerings that help consumers build better bedroom environments. All of the official products selected by the National Sleep Foundation are recognized by consumers as practical choices and healthy choices," he remarks. "We build on that trust by working with quality products that help people get the great night's sleep they desire.

"We think it is great that Bloomingdale's shoppers will have access to these quality products bearing our name, logo and sleep health information," Cloud continues. "The National Sleep Foundation appeals to practical, intelligent consumers who recognize quality and value."

Jannice Cameron-Chapital, senior vice president of marketing for Hollander Sleep Products, says the initial products have received a great reaction from consumers. "The consumer is attracted to the brand name Live Comfortably...the brand resonates with consumers' desires for a better night's sleep and gives them a feeling of comfort. The quality of the product and the comfort it brings to them will create loyalty with the consumer."

Cameron-Chapital says the company is looking to expand the Live Comfortably line in the future. "As we add additional categories to the brand, it will make a bigger statement as a collection at Bloomingdale's," she notes. "Consumers will come to trust the brand and immediately associate it with comfort. We believe the consumer will return to our brand to try other products within the collection once she spends one night with Live Comfortably."

The initial Live Comfortably collection for Bloomingdale's includes Memorelle bed pillows in both standard/queen and king sizes; Memorelle mattress toppers in full, queen and king sizes; and a Memorelle Euro pillow. Regular retail prices range from \$70 to \$85 for the bed pillows; from \$360 to \$430 for the mattress toppers; and \$90 for the Euro pillow. All of the products are covered in a 400-thread-count premium cotton fabric.

Cameron-Chapital points out that the Live Comfortably line is positioned in the moderate tier of Bloomingdale's basic bedding assortment, and offers the consumer a variety of upscale options. "Live Comfortably bed pillows come in two densities, one for the side sleeper and one for the stomach/back sleeper," she notes. "The Live Comfortably Euro pillow is oversized, measuring 28-by-28 inches, and is filled with luxurious Memorelle fiber to provide maximum comfort and support. The Euro features a two-inch all around gusset and is packaged in a printed vinyl bag with non-woven material on the back which allows the product to breath.

"The Live Comfortably mattress topper has a two-inch gusset, which allows us to use more Memorelle fiberfill, which is a fiber that emulates many of the properties of memory foam," Cameron-Chapital continues. "The Live Comfortably Memorelle Topper is packaged as a two piece set: the topper comes with an 'easy off' cover that allows you to remove the cover for ease of care and laundering. The mattress topper has a baffle box design that holds the fiber in place so that it does not migrate and keeps it evenly distributed for continuous comfort. The topper is a great way to renew your mattress or just add that extra layer of cloud-like comfort to your sleep."



According to Cameron-Chapital, a key point of difference in the Live Comfortably products is the use of the Memorelle fiber, an exclusive high-performance fill developed by leading fiber producer Invista. Memorelle is a micro-denier fiber that is exclusive to Hollander Sleep Products.

"Memorelle fibers continuously adjust to the movement of your head and neck in the pillows, and continuously adjusts to the movement of your entire body on the topper," Cameron-

Chapital explains. "Our proprietary Smartfill technology delivers a fluid-like movement so body pressure is evenly distributed; this allows you to sleep in comfort all night long.

"Memorelle fiber offers a solution to those consumers who like the feeling of memory foam but don't like how it sleeps," Cameron-Chapital continues. "The biggest complaints with memory foam are that the products make you 'sleep hot,' and that the foam emits an unpleasant odor. Memorelle actually creates a cooling system, as the air moves freely through the fibers with your every move. Like memory foam, Memorelle conforms to your shape and bounces back immediately to full loft when you move. The exclusive Memorelle fiber offers the consumer a true alternative to memory foam that sleeps cool, has no odors and offers incredible comfort for all sleep positions."

Cloud points out that the Live Comfortably bed pillows and mattress toppers are designed to create a bedroom environment that promotes a sound and restful night's sleep. "The discerning consumer realizes that her entire family will feel better and will be healthier if they are sleeping well," he points out. "That is

why we're working with the Live Comfortably brand from Hollander to offer great sleep products and quality sleep advice to the Bloomingdale's shopper."

Cameron-Chapital notes that the Live Comfortably brand represents a comprehensive lifestyle approach to the basic bedding category. "Our philosophy is to help everyone live comfortably," she comments. "We design products that bring pure comfort to your life. The collection presents a clean contemporary flair with global design inspiration that speaks to that sophisticated, uncluttered, lifestyle that comforts everyone.

"What sets us apart from the rest of the bedding brands available to consumers is our commitment to comfort," Cameron-Chapital continues. "We offer a combination of clean design aesthetics that are created with pure comfort in mind, which allows us to make an emotional connection with the consumer. Our commitment to innovation allows us to present the best in comfort and superior quality products. As a leader in basic bedding, Hollander Sleep Products owns and operates state of the art manufacturing facilities in North America and centralized Asian sourcing and quality control. This affords us the capacity to meet the increasing needs of our retail customers for high-value-added products, superior design and innovative merchandising, marketing and product packaging. Hollander strives for perfection—always."



Another important benefit of the National Sleep Foundation and Hollander Sleep Products relationship is consumer education: As part of their partnership, the National Sleep Foundation and Hollander Sleep Products are providing a "sleep advice card" offering consumers information about how to establish a soothing bedtime routine and how to create a proper bedroom environment that can lead to a better night's sleep. The sleep advice card also directs consumers to <http://www.sleepfoundation.org>, the Internet's top destination for sleep health information.

"Our partnership with the National Sleep Foundation allows us to share and educate the consumer with important information that ultimately can lead to a better night's sleep," Cameron-Chapital relates. "Through this partnership, we are able to provide the consumer with premium sleep products and share great sleep tips from the National Sleep Foundation. We are distributing this information using insert cards in the packaging of every Live Comfortably bed pillow and mattress topper, and also sharing this important information from the NSF through social media and online through our websites, <http://www.hollander.com/> and <http://livecomfortably.com/>."

Cloud adds, “The National Sleep Foundation’s goals are to provide the public with healthy choices in bedroom products, to make them excited about sleep and to deliver sleep health information with every product.”

Key informational points about “living comfortably” that are addressed in the NSF sleep advice card include:

- *Set a sleep schedule and stick to it*
- *Establish a relaxing bedtime routine*
- *Exercise daily*
- *Make your bedroom a sanctuary from the stresses of the day*

About The National Sleep Foundation

The National Sleep Foundation is a charitable, educational and scientific not-for-profit organization dedicated to improving sleep health and safety through education, public awareness, and advocacy. Based in Washington, DC, its membership includes researchers and clinicians focused on sleep medicine, professionals in the health, medical and science fields, individuals, patients, families affected by drowsy driving and more than 900 healthcare facilities throughout North America. To find out more about the National Sleep Foundation, visit www.sleepfoundation.org.

About Hollander Sleep Products

Hollander Home Fashions Corporation was established as a family business in 1953 by Bernard Hollander in Newark, New Jersey. What began as a bustling family business soon became the largest supplier of bed pillows in North America. Adding to its success in the bed pillow category, Hollander entered into the mattress pad, comforter, fiber bed, feather bed, blanket and throw businesses. In 2013, Hollander acquired Louisville Bedding and created Hollander Sleep Products, the largest bed pillow and mattress pad manufacturer in North America. Louisville Bedding Co. opened its doors in 1889 as a producer of mattress pads and mattress protectors, fiber beds, feather beds, latex foam, polyurethane foam, memory foam, comforters and bed pillows. Over time, it grew to include nine manufacturing and distribution points across the U.S., Canada and China, and it became the world’s largest producer of mattress pads. Today, Hollander Sleep Products is headquartered in Boca Raton, Florida, and it operates its main showroom in New York City. Additionally, Hollander has nine manufacturing facilities throughout the United States and Canada and a sourcing, product development and quality control office in China.

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High-resolution photos are available upon request.