

## **Brochures** | Sealy Hospitality

Co-developed brand. Art directed and styled commercial shoot.  
Responsible for development of brochure and all printed materials

# Improve guest satisfaction. Every room. Every night.

**Room 1530:**

*Fifth day. Fifth city. Needs a place to relax.*



**Room 214:**

*Misses home. But this feels pretty close.*



**Room 1201:**

*Three kids. One weekend getaway.*



**Room 504:**

*Long conference. Needs to stay awake.*



global hospitality™

Better sleep. Better business.™





*Every guest has a story...  
Spent ten hours at the airport yesterday.  
Got six hours of sleep before the meeting.  
But she's still smiling.  
...make sure it ends well.*

## Proven and preferred. Build guest loyalty with Sealy.

People travel for a variety of reasons. They might do different things during the day, but in the end they all want a good night's sleep. And they'll book a hotel where they're sure to get it.

Studies show that people prefer a room with a Sealy bed. They'll even pay more for it. And even if something goes wrong during their stay, sleeping on a Sealy bed will leave them feeling satisfied with your property.

That's because people know that Sealy takes sleep as seriously as they do. Sealy beds are orthopedically designed and proven to provide full-body

support, eliminating the pressure points that cause tossing and turning. That's why Sealy is the world's number-one bedding manufacturer — and that's why your guests will get a better night's sleep on a Sealy bed. Room by room, anywhere in the world, your guests will wake up feeling refreshed and ready for whatever the day entails. And they'll remember that feeling the next time they travel.

They'll always stay with you when they know you'll take care of their rest. When they get better sleep, you get better business.



*Studies show that hotel guest satisfaction ratings are higher for properties featuring Sealy beds.*



## Better sleep. Better business.

### Fill more rooms and get greater returns.

Sealy is the leading global brand of hospitality bedding — with industry penetration rates of 52 percent in the United States and 40 percent internationally. We work with every major hotel chain across the segment spectrum, helping hoteliers increase guest satisfaction, loyalty and overall profitability.

#### Leveraging Brand Awareness

When people think of beds, they think of Sealy. In a recent study, Sealy was the brand of bedding that came to mind at more than double the rate of the second-leading brand. The explanation is simple: more people know Sealy because it's the brand more people choose for their homes. Sealy has been the retail bedding market share leader for 30 years. People already know they sleep well on a Sealy, and they want to sleep well every night — both at home and in your hotel.

#### Product Quality

Quality of sleep is a primary factor influencing how your guests feel about their stay.

Even if other amenities fall short of expectations in some way, a Sealy bed can make all the difference in your guest satisfaction ratings. That's because Sealy beds are designed to provide exceptional comfort and support, leaving your guests feeling rejuvenated.

#### Consistent Satisfaction

All Sealy facilities use the same manufacturing process and quality controls, ensuring that each bed provides the same great sleep experience. And because we have plants and distribution throughout the world, we are able to fulfill orders promptly for properties around the globe. Whether you have locations in New York City, London, Tokyo or

beyond, your guests will always get the same great night's sleep on a Sealy bed anywhere in the world.

#### Powerful Comarketing Programs

When your rooms feature Sealy beds, your guests know you've selected the best brand. You can even increase your occupancy rates by advertising that your hotel has Sealy beds. To help you in this effort, we offer a variety of comarketing opportunities, including cobranded room signage and guest purchase programs.



#### Significant Payoff

A better sleep experience really does yield better business. Independent research\* shows that consumers will pay more for a Sealy bed than other brands at retail — and hotel guests will pay more for a room with a Sealy bed. Most surveyed guests indicate they are more likely to stay in a hotel with all new Sealy brand mattresses, as opposed to other brands. And more than 75 percent of these guests indicate they will pay \$10 to \$15 extra to sleep on a new mattress

\* Source: America's Research Group.

of their preferred brand. In fact, 67.6 percent say hotels should advertise that they have all new mattresses, since this is a key factor in selecting a hotel.

By offering high-quality Sealy beds, leveraging Sealy's brand awareness, participating in our comarketing programs and further developing your brand consistency with Sealy, you will see sizeable returns on your investment. Consider the example below.



**Hotel Profile: 200 rooms; \$120 ADR; 70% occupancy**  
 When it's time to buy new beds, this hotelier chooses Sealy. As a result, the property's guest satisfaction ratings increase, along with customer loyalty and occupancy. The hotelier is also able to charge more per room. See the additional annual revenue when occupancy increases to 72% (A) and average daily rate (ADR) increases to \$123 (B).

#### Guest Profile: Room 244



*Three days in the city. One chance to forget the real world for a while.*

John and Susan both travel frequently for work, but they haven't been away together in over a year. For this one long weekend, their biggest decisions will be easy to make. How late they'll sleep in. What to order for room service. And what time they'll come back for an afternoon nap.

Every guest has a story. Make sure it ends well.

#### Satisfaction Profile: Bed Test

Two hotels in New York City from a leading hotel brand recently conducted a study to gauge guests' reactions to sleeping on Sealy Comfort Series latex beds. A total of 64 guests slept on the new beds and provided their feedback.

Survey results show:

- 90% of the guests were either satisfied or extremely satisfied with their sleep experience on the Sealy bed.
- 72% say the sleep experience on the Sealy bed was better compared to their past experiences at these hotels.
- 61% indicate their opinion of the hotel and the hotel brand improved after sleeping on the Sealy bed.
- 95% revealed that they would stay at these hotels again because of their great sleep experience on the Sealy bed.

Sealy beds really do make a difference for hotels.



## Greater Guest Satisfaction for Every Budget

See our product sheets for complete information about each type of bed.



Sealy Posturepedic®



Sealy Convertible Collection – removable, reversible, replaceable



Sealy memory foam and latex beds



Stearns and Foster® luxury beds



Sealy economy beds

## Innovative product. Provide comfort and durability.

Sealy beds lead the market because they are orthopedically designed and scientifically proven to provide the best sleep experience.

### Orthopedically Designed for Comfort

Restless sleep is a growing problem in today's fast-paced world. People aren't getting the recommended eight hours of sleep, and the sleep they do get often isn't high-quality. Research shows that people may toss and turn up to 80 times a night due to stress, sleep disorders, medical problems, uncomfortable sleep environments and the pressure points that are created by other mattresses.

Sealy beds are specially developed to help people sleep more soundly. In particular, the Sealy Posturepedic® mattress was designed in conjunction with orthopedic surgeons and reviewed by the Orthopedic Advisory Board. As proven through extensive testing, the Sealy Posturepedic eliminates pressure points that restrict blood flow, inhibit healing, and contribute to tossing and turning — providing a better night's sleep.

### Durable Construction

Sealy beds are engineered and constructed to endure high-traffic hospitality environments, providing a great sleep experience every night for years. The beds arrive with fewer defects and last longer than other beds, yielding a lower total cost of ownership.

### Quality at Every Price Point

Sealy offers beds for every price point in the hospitality segment spectrum — and delivers higher value for the investment. When comparing a Sealy bed to another brand of bed at the same price, the Sealy bed demonstrates superior quality, fewer defects and greater durability. Even our economy models provide exceptional comfort for a better night's sleep. This product variety allows you to leverage the Sealy quality story and Sealy's brand recognition, providing a better sleep experience for guests at any property.

### Environmental Initiatives

Sealy makes every effort to practice responsible stewardship by developing sustainable products and employing lean manufacturing techniques.

To learn more, talk to your sales representative.



## MONOGRAM™ 800 PLUSH

### SPECIFICATIONS

- StayTrue™ Quilt Top:**
- FlameGuard™ Rayon Fiber
  - 1½" x ½" Convuluted SuperSoft SealyFoam®

- StayTrue™ Comfort Layers:**
- 2" Pressure Relief Inlay with Memory Foam
  - 2½" SuperSoft SealyFoam®
  - Motion Suppressing Insulator™

- Innerspring:**
- 782 PostureTech® Unit
  - 5 turn, 14 gauge coils

- Edge System:**
- UniCased™ XT

- Innerspring Base:**
- 1" UniCased Base with Support Channels

- Foundation:**
- Motion Stabilizer™

- Warranty:**
- 10/10 Non-prorated

### DROP MEASUREMENTS (HEIGHT)

|               |     |
|---------------|-----|
| Bed Frame**   | 7¼" |
| Foundation*** | 9"  |





### The Number-One Brand in Bedding

Sealy is the world's leading bedding manufacturer, with the number-one brand in terms of both sales and preference for the retail and hospitality markets. Sealy Global Hospitality™ helps hoteliers increase guest satisfaction, loyalty and overall profitability by providing both the anticipation and the fulfillment of a great sleep experience.

With the Sealy®, Sealy Posturepedic® and Stearns & Foster® brands, Sealy Global Hospitality is able to provide a broad range of mattresses and foundations to meet any comfort level and price point. In addition, the company's global capabilities ensure a consistent guest experience for properties around the world. For more information, please visit [www.sealyhospitality.com](http://www.sealyhospitality.com).



global hospitality™

Better sleep. Better business.™

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[www.sealyhospitality.com](http://www.sealyhospitality.com)

## MONOGRAM™ 800

PLUSH

### ■ SPECIFICATIONS

- StayTrue™ Quilt Top**  
 • FlameGuard™ Rayon Fiber  
 • 1 1/2" x 1 1/2" Combed Coil  
 Superior Soft SealyFoam™
- StayTrue™ Comfort Layers**  
 • 2" Pressure Relief Foam with Memory Foam  
 • 2 1/2" SuperSoft SealyFoam™  
 • Motion Reducing Innerspring™

**Supporting**  
 7 1/2" PocketTech™ Unit  
 • 5 Bars, 1 1/2 gauge coils

**Edge System**  
 UniCoil™ XT

**Supporting Base**  
 1" UniCoil Base with Support Channels

**Foundation**  
 Motion Stabilizer™

**Warranty**  
 10 Year Limited

### ■ DROP MEASUREMENTS (HEIGHT)

|  |         |
|--|---------|
| Bed Frame**  | 7 1/2"  |
| Foundation***                                      | 9"      |
| Mattress Only<br>(includes coils)                  | 12 1/2" |
| Set (including frame<br>(floor to mattress cover)) | 20 1/2" |

- \* Head Adjustable unless noted  
 \*\* Standard bed frame height  
 \*\*\* All foundations also available in 14" and 17" heights



at home everywhere™

Better sleep. Better business.™

www.sealy.com/sealyusa.com  
 800.842.3339



This Sealy Posturepedic® sleep system provides luxurious comfort and enhanced pressure relief with a soft, plush top.

### ■ ADDITIONAL FEATURES



**UniCoil™ XT Edge**  
 Our coil-reinforced edge support system ensures a sturdy perimeter and uniform comfort across the bed.



**StayTrue™ Quilt Top**  
 Our quilted top features a soft, plush feel and enhanced pressure relief.

## MONOGRAM™ 600

PLUSH

### ■ SPECIFICATIONS

- StayTrue™ Quilt Top**  
 • FlameGuard™ Rayon Fiber  
 • 1 1/2" x 1 1/2" Combed Coil  
 Superior Soft SealyFoam™
- StayTrue™ Comfort Layers**  
 • 2" Pressure Relief Foam with SuperSoft SealyFoam™  
 • 1" SuperSoft SealyFoam™  
 • Motion Reducing Innerspring™

**Supporting**  
 7 1/2" PocketTech™ Unit  
 • 5 Bars, 1 1/2 gauge coils

**Edge System**  
 UniCoil™

**Supporting Base**  
 1" UniCoil Base with Support Channels

**Foundation**  
 Motion Stabilizer™

**Warranty**  
 10 Year Limited

### ■ DROP MEASUREMENTS (HEIGHT)

|  |         |
|--|---------|
| Bed Frame**  | 7 1/2"  |
| Foundation***                                      | 9"      |
| Mattress Only<br>(includes coils)                  | 12"     |
| Set (including frame<br>(floor to mattress cover)) | 20 1/2" |

- \* Head Adjustable unless noted  
 \*\* Standard bed frame height  
 \*\*\* All foundations also available in 14" and 17" heights



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This Sealy Posturepedic® sleep system provides enhanced comfort and pressure relief with a soft, plush top.

### ■ ADDITIONAL FEATURES



**UniCoil™ Edge**  
 Our coil-reinforced edge support system ensures a sturdy perimeter and uniform comfort across the bed.



**StayTrue™ Quilt Top**  
 Our quilted top features a soft, plush feel and enhanced pressure relief.



This Sealy Posturepedic® sleep system provides high quality comfort and durability with a cushion firm, sturdy bed feel.

### ■ ADDITIONAL FEATURES



**UniCoil™ Edge**  
 Our coil-reinforced edge support system ensures a sturdy perimeter and uniform comfort across the bed.

## MONOGRAM™ 400

CUSHION FIRM

### ■ SPECIFICATIONS

- StayTrue™ Quilt Top**  
 • FlameGuard™ Rayon Fiber  
 • 1 1/2" SealyFoam™
- StayTrue™ Comfort Layers**  
 • 2" x 3" Pressure Relief Foam™  
 • Motion Reducing Innerspring™

**Supporting**  
 7 1/2" PocketTech™ Unit  
 • 5 Bars, 1 1/2 gauge coils

**Edge System**  
 UniCoil™

**Supporting Base**  
 1" UniCoil Base with Support Channels

**Foundation**  
 Motion Stabilizer™

**Warranty**  
 10 Year Limited

### ■ DROP MEASUREMENTS (HEIGHT)

|  |         |
|--|---------|
| Bed Frame**  | 7 1/2"  |
| Foundation***                                      | 9"      |
| Mattress Only<br>(includes coils)                  | 10"     |
| Set (including frame<br>(floor to mattress cover)) | 20 1/2" |

- \* Head Adjustable unless noted  
 \*\* Standard bed frame height  
 \*\*\* All foundations also available in 14" and 17" heights



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Room 1530:

*Fifth day. Fifth city. Needs a place to relax.*



### Every guest has a story. Make sure it ends well.

Give your guests the great night's sleep they've been dreaming about all day. Studies show people prefer a room with a Sealy bed — and they'll even pay more for it. That's because they know that Sealy takes sleep as seriously as they do.



Sealy beds are orthopedically designed to eliminate the pressure points that cause tossing and turning. So that even if your guests only get six hours of sleep, they'll get a better six on a Sealy bed. They'll wake up feeling refreshed and ready for whatever the day entails. And they'll remember that feeling the next time they travel.

For more information on how Sealy can help your property increase guest satisfaction, customer loyalty, occupancy and ADRs, contact Sealy today or visit [www.sealyhospitality.com](http://www.sealyhospitality.com)



Please visit us at IH/M&RS  
booths 3530 and 3630



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