

THE *Better Sleep* GUIDE

SAVE MONEY. SLEEP BETTER.



midwest mattress[®]

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START EVERY DAY WITH A GOOD NIGHT'S SLEEP™

A good night's sleep, just like proper diet and exercise, is essential to your mental, emotional and physical health. Yet many people just do not get the recommended amount* of sleep needed each night to perform their best during the day**. Instead, they sacrifice sleep and wake up to the consequences including difficulty concentrating, irritability, weakened immune system and even higher stress. The good news is that it does not have to be this way.

Better sleep can be as simple as sleeping on a better mattress! This brochure provides solutions, ranging from how to select a new mattress to tips on creating a sleep sanctuary, which will help you improve the quality of your life by improving the quality of your sleep.

*Sleep experts recommend getting eight hours of sleep each night (7.5 – 8.5 is optimal).

** At least 40 million Americans each year suffer from chronic, long-term sleep disorders, and an additional 20 million experience occasional sleeping problems. (National Institute of Neurological Disorders and Stroke, National Institutes of Health, May 2007)

A COMFORTABLE MATTRESS: THE FOUNDATION OF A GOOD NIGHT'S SLEEP

The "shelf life" of a mattress depends on several factors such as usage, quality and even your own changing comfort and support preferences. In general, a mattress set that has been in use for five to seven years may no longer provide proper comfort and support, and should be evaluated.

A scientific study from Oklahoma State University, "Subjective Rating of Perceived Back Pain, Stiffness and Sleep Quality Following Introduction of Medium-Firm Bedding Systems," found that participants with mattresses five years old or older reported significant improvements in sleep quality and comfort when sleeping on a new mattress, regardless of the sleeper's age or weight.

So it is important to compare the mattress and boxspring/foundation you are sleeping on now to newer models every few years. After all, a new mattress can make the difference in how you feel and function each and every day and help you Start Every Day With a Good Night's Sleep™.

Sleep on this:

According to an Oklahoma State University study, a **NEW MATTRESS** provided sleepers with significant **IMPROVEMENTS**, including*:

70.8% IN SLEEP COMFORT

62.0% IN SLEEP QUALITY

55.3% IN BACK PAIN

50.7% IN SPINE STIFFNESS

* As compared to sleeping on a mattress five years old or older

YOU MAY NEED A NEW MATTRESS IF...

Like your favorite old chair or worn pair of shoes, your mattress can still feel comfortable long after it has lost its ability to provide your body with the proper comfort and support it needs. Here are a few things to consider when deciding whether it's time to buy a new mattress and boxspring/foundation:

- Your mattress is five to seven years old
- You wake up with stiffness, numbness, aches and pains
- You had a better night's sleep somewhere other than your own bed (such as a hotel or friend's guest room)
- Your mattress shows signs of overuse (it sags, has lumps, etc.)

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The warranty on a mattress and foundation is **NOT AN INDICATOR OF HOW LONG THE PRODUCT SHOULD BE USED** before replacement. Instead, the warranty exists to protect the consumer from product defects, not against gradual loss of comfort and support.

MATTRESS MENU: CHOICE IN BEDDING COMFORT

The right mattress for a great night's sleep is the one that meets your personal needs for comfort and support. But before you start shopping for a new mattress, you will need to know some bedding basics. With some general mattress information on the variety of choices available, it will be easier to choose the right bed for you—and get a great night's sleep.

- **INNERSPRING.** The most widely purchased type of bedding uses the support of tempered steel coils in a variety of configurations. Varying types and layers of upholstery provide insulation and cushioning between your body and the spring unit, resulting in a range of comfort choices.
- **GEL INFUSED MEMORY FOAM.** Gel infused memory foam was designed to improve the original formulation developed by NASA to provide pressure relief and more targeted support while sleeping cooler than first generation version. Heat build up during the night can cause uncomfortable and restless sleep. Gel infused memory foam combines an open cell structure to increase airflow and will whisk

heat away from the body. Gel memory foam is up to 12 times more breathable than first generation memory foam and can create a cooler and more comfortable sleep experience.

- **LATEX FOAM.** Solid latex foam mattresses also offer many benefits for use in sleep products. Consumers that have an organic lifestyle and have made numerous changes to remove most synthetic chemicals from their household tend to purchase 100% natural formulations. The elasticity, healthiness, and ability of natural latex to conform to your body, reducing pressure on your muscles and circulation is unsurpassed. Because of its instant recovery, latex foam offers a buoyant feel allowing for ease of movement.
- **OTHER SLEEP OPTIONS.** There are many popular mattress alternatives to address individuals' comfort, support and space needs, such as adjustable beds. Electrically adjustable beds enable sleepers to adjust the head and foot of the bed to the most comfortable position. Adjustable beds also provide several health benefits which include relief from poor circulation, sleep apnea, arthritis, snoring, fibromyalgia, back/neck pain and reflux disease.

Regardless of the type of sleep system you decide to purchase, always evaluate a mattress for comfort, support, durability and space. The mattress that best addresses these needs is the mattress for you.

- **COMFORT.** Today's top quality mattress/foundation ensembles are built for superior comfort. Luxurious new cushioning materials and extra-soft surface treatments create a plusher, more comfortable feel.
- **SUPPORT.** A good mattress and foundation will gently support your body at all points and keep your spine in the same shape as a person with good standing posture. Pay special attention to your Shoulders, hips and lower back—the heaviest parts of the body.

- **DURABILITY.** It's the quality of the materials used and how they're put together that determines how long a mattress and foundation will provide comfort and support.
- **SPACE.** Cramped quarters can turn sleeping into a nightly wrestling match. A healthy person moves anywhere from 40-60 times a night, including dozens of full body turns. You need freedom of motion while you sleep and to help you relax while getting to sleep. Make sure that your mattress gives you room to move around comfortably throughout the night.

SIZE MATTERS.

Two people sleeping on a full sized ('double') mattress only have as much personal sleeping space as a baby in a crib. It is recommended that bed partners buy a mattress no smaller than a queen mattress.

California King 72" x 84"

King 76" x 80"

Queen 60" x 80"

Full (Double) 53" x 75"

Twin 38" x 75"

Deciding between a queen or king size mattress really boils down to personal choice. A queen bed is 60 inches wide by approximately 80 inches long, perfect for couples who prefer close quarters. King beds are 76 inches wide by 80 inches long, the best choice for couples that want maximum personal sleeping space. Both twin and full sizes are approximately 75 inches long, which may be too short for some adults, especially men. Full size allows only enough space for a single sleeper shorter than 5 feet 5 inches tall.

THE S.L.E.E.P TEST

- S**elect a mattress.
- L**ie down in your typical sleep position.
- E**valuate the level of comfort and support.
- E**ducate yourself about each selection.
- P**artners should test beds together.



FINDING THE MATTRESS OF YOUR DREAMS

Once you are familiar with the menu of mattress options available, start the shopping process at a store that you know and trust. Remember, it is important to have an educated salesperson who can guide you through the many choices in bedding to help you find the mattress that best meets your personal preferences. At Midwest Mattress, our "old-fashioned" approach means we don't have high-pressure tactics. Our salespeople don't work on commission, so all we care about is finding you the BEST mattress, so you can sleep better.

Once in the store, be sure to "test drive" your new mattress following The S.L.E.E.P. test. Remove your shoes (if you're a woman, it's best to go mattress-shopping in loose fitting clothing) and lie down on several different models in various positions, especially the one you usually sleep in. And remember, those few extra minutes of focusing on the "feel" of different mattress choices can save a lot of time later.

Keep in mind as you test various mattresses that comparison shopping by model name may lead to frustration. You probably won't find exactly the same model name in one store as you did in another. As with so many products on the market today, many retailers prefer to offer products that are exclusive to their store. For consumers that means more to choose from, and following the S.L.E.E.P. test will help you make the right selection.

MATTRESS TO MATTRESS, HELPFUL TIPS TO GUIDE YOUR PURCHASING DECISION:

- For proper support, a mattress and foundation must support the body at all points with the spine in the same shape as a person with good standing posture.
- Ask any of our salespeople to show you illustrated or actual "cutaways" of the interior of the different mattress and foundation choices, so you can see what's inside.
- At Midwest Mattress, we offer FREE delivery, FREE financing (WAC) and FREE removal of old bedding as well. Many other retailers today offer these services as



part of your purchase price or for a nominal fee. That's why, with Midwest Mattress, you Save Money, so you can Sleep Better!

- Shop for the best value, not the lowest price. The best assurance for good mattress performance over many years is to buy the highest quality sleep set you can afford.

After selecting your new mattress, buy the manufacturer's recommended boxspring/foundation to support the mattress, as the two are designed to work best together. In fact, buying the mattress without its matching foundation may affect the terms of the warranty and could also compromise its level of fire resistance. You should never put a new mattress on an old boxspring/foundation.

Sleep on this:

Midwest Mattress offers an unprecedented 1-Year Sleep Guarantee. If you don't like your mattress, we will replace it within one year... no questions asked! We promise. The most important thing to us, is that you sleep better. Midwest Mattress also offers a Lifetime Buyback Guarantee with purchase of a Plush Mattress Protector from Protect-A-Bed. *See store for details.

CREATE YOUR SLEEP SANCTUARY

While the mattress is the heart of your bedroom, other environmental elements such as lighting, color and accessories, play an important role in the total sleep experience. Your bedroom should be an oasis—a soothing space conducive to relaxation and indulgent comfort.

Creating a sleep sanctuary does not have to be difficult or costly. Regardless of space or budget you can transform your bedroom into a haven of comfort. Comprehensive bedroom makeover tips are available online from the Better Sleep Council at www.bettersleep.org.

MIDWEST MATTRESS BETTER SLEEP TIPS

The sleep set is literally the foundation of your sleep. It's important to make an overall commitment to healthy, restorative sleep. Here are some tips from Midwest Mattress and the Better Sleep Council for maintaining a healthy sleep cycle and ensuring the best night's rest:

1. **MAKE SLEEP A PRIORITY** by keeping a consistent bedtime and wake schedule, including weekends.
2. **CREATE A BEDTIME ROUTINE THAT IS RELAXING.** Experts recommend reading a book, listening to soothing music or soaking in a hot bath.
3. **CREATE A ROOM THAT IS DARK, QUIET, COMFORTABLE AND COOL** for the best possible sleep.
4. **EVALUATE YOUR MATTRESS AND PILLOW TO ENSURE PROPER COMFORT AND SUPPORT.** If your mattress is five to seven years old, it may be time for a new one. In general, pillows should be replaced every year.
5. **KEEP WORK MATERIALS, COMPUTERS AND TV'S OUT OF THE BEDROOM.**
6. **EXERCISE REGULARLY**, but complete workouts at least two hours before bedtime.
7. **IF YOU SLEEP WITH A PARTNER, YOUR MATTRESS SHOULD ALLOW EACH OF YOU ENOUGH SPACE TO MOVE EASILY.** A queen mattress is ideal for two people sharing a mattress.
8. **AVOID EATING, ALCOHOL, NICOTINE AND CAFFEINE CLOSE TO BEDTIME.** These can lead to poor sleep, keep you awake or disrupt sleep in the night.



RESOURCES

If you think you are suffering from a serious sleep problem, such as insomnia, sleep apnea, narcolepsy or restless leg syndrome, consult your doctor or a sleep specialist. For general questions and inquiries about sleep and sleep disorders, request consumer information from:

NATIONAL CENTER ON SLEEP DISORDERS RESEARCH – NATIONAL HEART, LUNG AND BLOOD INSTITUTE (NHLBI) INFORMATION CENTER
P.O. Box 30105, Bethesda, MD 20824
Phone: 301-435-0199 Fax: 301-480-3451
Web site: www.nhlbi.nih.gov/about/ncsd

As of July 1, 2007, all mattresses produced for sale in the United States must meet a new federal safety standard issued by the Consumer Products Safety Commission (CPSC). As always, consumers should shop for the most comfortable and supportive mattress they can find. For more information, visit www.mattressregulation.org.

For additional sleep tips please visit the Better Sleep Councils' website at www.bettersleep.org or call 703-683-8371.

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LOCATIONS:

North Metro

317 E. 1st Street
Ankeny, IA 50023
515-964-9955

SE Superstore

1301 E. Army Post Rd.
Des Moines, IA 50315
515-953-1301

West Metro

3128 100th Street
Urbandale, IA 50322
515-727-5050

Ames

414 S. Duff Ave.
Ames, IA 50010
515-233-4655

www.SaveMoneySleepBetter.com