

Comfortable by design

Serta has been a pioneer in comfort since we introduced our very first Perfect Sleeper® mattress to the world in 1931. Today, the Serta® Perfect Sleeper® line, designed with innovative materials that deliver unmatched comfort and durability, ensures guest satisfaction and higher reviews for leading hospitality companies from coast to coast.

With a focus on innovation, we have brought many “firsts” to the industry, including our breakthrough iComfort® Sleep System featuring our latest in gel memory foam technology. Every Serta mattress is designed to provide exceptional comfort. Our product portfolio spans every price point and mattress construction, so that hotels can create unique sleep experiences to delight their guests.

Our noteworthy industry leading firsts:

- The Sertapedic® mattress was introduced in the 1950's with the tagline, “You sleep ON it, not in it.”
- In the 1970's, Serta introduced the very first plusher “Pillow Soft®” mattress to the world, defying popular belief that a firmer mattress is always better.
- In another industry first, Serta introduced a continuous coil innerspring design in the 1980's.
- The beloved Serta Counting Sheep were introduced as the brand icons in 2000, and were inducted into the advertising hall of fame in 2008.
- In 2005, Serta became the first brand in the industry to make all of its mattresses meet or exceed the federal flammability standard.
- Serta joined forces with the National Sleep Foundation in 2010 to redesign its Perfect Sleeper mattresses to help solve 5 common sleep problems.
- In 2011, Serta launched its breakthrough iComfort Sleep System, and this launch is noted as one of the most successful in the industry.
- In 2012, Serta achieves the ranking of the #1 mattress manufacturer in the United States.

As the leading provider of mattresses to the hospitality industry, Serta partners with hotel groups in all segments, including Hilton Worldwide, Marriott International, La Quinta Inns & Suites, Choice Hotels International, Best Western International, Omni Hotels and Resorts, as well as MGM Resorts. In addition, Serta is distributed internationally in more than 150 other countries.

With its worldwide network, Serta can respond quickly to customers' needs while still preserving strict control standards to ensure the highest product quality. For more information on our innovative hospitality product offering, visit www.sertahospitality.com.



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