

Bedroom

SLEEP RETAILERS' MAGAZINE

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SPRING AIR REINVENTING INNOVATION WITH NEW PRODUCTS & TECHNOLOGIES



**Quality, Value and Comfort
with Therapeutic**
**Say Goodbye to Bed Frames
with Universal Bedlegs**
**Eclipse/Eastman Unveil New
Traditions in Vegas**

TOGETHER SPRING AIR AND XSENSOR HELP RETAILERS SELL MORE AND INCREASE MARGINS

Stepping away from retail test formats currently in the market, Spring Air International will present and demonstrate a dramatically different and proprietary new technology that helps consumers select the right mattress.

Developed in partnership with XSENSOR, the Canadian-based leader in pressure mapping technology, CSI (Comfort Silhouette Imaging) has been adapted for retail use from a science-based design initially used by hospitals worldwide to detect areas of high pressure on the body. The introduction of CSI follows nearly two years of design adaptation, in-store testing and use by mattress retailers across Australia and New Zealand.

"Today's consumers have so many mattress choices and so much product information available to them in stores and online, it's nearly impossible for them to make a qualitative choice about the right premium mattress," explained Spring Air president Rick Robinson.

"CSI is designed to eliminate the confusion and frustration they feel when confronted by all of the mattress brands and product claims in the marketplace."

According to Stephen Anstey, XSENSOR director of market development, CSI differs from competitive retail selling tools in two critical ways: it is based on established physiological science and it has multi-brand credibility. "CSI uses a 'sensor blanket' embodying more than 1,600 sensors on a single test bed. Connected to a computer, the sensors perform a number of real-time body scans that calculate the customer's weight, Body Mass Index (BMI), critical areas of body pressure and mattress/base support needs," Anstey explained.

Other factors, such as the customer's sex and preferred sleep position(s), are also captured in the brief, three to five minute input and measurement process, Anstey said.

Three virtual bed matches are then calculated based on the scientific value of BMI



measurements and the correlation of pressure relief to better sleep. CSI also enables the retailer to include up to six different bedding brands—representing as many as 40 mattresses—in the analysis and selection process.

"Interviews with hundreds of consumers and retail salespeople clearly showed that there was a higher comfort level with the CSI process when they knew they wouldn't be steered specifically to any one brand," Robinson pointed out. "When properly used, CSI has proven to be a significant differentiator for the retailer in his or her marketplace."

According to Robinson, CSI immediately enhances a salesperson's credibility as a sleep specialist. The sales executive presents facts and medical science, not just price, feel and product.

"Consequently, the likelihood of making a higher-end mattress sale is increased, regardless of the consumer's final product decision," he said. "CSI's credibility also can improve closing rates and reduce customer returns based on comfort."

The touch-screen monitor makes the CSI system easy to learn.

"We've seen both retail sales associates and consumers who aren't particularly computer-savvy take to CSI quickly and comfortably," Robinson noted.

3-D computer graphics also make it simple for consumers to visualize the im-

portance of premium comfort materials in a mattress. Consumers receive a printout of their personal results to reinforce their in-store experience.

The CSI system further enables retailers to develop a consumer database that can effectively help the store establish long-term relationships with its customers.

The technology also manages and supplies other useful data, which can be uploaded monthly from the internet and presented to the store in a concise report featuring such information as:

- Usage by store and by retail salesperson
- Consumer sleep position preferences
- Consumer comfort preferences
- Final product selections
- Purchase dates, times

Robinson played a key role in developing and launching the original CSI design when he served for more than two years as chief marketing officer of A. H. Beard, Australia's leading bedding producer. Following his appointment as president of Spring Air in 2009, Robinson and the company's development team worked closely with XSENSOR to finalize the new single bed, multi-vendor version for use in North America.

The new CSI scanning technology is available immediately and can be seen in showroom B1125.

Visit www.springair.com. ♣