



nectar Luxe Memory Foam Mattress

Version Tracking

Product Version	Product Guide Version	What Changed	Updated By	Release Date
5.1	2.0	Updated formatting to Resident template with revised layer naming and messaging strategy incorporated.	JV	7/25/24
5.1	2.1	Slide 5 copy pertaining to “most awarded mattress brand” and the wording of the cooling top layer bullet	JV	7/30/24
5.1	2.2	Added updated marketing copy slide and a slide about the NectarCool cover upgrade. Removed marketing claims slide. Revert Nectar Sleep System back to NectarTech. Updated OEKO-TEX® Standard 100 certification slide.	JV	8/30/24
5.1	2.3	Added NectarCool SKUs	JV	9/27/2024

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Selling Strategy

What makes Nectar different?



The NectarTech Sleep System

Our signature combination of fabrics and foams that makes up the top three layers of every Nectar mattress.

Here's a few different ways to talk about the NectarTech Sleep System with customers...

Headline Version

Discover the NectarTech Sleep System - unparalleled cooling, comfort, and support.

Short Version

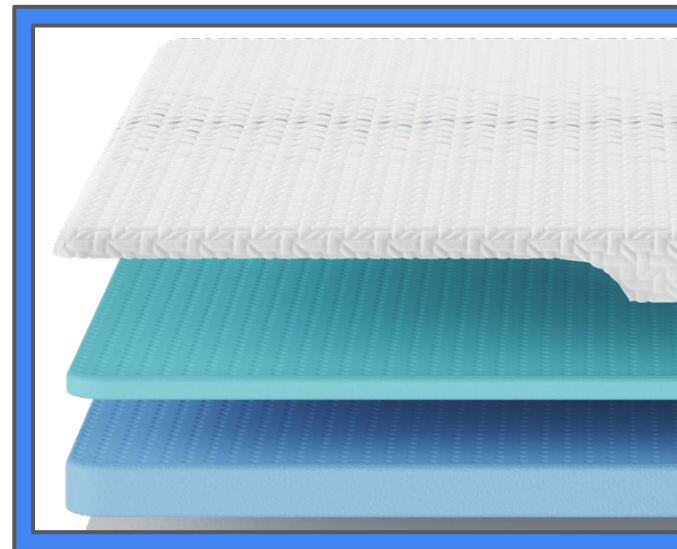
The NectarTech Sleep System combines breathable cooling fabric, contouring memory foam, and dynamic support foam to deliver the most restful and rejuvenating sleep you'll ever experience. Join over 5.5 million happy sleepers who have transformed bedtime with America's most awarded mattress brand.

Long Version

Experience the ultimate in sleep innovation with the NectarTech Sleep System, featuring three expertly crafted layers working together to make sure you enjoy the most restful and rejuvenating sleep possible:

- **Cooling Top Layer:** cool-to-the-touch fabric ensures a refreshing sleep experience
- **Pressure Relief Layer:** contouring memory foam provides unmatched comfort
- **Responsive Support Layer:** dynamic support foam promotes spinal alignment

Discover the superior comfort, quality, and support that has transformed bedtime for more than 5.5 million happy sleepers. Try the NectarTech Sleep System for yourself and discover why Nectar is America's most awarded mattress brand.



nectar

Comparison Chart



			
Classic	Premier	Luxe	Ultra
✓ 12" height ✓ Contouring memory foam ✓ Cool-to-the-touch surface layer ✓ Pressure relief for back and hips ✓ Responsive support promoting proper spinal alignment ✓ Stable foundation for minimized motion transfer ✓ Made with CertiPUR-US® Certified Foams	+ 13" height + 2x more contouring memory foam* + Over 60% more cooling fibers* ✓ Pressure relief for back and hips ✓ Responsive support promoting proper spinal alignment ✓ Stable foundation for minimized motion transfer ✓ Made with CertiPUR-US® Certified Foams	++ 14" height ++ 3x more contouring memory foam* ++ 2x more cooling fibers* ✓ Pressure relief for back and hips ✓ Responsive support promoting proper spinal alignment ✓ Stable foundation for minimized motion transfer ✓ Made with CertiPUR-US® Certified Foams	+++ 15" height +++ 4x more contouring memory foam plus a zoned ergonomic support layer* +++ 4x more cooling fibers plus temperature regulating phase change material* ✓ Pressure relief for back and hips ✓ Responsive support promoting proper spinal alignment ✓ Stable foundation for minimized motion transfer ✓ Made with CertiPUR-US® Certified Foams
By the Numbers			
• Feel: Firm† • Height: 12" • Total Layers: 5 • Cooling: Yes • Pressure-Relief: Yes • NectarTech Sleep System Stats ○ 3 Layers ○ 4 Inches	• Feel: Medium-Firm† • Height: 13" • Total Layers: 5 • Cooling: >60% more than Classic • Pressure-Relief: 2X Classic • NectarTech Sleep System Stats ○ 3 Layers ○ 5 Inches	• Feel: Medium† • Height: 14" • Total Layers: 5 • Cooling: more than 2X Classic • Pressure-Relief: 3X Classic • NectarTech Sleep System Stats ○ 3 Layers ○ 6 Inches	• Feel: Medium-Soft† • Height: 15" • Total Layers: 5 • Cooling: more than 4X Classic • Pressure-Relief: 4X Classic • NectarTech Sleep System Stats ○ 3 Layers ○ 7 Inches

*Material claims are made in comparison to Nectar Classic. Make sure to either reference that in the copy or footnote it accordingly.

†References to mattress feel are for internal use ONLY at this time. Reference the website for mattress feel claims until further notice.

NectarCool Upgrade



What is it?

NectarCool covers are available for both Memory Foam and Hybrid versions of the Classic, Premier and Luxe mattresses. This upgraded top cover has an increased amount of cooling polyethylene fibers in it, making the mattress sleep even cooler than the standard version. Note, NectarCool covers are not available for either version of the Ultra mattress, as those mattresses already contain a substantial amount of cooling fibers in them to begin with.

By the Numbers

Here's how much the cooling fiber content increases by mattress model when a customer upgrades to the NectarCool version of the mattress...

- **Classic:** +38% more cooling fibers
- **Premier:** +54% more cooling fibers
- **Luxe:** +41% more cooling fibers

Customer-Facing Description

Upgrade your Nectar mattress with the NectarCool cover, supercharged with even more cooling fibers that deliver a consistently cooler sleep surface. The advanced material composition enhances breathability, helping your body regulate temperature throughout the night. Sleep comfortably and wake up refreshed with the added cooling benefits of the NectarCool cover.



How to talk about Nectar Luxe with customers...



- **Titles**

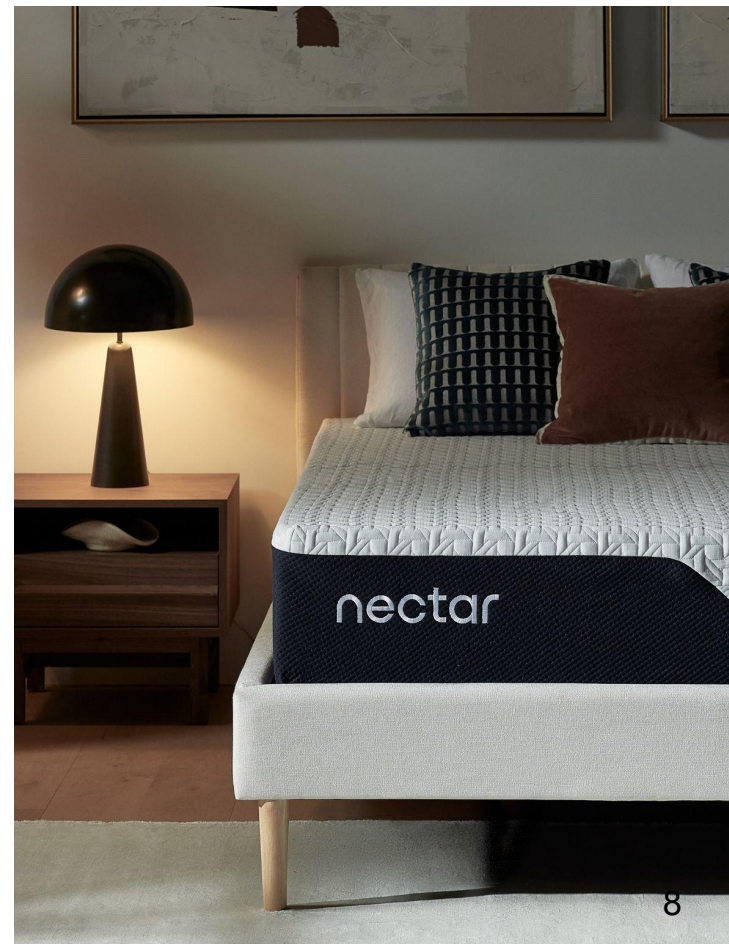
- **Short:** Nectar Luxe
- **Medium:** Nectar Luxe Mattress
- **Long:** Nectar Luxe Memory Foam Mattress

- **Bullets**

- **Short**
 - 14-inch height
 - Upgraded cooling & pressure relief
 - Best for - Hot Sleepers
- **Long**
 - **3x more pressure-relief** and **2x more cooling** than Nectar Classic
 - Ideal for sleepers who prefer more a more cradling and contouring sleep surface
 - 14" height - 5 layers of premium OEKO-TEX® Standard 100 certified fabrics & CertiPUR-US® certified foams

- **Short Description**

- The Nectar Luxe 14" Memory Foam Mattress contains triple the pressure-relieving memory foam of the Nectar Classic, resulting in extra cradling and contouring support. Plus, with more than double the cooling fibers of Nectar Classic, Nectar Luxe delivers enhanced cooling, ensuring a refreshing sleep night after night.



Product Specs & Visuals

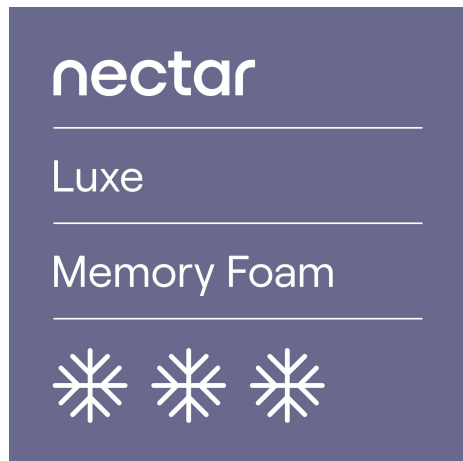
Product SKUs, Weights & Dimensions



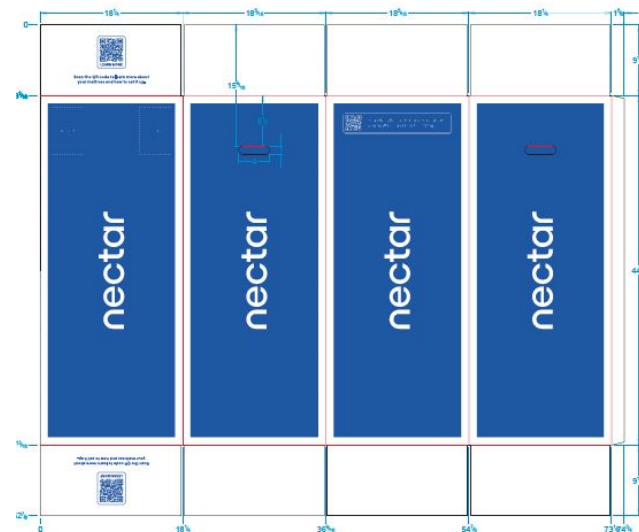
Size	Resident SKU	Ashley SKU	NectarCool SKU	Unpackaged Dimensions	Unpackaged Weight	Packaged Dimensions	Packaged Weight
Twin	ncfmluxea-s:twin	M12711	ncfmlxtchea-s:twin	75in x 38in x 14in	63lbs	18in x 18in x 45in	68lbs
Twin XL	ncfmluxea-s:twinxl	M12771	ncfmlxtchea-s:twinxl	80in x 38in x 14in	66lbs		71lbs
Full	ncfmluxea-s:full	M12721	ncfmlxtchea-s:full	75in x 54in x 14in	81lbs		86lbs
Queen	ncfmluxea-s:queen	M12731	ncfmlxtchea-s:queen	80in x 60in x 14in	92lbs		97lbs
King	ncfmluxea-s:king	M12741	ncfmlxtchea-s:king	80in x 76in x 14in	112lbs		117lbs
Cal King	ncfmluxea-s:calking	M12751	ncfmlxtchea-s:calking	84in x 72in x 14in	111lbs		116lbs

Product Labels & Packaging

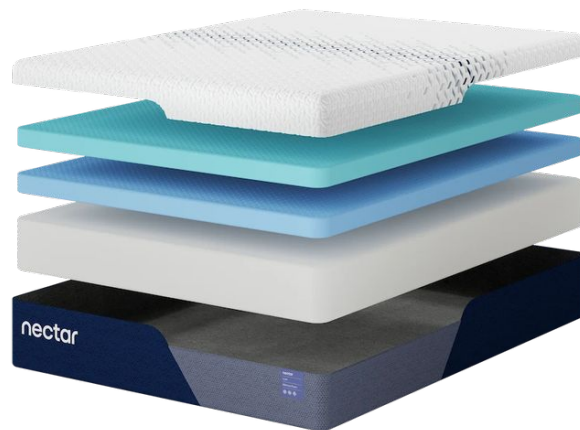
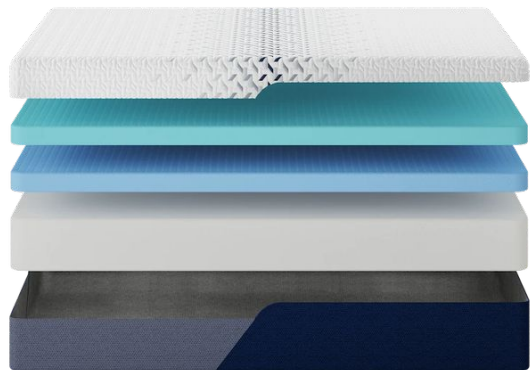
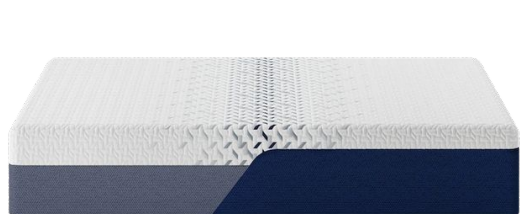
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Space needed for stitching
CARE INSTRUCTIONS COVER ONLY Spot Clean Only with mild detergent and cold water. Do Not Dry Clean. Do Not Bleach. Do Not Use Fabric Softeners. Air Dry, Lay Flat To Dry. Do Not Iron. DO NOT UNZIP OR REMOVE THIS COVER. UNZIPPING OR REMOVING THIS COVER WILL VOID WARRANTY. DO NOT PLACE COVER OR FOAM IN WASHER OR DRYER.



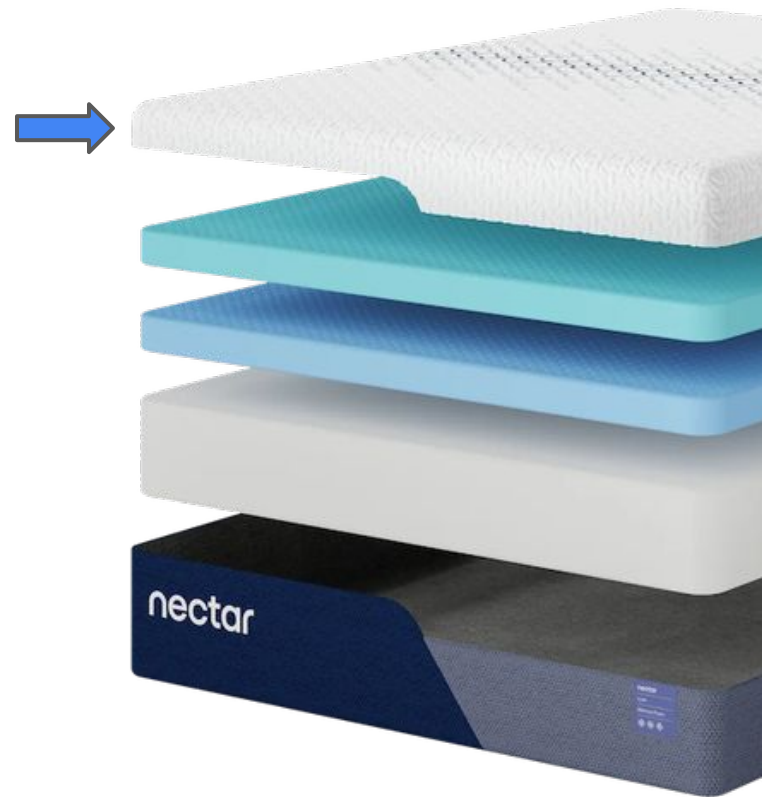
Product Renders



Layer 1 of 5

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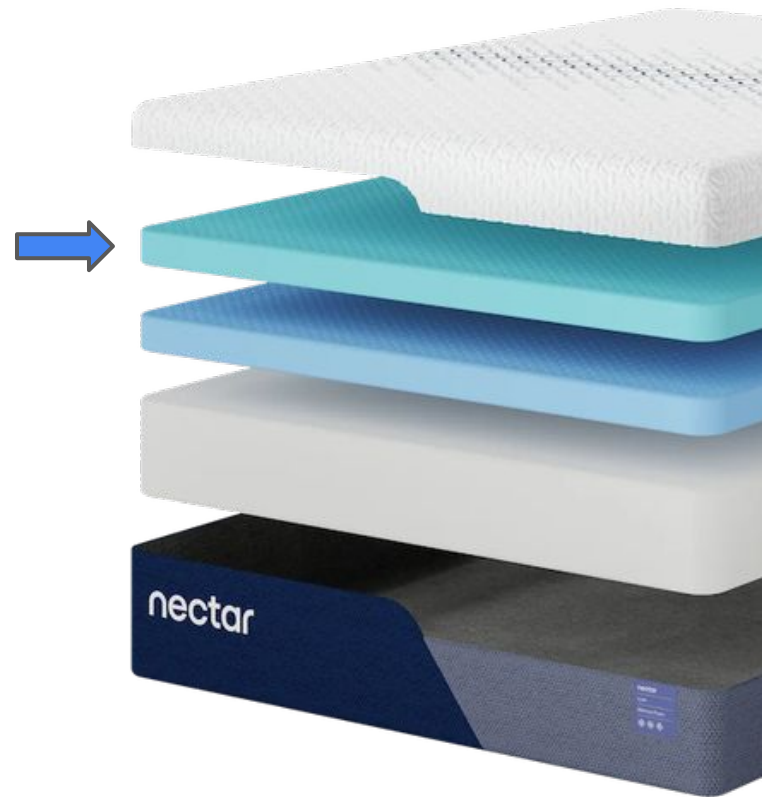
Marketing Name	Cooling Top Layer
Value Proposition	Breathable, cool-to-the-touch fabric ensures a refreshing sleep experience, while antimicrobial properties help maintain a healthy sleeping surface.
The Nectar Sleep System	Part 1 of the NectarTech Sleep System
Benefits	• Cooling • Breathable • Refreshing • Soft • Smooth • Antimicrobial • Durable
Materials Description	Polyester fabric with antimicrobial properties and polyethylene fibers added for cooling
Notes	1. Removing the cover will void the warranty on the mattress. 2. The cover is intended to provide a soft tactile experience for the consumer since it is the layer they will physically interact with the most.



Layer 2 of 5



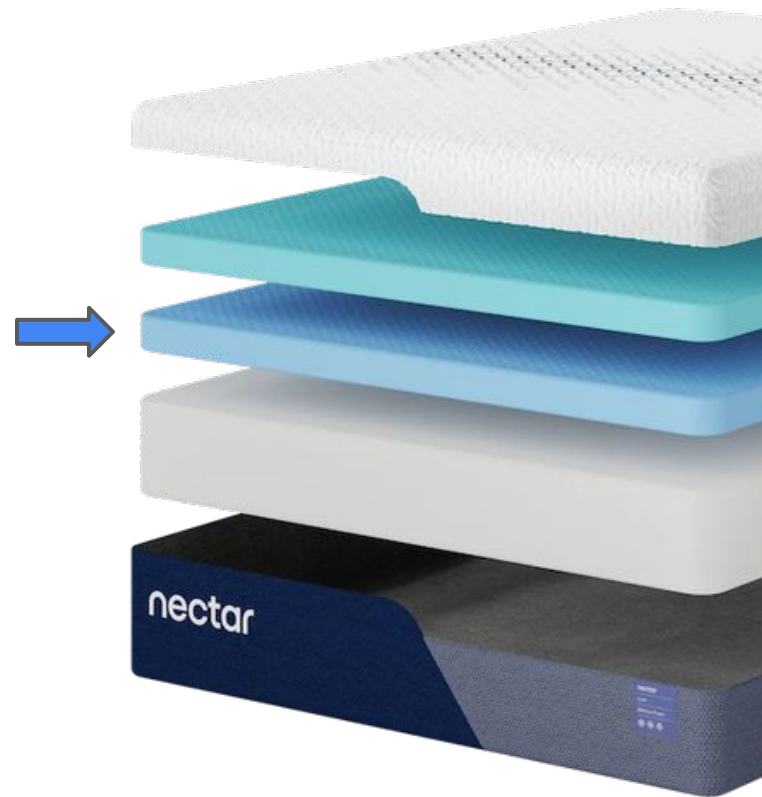
Marketing Name	Pressure Relief Layer
Value Proposition	Enjoy restorative sleep with contouring memory foam that provides unmatched comfort, cushioning your back and hips for a more restful night.
The Nectar Sleep System	Part 2 of the NectarTech Sleep System
Benefits	• Pressure Relief • Contouring • Memory Foam • Comfort • Restorative • Back & Hip Support
Materials Description	3 inches of memory foam
Notes	1. This layer is intended to cushion the body at its most sensitive areas, including common pressure points such as the hips and the back. 2. The plush memory foam contours to the sleeper's body, providing support where they need it, and comfort where they want it.



Layer 3 of 5



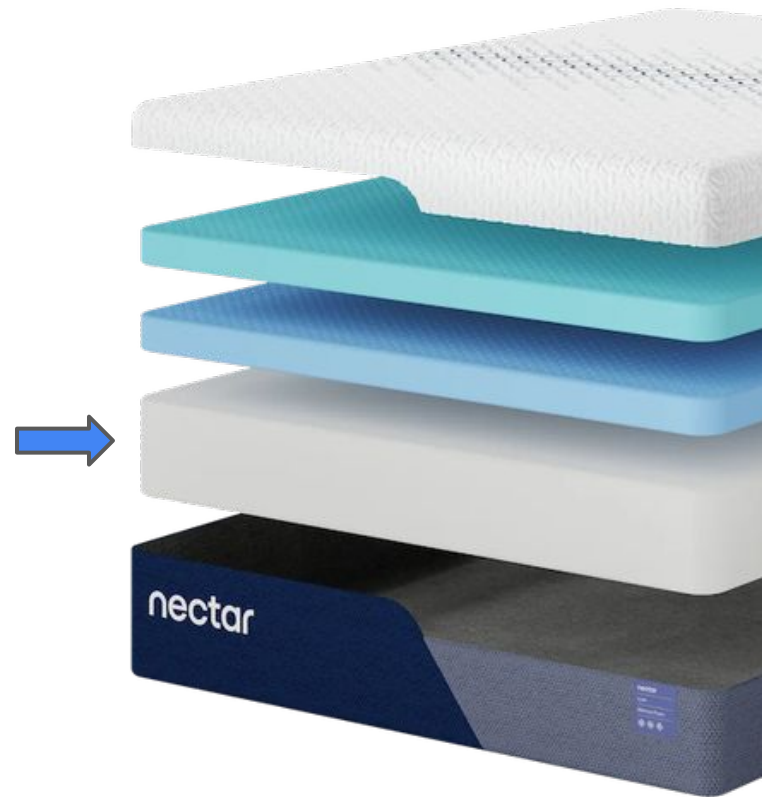
Marketing Name	Responsive Support Layer
Value Proposition	Promotes spinal alignment with dynamic support, ensuring you stay properly positioned on top of the mattress for uninterrupted sleep.
The Nectar Sleep System	Part 3 of the NectarTech Sleep System
Benefits	• Support • Promotes Spinal Alignment • Responsive • Prevents “Sink-In”
Materials Description	3 inches of support foam
Notes	1. This layer is intended to help provide resistance against the body as the sleeper lays down on top of the mattress 2. If they were to jump onto their mattress, this layer prevents the sleeper from feeling the base support layer of foam. 3. This layer is what prevents the sleeper from “sinking in” too far into the mattress.



Layer 4 of 5



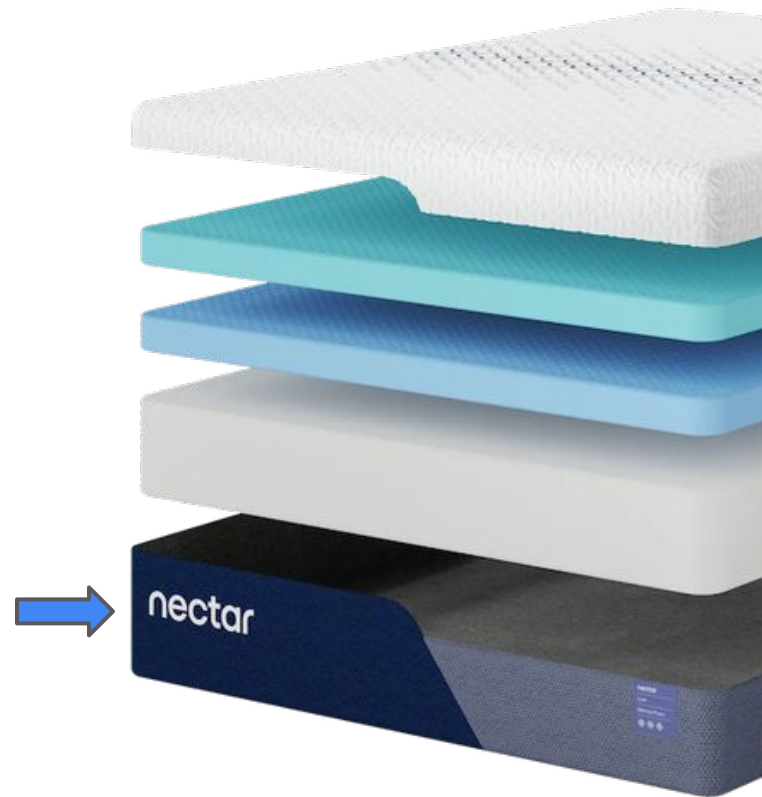
Marketing Name	Motion Isolation Layer
Value Proposition	Enhances overall stability and reduces motion transfer, offering a solid foundation with robust edge support for consistent sleep quality.
The Nectar Sleep System	Not part of the NectarTech Sleep System
Benefits	• Foundation • Minimize Motion Transfer • Structure • Edge Support
Materials Description	8 inches of foundational foam
Notes	1. This foundational layer is intended to provide solid support for the layers above it. It helps give structure and stability for all of the other components of the mattress to perform as desired.



Layer 5 of 5



Marketing Name	Durable Cover
Value Proposition	This soft, protective cover secures the mattress core, preventing layers from shifting and enhancing the overall longevity of the mattress.
The Nectar Sleep System	Not part of the NectarTech Sleep System
Benefits	• Durability • Security • Shift-Resistant • Protective • Longevity • Stability
Materials Description	Polyester fabric
Notes	1. The bottom cover component helps to hold the whole mattress together securely. 2. This cover helps prevent any potential shifting of the core foam pieces within the mattress build so that sleepers can enjoy their mattress for years to come.



Claims & Certifications

Claims Overview



Component Claims

- **Cover Fabric**
 - OEKO-TEX® Standard 100 Compliant Fabrics
- **All Foam Layers**
 - CertiPUR-US® Certified Foams
- **Full Bed**
 - Prop 65 Compliant
 - Flammability – 16 CFR Part 1632 & 1633
 - Product Durability – ASTM F1566
 - Cannot claim as “Made in the USA”

Recovery Time After Unboxing/Unwrapping the Mattress

- **Comfort Expansion Time:** 3-5 Hours
- **Full Expansion Time:** 48 Hours

OEKO-TEX®: Standard 100



Certification	Component	About
 STANDARD 100	Cover Fabrics	OEKO-TEX® STANDARD 100 is a label for textiles tested for harmful substances. It sets the benchmark for textile safety, from yarn to finished product. Every item bearing the STANDARD 100 label is certified as having passed safety tests for the presence of harmful substances. • The certified article is harmless to human health. • Every thread, button and accessory have been tested against a list of over 1,000 harmful substances. • The more intensive the skin contact, the stricter the human ecology requirements and laboratory tests. • They use globally standardised test criteria. • The certification complies with international requirements and regulations. • They review their limit values for harmful substances at least once a year.

CertiPUR-US® Certified Foams



Certification	Component	Approved Marketing Language	<u>NOT</u> Approved Marketing Language
 CertiPUR-US®	Foams Only	• “CertiPUR-US® Certified Foams” • “Nectar’s foams meet CertiPUR-US® standards for content, emissions, and durability, and are analyzed by independent, accredited testing laboratories” • “All of our foams are free of ozone depleters, PBDEs, TDCPP or TCEP (“Tris”) flame retardants, mercury, lead, heavy metals, formaldehyde, phthalates regulated by the CPSC, and chlorofluorocarbons” • “Our foams have shown low VOC (Volatile Organic Compound) emissions for indoor air quality (less than 0.5 parts per million)”	• “Chemical-Free” • “Safe” • “Non-toxic” • “No flame retardants/Free of FRs, etc.” • “Hypoallergenic” • “Environmentally safe” • “No carcinogens” • “Soy, agri- or bio-based” • “Renewable” • “Recycled” • “Green” • “Sustainable” • “Environmentally friendly” • “Eco-friendly”

Policies & Services

- **Who is covered?**

- Nectar mattresses are covered under a Limited Nectar Forever Warranty™ for the full period of the original owner's ownership and use
- Ownership cannot be transferred; the person(s) that first purchased the mattress are considered the "original owner(s)"

- **What is covered?**

- Nectar warrants the mattress against defects in materials and workmanship set forth below:
 - Deterioration causing a visible indentation of a one and one half inch (1.5") or larger indentation that is not caused by misuse
 - Any physical flaw that causes the foam material to visually degrade, split, or crack despite normal use and handling
 - Any manufacturing defect in the assembly of the cover

- **What is not covered?**

- Nectar does not warrant the mattress against:
 - Any product that has had the cover removed for any reason—removing the mattress cover will void the warranty
 - Any damage due to environmental causes
 - Any product that has been subject to misuse, neglect, accident, or use in violation of instructions including proper support for the mattress plus user(s)
 - A normal and expected increase in softness of the foam which does not affect the pressure-relieving qualities of the mattress
 - Comfort preference
 - Defects caused by physical abuse or damage to the structure of the mattress and/or cover material, including but not limited to:
 - Burns, cuts, tears, liquid damage, or stains
 - Mattresses sold:
 - "As-is", "Pre-conditioned", "Used", "Returned", "Previously owned", or any other wording indicating that the mattress is not "new" or of "first quality"

- **Warranty Remedies**

- Under 10 years of ownership:
 - Nectar will replace your mattress with a brand new Nectar mattress at no charge to the customer
- Over 10 years of ownership, as tracked by the date of delivery:
 - Nectar will completely repair or recover your mattress, or replace it entirely, at the sole discretion of Nectar
 - The customer may incur a \$50 transportation charge, but this may be waived if Nectar confirms a defect as described above

- **Suggested Use**

- The Nectar mattress should be used on a firm, solid surface, such as a bed base, that is structurally capable of supporting the weight of the mattress plus user(s) for the entirety of its use

- **Customer's Responsibility**

- A \$50 shipping fee may be incurred each way, but this fee may be waived by Nectar if we can confirm a defect in workmanship or materials

Returns & Exchanges



- **Notable Points**

- Nectar does not charge a fee to return products
- Refunds will only be processed for those items that are included in the return request and approved accordingly
- Customers that **have** opened their mattress may submit a return request **no earlier than 30 days after the date of delivery**
- Customers that **have not** opened their mattress may submit a return request **at any point on or after the date of delivery**
- Customers may submit a return request **no later than 365 days after the date of delivery**
- Customers have 30 days to submit all required information to complete a return request. Should a customer not submit the required information within 30 days, the request will expire and they will need to initiate a new request
- Customers may initiate a return request up to the 365th day of their trial and are given 30 days to complete the request

- **Return Eligibility**

- Customers must be within their 365-night trial period
- If the customer's mattress is **opened**, they must be at least 30 days out from date-of-delivery
- If the customer's mattress is **unopened** they may return the mattress at any point post-delivery.
- Mattress must be clean and undamaged

- **Return Process**

- Contact our Customer Success team by phone, e-mail, or chat!

- **Exchanges**

- Exchanges are processed as return requests and then a separate repurchasing of the correct product.

365 Night Home Trial



- Customers have a full 365 nights to try the mattress in their home
- Trial period begins **on the day of delivery**
- Customers who **have** opened their mattress may submit a return/exchange request **no earlier than 30 days after the date of delivery** (see return policy for more information)
- Customers who **have not** opened their mattress may submit a return/exchange request **at any point after date-of-delivery** (see return policy for more information)
- Customers may submit a return/exchange request **no later than 365 days after the date of delivery** (see return policy for more information)

Shipping



- Shipping is free for orders being delivered **within the contiguous US**
- Shipping charge is required for orders being delivered to Alaska & Hawaii
- We do not ship to other US territories such as Puerto Rico, Guam
- Shipping fees associated with deliveries to Alaska & Hawaii are non-refundable

RESIDENT