

White Dove launches new SleepLogic brand

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 By David Perry

CLEVELAND — SleepLogic, a new bedding brand being launched by a long-time bedding producer, is stirring interest in the bedding industry.

The new brand is being

launched by White Dove Mattress, a bedding company formed in 1922. Bruce Goodman, the great grandson of the founder, now heads White Dove, and is also heading its new SleepLogic launch.

He's encouraged by initial in-

dustry reaction to his plans.

"While we have not yet begun to outwardly market our licensing program to producers," he said, "we have been contacted by a number of factories. We are currently in serious discussions with some of these factories

about entering into a licensing agreement.

"The key reasons we are hearing that factories want to talk to us are: future growth potential, licensing cost, improved exclusive territory size, our commitment to recruiting only top-notch

members, and the opportunity to get in on the ground floor of something new and different in our industry."

SleepLogic is being positioned as "A smarter way to sleep." The line is touted as offering "a bed for life," one that is created to promote better health. The line was developed in conjunction with the International Chiropractors Assn.

Goodman believes SleepLogic can be developed into a national brand.

"We remain committed to building SleepLogic into a national brand over the next three to five years, and expect to have our first licensee/partner on board sometime this year," he said. "We continue to see a tremendous opportunity in the marketplace for a lifestyle-based, health-conscious brand that is serious about building win-win partnerships with retailers."

SleepLogic has no plans to show at any furniture market, but Goodman thinks the new Las Vegas market offers promise.

SleepLogic offers classic good, better, best lineup

CLEVELAND — SleepLogic, a new bedding brand being launched by White Dove Mattress, offers the classic good, better, best lineup familiar in the bedding industry.

The "good" part of the line is the Refresh program, which retails from \$299 to \$699 in queen. Comfort choices of firm, plush and pillowtop are offered. Construction materials include combinations of innersprings, layers of soft or firm foam, and some gusseted pillowtops cushioned with super-soft foam. Some models have the company's SmartEdge guards to expand the useable sleep surface.

The "better" line is the ChiroSense program, retailing from \$499 to \$1,299, and is approved by the International Chiropractors Assn. to keep the spine in the natural position that promotes more restorative sleep, the company says. The zoned continuous wire unit is offered in both 640-coil (in queen) or 720-coil configurations. The higher coil count version features a three-zoned system for customized support.

The ChiroSense line also includes the company's Neural Net, a posturization grid on the center third of the bed to provide additional support where it

is needed most, as well as the SmartEdge construction.

The "best" line, also approved by ICA, is LifeScape, retailing from \$799 to \$2,699 in queen. This is a line of one-sided, foam-encased models. It features the company's SupportSense innerspring unit, a patented five-zoned continuous wire, 800-coil unit, and SensaLuxe foam, which is 50% more dense than conventional bedding foams, providing enhanced comfort and support, while reducing body impressions, according to the company.

Other features of the LifeScape line include a tem-



SleepLogic's LifeScape line, a foam-encased offering, is approved by the International Chiropractors Assn.

pered steel grid in the foundation that helps reduce motion transfer by absorbing the sleeper's weight, and anti-bacterial, anti-microbial fiber that offers an allergen-free sleeping surface.

— David Perry