



**Vancouver's Mattress Store (Since 1964)**

**Home of the Two-Sided Mattress!**

1315 Venables Street, Second Floor, Vancouver, BC V5L 2G1  
(Corner of Clark + Venables)

## **Educate Me: Buyer's Guide**



# SHOPPING FOR A NEW MATTRESS

DOESN'T HAVE TO BE CONFUSING. READ ON.

### **Support**

There is no perfect answer for everyone. Correct support is the essential ingredient for a healthy body. A good mattress will gently support your body at all points and keep your spine in the same shape as a person with good standing posture. When trying mattresses, pay special attention to your shoulders, hips, and lower back, the heaviest parts of your body. If there is inadequate support, you can develop back pain. However, if a mattress is too rigid, you can experience uncomfortable pressure.

Be cautious of the word firm. Don't rely on product labels to tell you which mattress will give you the right support. One manufacturer's "firm" may feel harder than another's "extra firm". The word "firm" has become an advertising adjective. Orthopedic surgeons and mattress manufacturers say the most important concern when buying a mattress is not firmness, but support.

There should be more than 300 coils with a minimum of 13 gauge wire in the full size version of the model you're considering. Likewise, there should be a minimum of 375 coils, 13 gauge wire in a queen size, and 450 coils, 13 gauge wire in a king size. A high coil count alone does not necessarily indicate a better product. Wire gauge is important; the lower the number, the more durable the wire (i.e. a 13 gauge is thicker than a 15 gauge).

The only way to determine if the support is right for you is to lie down and try out the mattress.

### **Comfort**

Gone are the days when a mattress had to be as hard as a board to be good for you. A mattress that is too hard may only succeed in putting your shoulders and hips to sleep. You will sleep best when your bed helps you feel comfortable, cozy and secure.

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Open Mon - Wed 10am to 5pm, Thu + Fri 10am to 6pm, Sat 10am to 5pm + Sun 12pm to 4pm

Today's top quality mattresses are built with luxurious cushioning materials to create a plusher, softer feel. Support, durability, and price increase as you move up to premium products; however, you don't need to spend a lot of money, comfort is an individual issue.

Softer mattresses mean thicker, higher mattresses. So make sure that the bed is not too high for you to get in to and out of. Also, check to see if a thicker mattress will cover up too much of your headboard. You may want to consider a low profile box or foundation to decrease the total height of your mattress set. Test the mattress in your typical sleeping positions. Side sleepers usually like more padding than back sleepers.

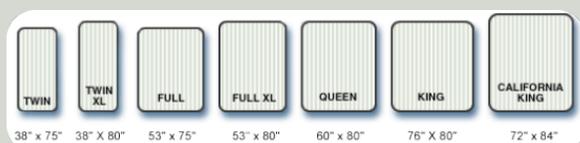
Standard size sheets may not fit today's thicker mattresses. You may need deep pocket sheets.

### Durability

People want to know how long a mattress will last. A good two-sided mattress, if rotated every 3 months should last between 10 – 12 years with normal nightly use. Most people will keep a good bed longer. A good bed is determined by the quality of the materials used and how it is put together. However, the weight of the person or persons who use the bed and the proper and timely turning of a mattress will affect its life. Children jumping on a bed will also reduce the mattress life.

Alternately rotating and flipping your mattress every 3 months can help minimize body impressions. While a mattress is brand new, slight "body impressions" may form, especially on extra plush mattress surfaces. A body impression is the natural nesting and conforming that occurs as the cushioning materials contour to the sleeper.

### Size



Also available: Three Quarter 48" x 75", Three Quarter Short 48" x 72", California Queen 60" x 84", Super Single 48" x 84".

Cramped quarters can turn sleeping into a nightly wrestling match. A healthy sleeper moves anywhere from 40 to 60 times per night. It is important to choose a size that will allow sufficient freedom of motion while you sleep and will help you relax while getting to sleep.

If you sleep with a partner, we strongly recommend a queen or king size. Both are wider and longer than the standard double or full size bed.

### Price

At Mr. Mattress, we offer our lowest prices every day. We never have sales, so you're never pressured to buy on any given day. You buy when you're ready and you always receive our best price.

With the wide range of prices that exist in the bedding industry (some king sets exceed \$5,000), it can be hard to compare mattresses. We make it easier by providing the best value: a quality product at an excellent price. While our prices don't come anywhere near the \$3,000 to \$5,000 range of some sets, an educated consumer will realize our beds are equal to, or better than the national brands because we've eliminated the middleman and passed the savings on to you.

### Pitfalls in Shopping for a Mattress

There are many different brands, models, features, prices, etc., that can make shopping for a new mattress set somewhat confusing. It is also important to note that most mattresses are sold simply by merchandising gimmicks. A few of the more common "pitfalls" of mattress shopping are outlined below.

### Puffery

It is important to note that many mattresses and box springs are sold by using merchandising gimmicks. Mattress salespeople may mislead or exaggerate claims about products just to close a sale.

Puffery, or exaggerating the benefits of a product, is common in advertising and selling. Anyone can say their product is better than someone else's. You should ask the salesperson to explain and prove their position with facts. Ask to see what is inside the product so you can decide for yourself. Puffery is another reason why it is extremely important to do your homework, talk to your family and friends about their experiences and ultimately buy from a store you can trust.

### Comparison Shopping

If you are a shopper who likes to compare values from store to store, you should be aware that comparison shopping by model name can lead to frustration. The manufacturer, who relies on retail stores to sell its products, makes minor modifications to their mattresses for each mattress retailer. The manufacturer will put a different cover on the mattress and change the name so that it will be difficult to compare from one retailer to another. This will result in very similar mattresses being sold by different retailers under different names most

likely at different prices. So, find a sleep set you like, then see what level of comfort, support, and quality components you can get for the same amount of money in another store.

### **No Flip / One-Sided Mattresses**

The important question to ask yourself is whether or not this is really a benefit to you, the consumer. In our opinion, the manufacturer and retailer have everything to gain here by reducing their costs, but the consumer is short changed. From what we have seen, we simply do not believe that the customer has anything to gain from a one-sided product. We like to call no flip mattresses “can’t flip” mattresses. The implication of the no flip products is that they don’t need to be flipped. In fact, these products are designed with padding on only one side and cannot be flipped. Although you do not have to flip a two-sided mattress, flipping can extend the life of your product and minimize body impressions.

### **Features, But Are They Benefits?**

Manufacturers add features such as wool, silk, and cashmere fiber in the upholstery or a thin layer of memory foam under several other upholstery layers that you can't even feel. These features increase the price of the product, sometimes by a substantial amount. The question is, do these features provide benefit or are they merely bells and whistles? Consumers must decide if the modifications are beneficial.

### **The Word “Firm”**

Manufacturers describe almost all mattresses as some variation of “firm”. It’s a carryover from the days when people thought mattresses had to be hard as a board to be good for you. Even though the trend has been toward softer mattresses, you’ll still encounter descriptions such as firm, extra firm, gentle firm, super firm, etc.

Descriptions are not consistent so one manufacturer’s “firm” may be another’s “extra firm”. Try the mattress and decide for yourself what is comfortable to you.

### **Low Price Ads**

It is a common practice to advertise a low starting price mattress set. But when customers want to see this mattress set, some retailers will try to persuade them to a higher priced mattress. You may also find that low price ads are simply used to bring you in to a particular store. In many cases, the product represented in these ads is difficult, if not impossible, to get.

### **Big Sale Ads**

Those big sales that happen only once a year and advertise 50% off or more are usually not sales at all, but are created to meet the consumer’s desire for a “deal”. Only the imagination can limit the reason for the so called “sale”. For example Canada Day, Anniversary,

New Store Opening, Inventory Clearance, Lost Their Lease, Boxing Day, etc. The old adage “buyer beware” comes to mind here, if a store can sell for less on certain days -- why not all the time?

On all ads, you would be well advised to read the fine print.

### **Tempered Steel**

It is important that the steel used in mattress innersprings is tempered. The tempering process typically takes place after each coil is formed. The tempering process makes the metal stronger and more durable. You may be told that a spring is double or triple tempered. However, double or triple tempering adds no additional strength to the coil system. Once a coil is tempered, it is tempered.

### **Wool and Silk**

Some companies tout the benefits of wool or silk in a mattress to help to keep you warmer cool. The reality of this claim is questionable. Because the mattress pad and sheets you should be using to protect your mattress eliminate direct body contact, the insignificant amount of silk or wool used in manufacturing these mattresses provides no benefit to the consumer.

Don’t let buying a mattress exhaust or frustrate you. There are a lot of different products to choose from, so be prepared by determining what your priorities are in advance and then shop accordingly. The process for picking a mattress is the same for everyone. However, priorities vary with individuals. Find the right size with support and comfort that is good for you.

We hope that this may be of some help and guidance when looking for the right mattress for you. Thanks for coming by and hopefully we’ll see you again.

Sincerely,  
Bob  
Richard  
Owners  
Mr. Mattress  
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