

New Internet mattress retailer launches line

By David Perry

BOSTON — With a pledge to return honesty to mattress retailing, new Internet retailer Create-A-Mattress has launched a made-to-order mattress line with national delivery.

Consumers can go to the website at Create-A-Mattress.com and select the springs, foams, softness and features they want in their sleep set. The goal, says bedding veteran and company founder Evan Saks, is to make mattress shopping easier for consumers.

"We recognize that traditional mattress shopping often leaves consumers confused and frustrated," said Saks, CEO of the company. "By offering shoppers the opportunity to configure their beds, along with the information they need to make the right choices, we are making both the buying and sleeping experiences more comfortable."

The company launched in June and is staffed by employees with experience in bedding, retail, e-commerce and customer service, Saks said. He has more than 22 years of e-commerce and bedding experience, previously serving as vice president of marketing for 1-800-Mattress/Mattress.com.

Create-A-Mattress says it hopes to demystify the shopping experience and provide information to help buyers make informed choices without having to visit stores. It said it has partnered with one of the major mattress brands to manufacture "top quality product with the highest industry standards."

The company says its beds are priced 20% to 40% less than the closest branded comparison in a chain store.

The website takes aim at the mattress shopping experience, finding numerous faults with it. "Shoppers complain there are few honest people in the mattress industry," it says. "Sadly, they're right." A number of retailers "have unflattering records with the Better Business Bureau," it says.

Another criticism: "The array of fabrications and half-truths heard in mattress stores is astonishingly broad."

To demonstrate his commitment to honesty, Saks offers this "100% or 100 bucks" guarantee: "If you ever feel like any in-

formation you received from us was untrue, inaccurate or misleading, tell me about it personally. If you're right, I'll refund \$100 off your purchase."

The company offers a range of support systems, including traditional springs, encased coils and latex



Saks

and memory foam, and aims to provide simple guidance to help consumers understand their options.

Approximately 1,000 construction combinations are offered.

For consumers who want a more traditional shopping experience, the company

offers its most popular configurations as pre-built choices. Accessories such as frames, pillows, mattress pads and sheets also are offered.

Create-A-Mattress offers national "white glove" home delivery anywhere in the continental United States in 14 days or less, it says.

The company also offers

"bad back packages" with materials and designs selected for consumers who suffer from back pain.

Those beds combine the most supportive constructions with layers of latex and memory foam and other ingredients to let those with back pain sleep more comfortably, the company said.

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Evan Saks, Founder

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