Your Guide to Mattress Buying
You will spend one-third of your life in bed – so it’s important to choose your mattress wisely.

Most of us don’t put enough thought into choosing the right mattress, especially considering how much time we spend using it. Did you know that the mattress you sleep on has a significant impact on the quality of sleep you get at night and, consequently, how you feel throughout the day?

Finding that perfect mattress is so much more than just picking out a new piece of furniture. That’s why we created this guide: We want it to be the end-all, be-all guide to what could be one of the most important purchases you will ever make.

We’ll walk you through the process of choosing the right mattress for your sleep style, as well as what to look for in a mattress store vs. what to look for in an online store. We’ll also take a look at the factors that affect your quality of sleep and why it’s important to get good sleep in the first place.

So, here’s to you for taking the first step toward better sleep, better health, and a better you.
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THE VITAL IMPORTANCE OF QUALITY SLEEP IN YOUR LIFE

CONSEQUENCES WITHOUT IT

UNDERSTANDING YOUR SLEEP NEEDS

HOW TO GET BETTER SLEEP
THE VITAL IMPORTANCE OF QUALITY SLEEP IN YOUR LIFE

Everyone knows that quality sleep is important. But do you know why sleep matters? Sleep plays a critical role in good health and well-being throughout your life. However, a lack of sleep – more specifically, lack of quality sleep – can have severe consequences. We like to think of those consequences in terms of what sleep affects: the body, mind, and “spirit.”

Your Body

Scientists have discovered that sleep plays a vital role in immune function, metabolism, circulation, and other vital functions. For example:

- Sleep is involved in healing and repair of your heart and blood vessels.
- Sleep helps maintain a healthy balance of the hormones that make you feel hungry or full.
- Sleep affects how your body reacts to insulin, the hormone that controls your blood sugar level.
- Deep sleep triggers the body to release the hormone boosts muscle mass and helps repair cells.
- Sleep also plays a role in puberty and fertility.

Your Mind

How you feel and how well you function during the day is directly related to the amount and quality of sleep you get at night. Without sleep, your brain is unable to “hit the reset button,” which causes a decline in all sorts of mental abilities. A restful sleep increases your attention span during the day, helps you make better decisions, and enhances your learning ability and problem-solving skills.

Your Spirit

Besides the more cognitive effects of a good night’s sleep, there are also effects on our mood and energy levels. These have a direct bearing on things like impulse control and social interactions, which further influence how we feel throughout the day.
CONSEQUENCES WITHOUT IT

Just saying “most adults don’t get enough sleep” hardly raises an eyebrow these days. In fact, many of us take it as a badge of honor. We brag about how little sleep we are running on, and how productive we are because we “waste” so little time sleeping. We cherish our coffee and our late night programming, and think of those that sleep at least 7 hours as “the lucky few.”

Lack of sleep is not something that can be cured with a little cappuccino-to-go, however. Well after the effects of caffeine wear off, the effects of sleep deprivation remain – and they can be quite pronounced. Effects like:

**IMPAIRED JUDGMENT.** A report in Harvard Business Review looked at the data and found that sleep deprivation had many of the same effects on judgment as being drunk (over a 0.10 blood alcohol level). No wonder that, when faced with a serious or tough decision, we’re told to “sleep on it.” We just have the ability to choose wisely when sleep deprived!

**IRRITABLE MOOD.** Some people get silly when tired, and others get grumpy. But everyone starts to lose the ability to process social cues and regulate emotion. Which means, the longer you go without a good night’s sleep, the more irritable you will be with those closest to you.

**DIFFICULTY LEARNING AND RETAINING INFORMATION.** Researchers at the University of Pennsylvania have found that having over five hours of sleep deprivation actually changes the number and nature of connections between the hippocampus – the area most responsible for memory – and the rest of the brain. The less sleep, the less that learning takes hold and the fewer memories that “stick.”

**GENERAL MENTAL SLOWING.** When we are tired, tasks take longer to finish. We also have a slower reaction time and make more mistakes. This all means that people who don’t get enough sleep are also less productive at work and at home.

**INCREASED RISK OF SERIOUS ACCIDENTS AND INJURY.** According to the National Highway Traffic Safety Administration, drowsy driving causes more than 100,000 crashes, 71,000 injuries, and over 1,500 deaths in the U.S. each year. And that’s just automobile accidents – consider how much those numbers would jump with on-the-job accidents or negligent care.

**LOSS OF INSIGHT AND CREATIVITY.** In a study published in Progress in Brain Research, psychiatrists found that the “more creative, divergent and innovative aspects of cognition do appear to be degraded by lack of sleep.” Even scarier, these lapses in performance seem to stick around well after a person has rested and feels alert again.

**CHRONIC HEALTH PROBLEMS.** Sleeping fewer than seven hours per day is associated with an increased risk of developing chronic conditions such as obesity, diabetes, high blood pressure, heart disease, stroke, and frequent mental distress. Sleep deprivation has also been linked to depression, suicide, and risk-taking behavior.
UNDERSTANDING YOUR SLEEP NEEDS

Did you know that, according to The Better Sleep Council, nearly 50% of Americans are sleep deprived?

For optimal health, most adults need 7 to 9 hours of sleep per night. Moreover, recent research by the Sleep to Live Institute shows that simply “getting more sleep” will not suffice. You need to have good quality, restorative sleep for optimal health and quality of life.

In order to get that good restorative sleep, you must first understand your physical and environmental needs. While your own individual sleep needs will be unique to you, there are some general principles that apply to most everyone. When it comes to getting the right amount of quality sleep at night, there are three factors you need to consider:

How You Sleep

Your sleep position will influence what type of mattress and pillow is best for you. Do you sleep on your side, your back, or your stomach? Finding the right mattress for your sleep type will help tremendously in improving your quality of sleep. Other sleep factors to consider are your typical sleep and wake times, when and how often you exercise, your bedtime routine, the number of times you awaken at night, how you feel upon waking, and your partner’s sleep habits. All of these factors can influence not only how much sleep you get at night but also the quality of that sleep.

Where You Sleep

Your sleep environment contributes greatly to your sleep quality. Is your mattress comfortable and supportive? If you sleep with a partner, is your bed big enough to provide you both room to move and stretch comfortably? Is there clutter or other distractions, like a pile of unfinished work, in your bedroom that might be keeping you awake? Is your bedroom environment conducive to good sleep? It’s best to keep your bedroom clutter-free, and cool, dark, and quiet at night. And keep electronic devices, like TVs, computers, and cell phones, out of the bedroom. The light they emit can disrupt normal sleep patterns.

Health Factors

Many different health factors can affect the quality of your sleep. For example, sleep apnea, shift-work disorder, allergies, asthma, stress, anxiety, circulatory problems, aches, and pains. Moreover, poor sleep can exacerbate these conditions.
Good sleep is more than just a night of rest. It really is a lifestyle choice, a choice to be more present, more awake, and more intimate. The idea can sound grand, but it is really easy to get started with these down-to-earth steps:

### Start with the Right Bed

Needless to say, a comfortable bed is the foundation of a good night’s sleep. Any element in your bed can add to your comfort - or detract from it. So, when shopping, consider all parts of your bed: mattress, frame, pillows, and bedding.

- Find the right mattress for your sleep style. If you have an innerspring mattress, make sure you replace it every 7–10 years.
- Invest in a comfortable, supportive pillow. And make sure to change them every couple of months for maximum support.
- Get a bed with the best motion isolation you can. Or, invest in an adjustable bed. This is especially important if you and your partner have different sleep schedules and so have a tendency to wake each other up.
- Make sure your bed is comfortable. You should have enough room to stretch and turn comfortably without bumping into your sleeping partner.
Give Your Bedroom a Make-Over

Take the time to craft an ideal sleep environment:

- Be guided by your senses. Your bedroom should be cool (65 degrees), dark, and quiet.
- Keep televisions, computers, cell phones, and other electronic devices out of the bedroom. (The light and noises from devices, even in small or sporadic amounts, can disrupt sleep - never mind the distraction they can be!)
- If you can’t eliminate nighttime noise (like city traffic or barking dogs), try masking it with ambient noise, such as a sound machine or fan.

Practive Makes Perfect

Lifestyle choices are the third ingredient that affects sleep the most. Try to cultivate some good habits in and around sleeping:

- Keep a regular sleep schedule: Go to bed at the same time each night, and wake up at the same time each morning.
- Avoid eating big meals, drinking too many liquids, and consuming alcohol within a few hours of bedtime.
- Try to cut back on caffeine consumption throughout the day.
- Exercise. Regular physical activity can promote better sleep. Just don’t exercise too late in the day, which may make you too energized to fall asleep at bedtime.
- Engage in a relaxing bedtime routine. Try working in calm activities like reading a book or listening to calming music.*

If you’ve tried all of the tips above and still have trouble sleeping, it may be time to see a doctor. You may have an undiagnosed sleep condition, like sleep apnea. This will need to be addressed as soon as possible.

Again, don’t think of getting a good night’s sleep as a one-off activity. It really is part of an overall lifestyle. Learning how to sleep better is the first step. As your friends and family see how energetic and engaged you are, it will become apparent that it is all worth it.
the connection between sleep and your mattress
Mattress comfort is not just a “nice to have” when shopping for bedding and bedding systems. The comfort of your mattress has a direct tie to your health.

Think about it: Any firefighter will tell you that having the right equipment is non-negotiable, an absolute must. Same with someone who climbs mountains or repairs cars. Even in the home, we’re constantly being bombarded with advertisements for the right vacuum, the right cookware, or the right home-exercise equipment.

And yet, we spend relatively little time considering our “equipment” for the one activity that takes up almost a full third of our lives: Sleeping.

As recently as 2013, medical studies have been finding links between bedding systems (including the mattress) and things like cardiovascular health, blood pressure, muscle strength, and stress levels. These studies have found that mattress and bedding quality do make a significant difference, even taking into account the overall amount of sleep.

In other words, having a comfortable, supportive mattress and bedding system is critically important for getting the most out of your sleep.

Blood Flow and Mattress Comfort

One way that a mattress can affect your sleep is through the reduced flow of blood through the network of fine blood vessels called capillaries. Many of these run just beneath the skin and so are sensitive to changes in support and pressure on your body.

When you lie down for an extended period of time, improper support reduces the flow of blood through those capillaries, which deprives the skin of oxygen and nutrients. Ideally, a mattress that reduces the pressure points on your body should give you a better night’s sleep.

Movement Matters

When we sleep at night, our muscles are still supporting us. Ones that work extra hard build up an excess of lactic acid, the same substance in us that causes cramps when we run too much or don’t stretch before a workout.

And when that lactic acid builds up, it sends a signal to our brains to change position so as to use a different set of muscles. This creates much of what we call “tossing and turning.”

A comfortable, quality mattress reduces muscles strain, and so cuts down on the amount of tossing and turning. This leads to fewer sore muscles in the morning, and better night’s sleep overall.
There are a number of bodily processes that happen when we sleep. Sugar is metabolized, cells and tissues are repaired, hormones are regulated, and memories are formed and consolidated. All of these processes require the right context and good amount of time to be carried out correctly. Thus, your body cannot do its job while you sleep if:

- Your sleep is constantly disrupted
- Your don’t sleep at or around the ideal temperature (65 degrees F)
- You find yourself tossing and turning (see above)
- Your body is bothered by allergies
- You go to sleep under the influence of excess alcohol or other drugs

Out of all of these potential disruptions to your system, the first four are directly influenced by the quality and comfort of your mattress.
find the right mattress

THE BASICS

TYPES
SIZES
FOUNDATIONS
ACCESSORIES

YOUR BUYING JOURNEY

ONLINE STORES
RETAIL STORES
NEEDS ASSESSMENT
When you first walk into a mattress store, it may appear, at first glance, that all mattresses are the same. After all, they’re just a bunch of white rectangles that you sleep on, right? How different could each one be?

The fact is that not all mattresses are created equal. There are several different types and sizes of mattresses. Mattresses are made of different materials and are constructed using different methods. The key to getting a good night’s sleep is to find the mattress that best suits your sleep style and that best meets your sleep needs.

Most of us don’t put enough thought into choosing the right mattress, especially considering how much time we spend using it. When selecting a mattress, you need to take into account the mattress type, firmness, foundation, materials, mattress size, and more.
Mattress Types

Mattresses are made up of two main layers:

- **COMFORT LAYER**
  
  The comfort layer consists of the upper few inches of the mattress. It helps provide pressure relief by cradling your body while you sleep.

- **SUPPORT LAYER**
  
  Also called the mattress core, the support layer is the bottom layer of the mattress. It helps keep your spine in alignment while you sleep, by controlling how far different parts of your body sink down into the mattress.

When we refer to the mattress type, we’re generally talking about the primary material that makes up the mattress support layer. However, as in the case of hybrid mattresses, the support layer is not the only defining characteristic. The most common mattress types include:

- **INNERSPRING**
- **FOAM**
- **LATEX**
- **HYBRID**
- **ADJUSTABLE**

Innerspring mattresses are still the most popular mattress type, accounting for 80% of mattress sales.

*Source: The BiOH® Experience*
Innerspring mattresses gained widespread use in the U.S. in the 1930s, and they are still the most popular mattress type sold today. The traditional innerspring mattress, typically sold with a box spring, features a core made of steel coil springs that are connected by a strong border wire, or encased in fabric, and topped with an upholstery comfort layer.

There are four basic types of innerspring:

**BONNELL COIL**
An hourglass-shaped coil that is spring-knotted at each end, usually less expensive than other coil systems. This is the oldest type of mattress coil, and is generally used in more economical mattresses.

**OFFSET COIL**
An hourglass shaped spring with flattened edges at the top and bottom. This type of coil is similar to the Bonnell coil, but it has a hinging action that is designed to increase body conformance.

**CONTINUOUS COIL**
A system of coil rows made of continuous wire that run head to toe. This type of coil is durable and offers firm support, but it provides poorer motion isolation.

**POCKETED COIL**
A grouping of independent coils that are individually encased in fabric pockets. Pocketed coils allow independent coil movement, decreased motion disturbance, and enhanced body conformance.

Coil counts, gauge, and tempering aren’t considered major factors anymore when choosing an innerspring. (But at a minimum, select 300 coils for a full, 375 for a queen, and 450 for a king mattress.) What matters more when buying an innerspring mattress is whether the mattress has edge support, which will help the mattress retain its shape by reducing sinking on the outer edge.
Many mattresses contain foam for added comfort. There are two main types of foam mattresses:

**POLYFOAM**
This type of foam is made to compress under pressure. It will not conform to your body in the way that memory foam does. That’s why it’s primarily used as a mattress support layer rather than a comfort layer.

**MEMORY FOAM**
This type of foam is designed to soften under pressure or heat. Memory foam responds to the weight and heat of your body, offering excellent body conformance. Memory foam is often used as both a mattress support layer and comfort layer.

When it comes to buying a foam mattress, density is the key consideration. The firmness of the foam has nothing to do with the quality of the foam. When shopping for a foam mattress, you need to ask what the density of the foam is. Denser foam mattresses will typically feel firmer and last longer, but they will also cost more.

For high-quality memory foam, look for density levels over 4 lbs. per cubic foot, with 2 lbs. being low density and 6 lbs. being high density. For standard polyfoam, a density of 1.8 pounds or more is considered a high-density foam, and less than 1.8 pounds is a low-density foam.

Memory foam has a reputation for “sleeping hot.” However, memory foam was revolutionized in the 90s with the infusion of cool gel after some sleepers protested that the mattress retained too much heat. If you prefer a foam mattress but tend to sleep hot, you may want to consider a foam mattress with a gel-infused memory foam comfort layer.
Latex mattresses offer a naturally supportive, breathable, and more eco-friendly core. Latex relieves pressure points much like memory foam, but air moves through latex better than through memory foam, making latex much cooler to sleep on.

Latex mattresses can be either natural or synthetic. Natural latex provides optimal elasticity, softness, and biodegradability, but is less commonly used and more expensive than synthetic. Synthetic latex, or blended latex, combines natural latex for elasticity and synthetic latex for consistency and durability.

Two Different Processes Are Used to Produce Latex:

DUNLOP
In this traditional technique, which has been in use since 1929, liquid latex is "whipped" with air until it becomes wet foam. Then it is poured into a mold, hardened, and vulcanized. Dunlop latex feels firmer and may be slightly more durable than Talalay latex.

TALALAY
The Talalay process is a newer process that has a couple more steps than the Dunlop technique. With the Talalay process, wet latex foam is poured into a mold, leaving air or space at the top of it. The mold is sealed and vacuumed to remove the air, causing the foam to expand and fill the space inside. The mold is then frozen and quickly vulcanized to lock in the expanded foam structure. Talalay latex has a softer, springier, more elastic feel than Dunlop latex.

A Few Things to Note About Latex:

- Because it’s a natural substance, the purity and quality of latex may vary between manufacturers, and even between mattresses.
- Latex mattresses made with “fillers,” or tiny particles of clay and other materials mixed into the foam, will cost less but will also be stiffer and less durable. The term “pure latex” often indicates higher quality latex without fillers, but it may be made from either synthetic or natural latex.
- Most latex mattresses contain 1 to 4 layers of materials. Sometimes the layers contain polyurethane foam or memory foam too.
- No latex mattress can be 100% natural because minimal amounts of sulfur or other additives must be used to process the rubber. Always ask what percentage of the latex is natural versus synthetic.
- Latex mattresses are anti-microbial and dust mite–resistant, making them a great choice for allergy sufferers.
A hybrid mattress combines different mattress types in order to offer the benefits of both mattress types in one mattress.

For example, a hybrid mattress may have a pocketed coil support layer combined with a gel-infused foam comfort layer to offer the support of an innerspring mattress with the pressure relief and motion isolation of a foam mattress. Another hybrid may contain a latex core topped with a memory foam comfort layer to give you firmer support that still conforms to your body while you sleep.

For many people, hybrid mattresses offer the perfect combination of mattress types. And they are quickly becoming best sellers. Be aware, however, that some manufacturers like to throw around the “hybrid” term without actually producing a true hybrid bed.

When shopping for a hybrid mattress, be sure to ask for details, so you know exactly what you’re getting.
Unlike a box spring, an adjustable bed frame folds in two places to form three distinct sections that can be elevated or lowered to a desired position. For example, the zero gravity position where your head and feet rest higher than your heart, which can be helpful for relieving back pain and improving circulation.

Many adjustable beds have dual controls that allow each partner to adjust the sleep surface elevation on their side of the bed to meet their individual needs.

Among their many benefits, adjustable beds can help:

- Reduce swelling in the legs by elevating the foot position
- Provide customized comfort for reading in bed or watching TV
- Decrease acid reflux symptoms and snoring by elevating the head position
- Distribute pressure evenly over the sleep surface
- Release tension in muscles and joints by providing customized support
- Make it easier for older adults, pregnant women, those recovering from surgery, and anyone with limited mobility to get in and out of bed

While many innerspring, memory foam, latex, and air mattresses may be used with an adjustable frame, always verify with the manufacturer or salesperson before selecting your mattress to avoid abnormal mattress wear or voiding your warranty.
Know Your Adjustable Bed Options

- Adjustable bed frames typically come in king, queen, full, and twin size.
- Dual controls allow each partner to achieve their desired sleep position. This feature requires special sheets.
- Flush wall design maintains your alignment with bedside tables, even as you change positions, by shifting the bed backward toward the wall as the head is elevated.
- Backlit wireless remotes with pre-programmed features make adjusting even easier.
- A whisper-quiet motor lessens noise during adjustments.
- Restorative massage features ease muscle tension and help you relax.
- Variable height options let you choose the bed height that is most comfortable for you.
<table>
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<tr>
<th>TYPE</th>
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| **INNERSPRING** | - Typically costs less  
- Provides adequate support and comfort | - Allows more motion disturbance  
- Lacks body conformance, which may lead to pressure points  
(Pocketed coils help this issue.) |
| **FOAM** | - Reduces pressure points  
- Reduces motion disturbance  
- Resists bacteria and dust mites | - Generates body heat (This may be combated with cool gel-infused memory foam in top layer.)  
- May off-gas from chemicals used  
- Poses risk for Sudden Infant Death Syndrome (SIDS) and is not recommended for infants |
| **LATEX** | - Promotes natural sleeping experience  
- Offers greatest durability  
- Minimizes body impressions  
- Naturally maintains a more comfortable temperature  
- Resists mold, bacteria, and dust mites | - Costs more  
- May irritate people with latex sensitivity |
| **HYBRID** | (Models will vary)  
*For example, a combination of pocketed coil springs and gel-infused foam | - May off-gas  
- May allow body impressions  
- May pose risk for Sudden Infant Death Syndrome (SIDS) and is not recommended for infants  
- Lacks user feedback due to newness |
| **ADJUSTABLE** | - Offers optimal pressure and pain relief  
- Accommodates different sleeper positions (dual-adjustment)  
- Eliminates motion disturbance (dual-adjustment) | - Costs more  
- Weighs more, difficult to move |
Did you know that when two adults share a full-size mattress, they are each sleeping on the equivalent of a crib mattress?! That definitely won’t lead to a good night’s sleep.

No matter how much homework you do to select the best mattress type, if a mattress is too small, you won’t sleep well on it. A mattress should be wide enough and long enough to accommodate all potential sleepers – including kids and pets – while allowing you space to stretch and comfortably move around in bed.

**Choosing the Right Mattress Size**

- Your mattress should be 6 inches longer than the tallest person sleeping in it.
- Partners should be able to rest both hands behind their head (elbows sprawled) without bumping into each other.
- The recommended size for two adults to sleep on is a queen or king size bed.
- Keep in mind that actual mattress sizes may vary by +/- one inch from the above U.S. standards.
**TWIN XL** : **39” (W) X 80” (L)**
Five inches longer than the standard twin (and the same length as a queen or king mattress), the twin XL is a better option for a taller teenager or adult sleeping alone.

**TWIN** : **39” (W) X 75” (L)**
Twin beds are best used for children. For most teenagers and adults, they are simply too small.

**FULL** : **54” (W) X 75” (L)**
Though full beds were the standard for couples 40 years ago, they are a bit crowded for an adult couple sharing a bed today. Full beds work best for a single (shorter) adult sleeper or two children sharing a bed.

**QUEEN** : **60” (W) X 80” (L)**
The most popular mattress size sold, queen beds are ideal for couples who may not have the space to accommodate a king bed.

**KING** : **76” (W) X 80” (L)**
A king mattress is the same length as a queen but 16 inches wider. The widest bed available, it is the best choice for couples who like their space and for families who bed share.

**CALIFORNIA KING** : **72” (W) X 84” (L)**
The longest mattress available, a California King is the best choice for the very tall.
Foundations and bed frames protect your mattress from unusual wear while elevating it to a height that’s ideal for getting in and out of bed easily. Always work with your sales consultant, or contact the manufacturer if needed, to make sure you choose a foundation that’s appropriate for your mattress.

**Mattress Foundations**

DID YOU KNOW?

A box spring absorbs 70% of your energy compression as you use your innerspring mattress, adding years of life to it.

**WHICH FOUNDATION TYPE AND HEIGHT ARE BEST FOR YOU?**

Most mattresses come with a suggested foundation. For example, an innerspring is paired with a box spring, and a memory foam or latex mattress is paired with a slatted, steel grid, or platform foundation.

Be sure to choose a foundation that matches the manufacturer's recommended foundation or box spring; otherwise, you may void your warranty. If you prefer an alternate foundation or box spring, it’s a good idea to call the manufacturer to make sure your desired foundation will work with your new mattress.
TO CHOOSE A FOUNDATION HEIGHT, FIRST, MEASURE YOUR CURRENT BEDROOM ARRANGEMENT.

Do you want your new bed to be the same height off the floor and relative to your furniture as your previous one? If so, measure the current height from the floor to the top of your mattress, and buy a mattress and foundation combination to match it. Just remember, experts recommend a bed height that allows your feet to rest flat on the floor while sitting on the edge of your bed.

A few things to keep in mind when selecting a foundation:

- If you want to create under-bed storage, consider a standard foundation.
- Kids and older adults may find it easier to get in and out of beds with reduced height foundations.
- If you’re moving your new bed through tight stairwells, you may need a split foundation.

A proper bed frame and foundation extends the life of your mattress, while keeping your warranty valid.

BED FRAME: A steel support system on wheels that accommodates a headboard only
RAILS: A steel support system between the headboard and footboard
BED BEAM: A steel and composite system with wooden slats and side rails to accommodate a headboard and footboard

For any mattress larger than a full size, the manufacturer recommends getting a bed frame with a center support rail.
Mattress Accessories

No matter what mattress you choose, make it even more comfortable by selecting your accessories carefully. The right accessory will help keep your warranty valid and possibly save you big dollars down the road.

MATTRESS PROTECTORS

Most manufacturer warranties do not cover damage caused by spills or bed-wetting accidents. Protect your investment with a waterproof mattress protector. Zippered encasements also help prevent dust mites and bedbugs.

PILLOWS

The right pillow can provide comfort and support for many critical areas of your body: head, neck, shoulders, hips, and more. The pillows you sleep on affect the way your neck and spine align, which can either alleviate strain, or add to it. And for kids especially; pillows support developing brains and bodies. Be sure to get a supportive pillow that fits your comfort levels.

BEDDING

How your bedding feels against your skin is an important part of feeling comfortable. Top off your perfect new mattress with supple sheets. Pay attention to what they are made of and how it feels when you hold it against your skin. Different materials feel different and also trap heat differently, so bedding has a huge effect on your temperature and comfort levels at night. If your sheets feel even slightly itchy or too warm, your mattress will not help you sleep better!

Think about it! Sheets can make a bed at any price point feel either less comfortable, or more luxurious. Which do you prefer? Accessories can make or break even the most luxurious mattress. Take some time to find a protector, pillows, and sheets to give you a complete and ideal sleep system.
What’s the balance of opinion on online bed shopping? Does the convenience outweigh these other factors? Or is mattress shopping something best left to an in-person experience?

Online Stores: Pros and Cons

If you want to go digital, you can rest easy: Surveys have shown that people who buy mattresses online are no less satisfied than those who buy from a retail store. Indeed, there are many reasons why online shopping is the better option:

- **Price.** Online deals tend to be about 15% lower than in store deals. (Which makes sense, given that retail stores need to pay a lease and utilities, not to mention commissions for their salespeople.)
- **No sales pressure.** Online, you can read and browse at your own pace, and there is zero chance of a pesky salesperson.
- **More/better information.** There is a wealth of information online about mattresses and bedding systems. (We produced a lot ourselves!) No matter how good a salesperson is, nothing beats the internet for the vast amount of information.
- **Better warranty and trial periods.** Online retailers know that customers will want to test out a mattress before they commit. So many include trial periods to convince customers to try a mattress, risk-free.
- **Less time spent.** Shoppers can spend less time when searching online, since transport time is cut out. And you can easily spread out shopping sessions over the course of several days.
- **Convenience.** Again, few things beat the convenience of buying online and having delivery to your door.

That said, there are downsides to online buying as well:

- **No salesperson to chat with.** While some are bothered by salespeople, some prefer to have a human being to chat with and ask questions. You don’t get that so much with online.
- **Too much information:** Sometimes, the information online can be overwhelming. We’ve all probably seen a case of “decision paralysis” in our lives. Some people like to cut down by doing their shopping in a single (real world) trip.
- **Doing the return can be a hassle.** This depends on their return or trial policies, obviously. But some online retailers might want you to bring a mattress to their shipping center for a return. That could take some logistical legwork.
- **You can’t try it out in the store.** Obviously!
Overall, though the choice is a matter of personal preference, there are overwhelmingly good reasons to prefer online mattress shopping. Still, you can’t just log on to a website and pick a mattress randomly. Doing your homework pays off. Look for vendors that provide helpful information for choosing the right mattress.

**WHAT TO LOOK FOR IN AN ONLINE STORE**

These days, many online stores look the same and have the same abilities to browse, search, and compare items. What sets them apart are the little details – details that signal whether or not you are working with a trustworthy, reputable company. A good online mattress store should:

- Have easy-to-find return policies and warranty information
- Offer some sort of trial period with a money-back guarantee
- Have a clear explanation of how delivery works
- Post a telephone number and/or email address so that you can reach out with any questions
- Make it easy to track your purchase, chat with a sales associate, and view the latest deals
- Provide lots of helpful content so you can make a sound purchase decision.
Retail Stores: Pros and Cons

The pros and cons of retail mattress shopping are mirror images of those for online mattress shopping. For example, with retail shopping, you get the assistance of a live salesperson and the ability to "try out" a large number of mattresses (though for only short amounts of time - not for a full night's sleep!) Many people prefer the in-store experience.

But with retail stores come many of the negatives: inflated prices, pushy salespeople, limited information, and smaller warranty and trial periods. For many, these are hassles they would like to do without. The trick, then, is finding a retail store with sound business practices, which will minimize these hassles.

WHAT TO LOOK FOR IN A RETAIL STORE

Given the hassles above, it is understandable why many people dread shopping for a new mattress. No one wants to hop from store to store, dealing with less-than-pleasant salespeople.

But it really doesn’t have to be an unpleasant experience – not when you find the right store, with salespeople who care more about helping you get better sleep than about making the sale. Trust your first impressions in most cases. Ideally, the store should provide upfront pricing and mattress specifications. Also, the salesperson should:

- Greet you warmly into a clean showroom
- Consult with you about your sleep needs
- Show they are listening and understanding by offering solutions for your specific needs
- Encourage you to test out their mattresses
- Inform you about sleep trial offers, exchange policies, and financing options
- Offers a warranty that ensures long-term comfort and peace of mind
When walking through a mattress store, immediately head for the front door if:

- The showroom feels cold and unfriendly
- The salesperson jumps right into the current deal they are running on a specific mattress
- The salesperson focuses solely on your mattress budget and not on your sleep needs
- The salesperson cannot provide manufacturer-recommended foundations or bed frames
- The salesperson does not offer information about sleep trials or exchange policies
- The salesperson does not know how to answer your questions about the products they sell

If you are buying more than just a mattress (for example, a bed frame or bedding), it is a good idea to purchase everything from one vendor if you can. Yes, shopping around might reveal one good deal here, and another good deal there. But by buying from a single vendor, you can often save on shipping/delivery costs and guarantee the compatibility of all your items. Also, some vendors will provide extra incentives – a discount, free shipping, or a coupon – if you buy a complete bed system from them.
Sleep Needs Assessment

USE THIS WORKSHEET TO HELP ZONE IN ON YOUR SLEEP NEEDS PRIOR TO MATTRESS SHOPPING.

(1) CIRCLE THE MATTRESS TYPE(S) THAT APPEAL TO YOU:

<table>
<thead>
<tr>
<th>INNERSPRING</th>
<th>FOAM</th>
<th>LATEX</th>
<th>HYBRID</th>
</tr>
</thead>
</table>

(2) CIRCLE YOUR IDEAL COMFORT LEVEL:

- FIRM
- CUSHION
- PLUSH
- ULTRA PLUSH

(3) CIRCLE YOUR SLEEP POSITION(S)

(4) CIRCLE DESIRED MATTRESS SIZE:

- CALIFORNIA KING
- KING
- QUEEN
- FULL
- TWIN
- TWIN XL

(5) LIST ANY MATTRESS MUST-HAVE FEATURES OR OPTIONS (E.G. MOTION ISOLATION, COOL GEL, ADJUSTABLE BASE):

(6) NOTE YOUR CURRENT BED CALCULATIONS:

(a) THE LENGTH, WIDTH AND HEIGHT OF YOUR CURRENT BED
(b) ROOM ARRANGEMENT INCLUDING BED MEASUREMENTS IN RELATION TO NIGHTSTAND
(c) HEIGHT, DISTANCE FROM WALLS, AND DISTANCE TO OTHER FURNITURE
key takeaways
Quality sleep plays a critical role in your overall health and quality of life. You need – and deserve – good sleep, night after night.

And while mattress shopping may at times be overwhelming or intimidating, it doesn’t have to be. We hope this eBook has helped simplify the process for you.

**ABOVE ALL, REMEMBER THESE KEY POINTS:**

- Know your sleep needs. For optimal health, most adults need 7 to 9 hours of sleep per night. How you sleep, where you sleep, and what you do before bed can all influence the quality of your night’s rest, too.

- Determine the size mattress you need, and if you have a preferred mattress type.

- Determine whether you will shop online, in-store, or both. If you plan to shop in store, leave yourself enough time to try several different mattresses. If you decide to shop online, get educated so that you know what to look for (this eBook is a great start!)

- If you can, do a “rest test” of different mattresses in your chosen mattress type to find your ideal firmness and comfort level. Fifteen-minute rest tests can really help you make the best choice. If you buy online, you have a longer period in which to test the mattress!

- Consider other parts of your “sleep system”: The foundation, pillows, bedding, and protectors. The best sleep is had when all parts of your bed are working together.

- If you get a negative vibe, a discussion that begins with your budget, or a salesperson who can’t answer your questions…it’s time to move on. Say good-bye and opt for an informative and supportive buying experience at Banner Mattress company!
why choose banner mattress?
At Banner Mattress, we believe sleep is a basic right. Everyone deserves a good night’s rest.

That’s why we spend our waking hours figuring out how to deliver the best sleep possible, at a price that you and your family can afford.

We manufacture our own line of mattresses and carry many popular, well-known brands as well. Banner mattresses and beds are made with the utmost care. Our sophisticated manufacturing techniques create a sleep experience that will leave you feeling renewed and refreshed every day.

In our stores and online, we aim to show you and your family the widest variety of options to choose from, including every type of mattress and specialty bedding products. All sales are backed by our Low Price and 120-Night Comfort Guarantee. We are sensitive to the needs of sleepers and create products that you can feel good buying, and feel good using.

The Banner Story

Our commitment to quality sleep began almost a century ago, when Ross Scorziell brought the old world craftsmanship of his native Italy to his new home, America. The first Banner mattresses were hand-made and sold in local shops and retail stores. Our family soon discovered that old-world craftsmanship and new-world innovation went hand-in-hand.

Under the leadership of Ross’s son Gino, Banner grew and expanded in the middle part of the century, becoming a household name sold in several major department stores. By the 1970’s, We began selling in our own retail mattress store locations, bringing our well made, high-class mattresses to the consumer at affordable wholesale prices.

Today, we bring our wide selection of high-quality name brand mattresses to people across Southern California through our retail locations and nationwide through our eCommerce site. This gives families the most options possible, along with convenient delivery straight to your front door.

What Makes us Different: The Banner Way

What really sets us apart, however, is our commitment to sleep not just as something you do, but as a key part of your life. There are many mattress stores and manufacturers who promise low prices and a good night’s sleep. But, to us, that’s not good enough. We want our customers to wake up in the morning feeling refreshed, renewed, and ready to take on the day. We understand that good sleep is not only an end in itself; it is a lifestyle choice to be more present, more awake, and more intimate. And we feel that families shouldn’t have to break the bank to do it.

If that sounds like the kind of life you want to live, then you are already on board with the Banner Way of living and sleeping. We invite you visit one of our locations, or start shopping online now!
The perfect mattress for you is right around the corner. Live the Banner way!

**EXCLUSIVE OFFER!**

**10% OFF IN-STORE PURCHASES***

use code **BANNERSAVE10**

at checkout

*Valid on Banner and Simmons brand mattresses, Banner Innova Wired and Wireless adjustable bases, and Simmons Smart adjustable bases. Excludes Banner Value Line. This coupon cannot be combined with any other offer.

**FIND LOCATION**
spread the knowledge with friends & family
resources

Division of Sleep Medicine at Harvard Medical School, “Sleep and Disease Risk”
DrowsyDriving.org, “Facts and Stats: Drowsy Driving”
eLIFE Sciences, “Sleep deprivation causes memory deficits by negatively impacting neuronal connectivity in hippocampal area CA1”
Harvard Business Review, “Change the World and Get to Bed by 10:00”
Harvard Health Publications, “Sleep and mental health”
Mattress Journal, “How Often Should You Replace Your Mattress?”
Natural Form, “BEST BEDS FOR HEALTHY SLEEP”
National Heart, Lung, and Blood Institute, “Why Is Sleep Important?”
Penn News, “Penn Biologists Reveal How Sleep Deprivation Harms Memory”
PubMed Central®, “The Effect of Bedding System Selected by Manual Muscle Testing on Sleep-Related Cardiovascular Functions”
PubMed Central®, “Changes in back pain, sleep quality, and perceived stress after introduction of new bedding systems”
ResearchGate, “Effects of sleep deprivation on cognition”
Sleep Like the Dead, “Buying A Mattress Online: What You Should Know”
Sleep to Live. Institute, “REM Sleep and Normal Sleep”
The Better Sleep Council, “Survey: Americans know how to get better sleep - but don’t act on it.”