

SNOOZE MAKES BUYING A BED AS EASY AS 1-2-3



Everyone is different

We all crave comfortable in our own unique way. When it comes to mattresses, why would one mattress feel the same for a 130kg person as it would for a 55kg featherweight? The simple answer is, it wouldn't.

Each of us have different sleeping positions, varied weights and builds, potentially different sleeping habits and health issues, the idea that one mattress can be designed to fit everyone doesn't make sense. How could 25 cm of foam feel the same with different weights and pressures applied?

This challenge alone fuels demand in the mattress & bedding industry.



Uniquely owned system

How does a mattress & bedding company stand out from the rest within the industry?

An ownable system that is unique to the business, and adds value to the customer experience, can help create that differentiation. At Snooze, our new Snooze Profiler® can help customers choose a bed that's right for them. The process starts with the customers answering a few simple questions about how they live and how they sleep. Then they try the test bed, a fun way to figure out their preferred mattress-feel. It only takes a few minutes and the customer will not have to spend time testing every mattress in the store.

Customised products to individual's need

Customers desire personalised items that fit their needs. The days of one size fits all are long over. A business that offers customised product helps feed this growing demand for choice. A customised product helps with a more personalised customer experience, and may lead to stronger customer loyalty. Snooze offers a range of products that cater to this demand. One example is the SleepTailor®

mattress and base range. It's designed with the individual in mind, especially if a couple have different ideas about how they like to sleep. Each SleepTailor® mattress offers dual feel options and independent support systems for each side.

Innovation - Convenience of technological tool

An investment in innovation and a drive to adapt to the market is essential for continued business growth. Snooze has an online tool known as bedBUILDER®, that makes it easy to customise a bed and see it come to life. A customer simply chooses a headboard and base in the finish or fabric of their choice, saves it for later, or sends the design to a store to have it ordered. They can also head into a Snooze store to view product samples. With countless combinations, the choice is entirely theirs.

Visit a store to experience Snooze Profiler® for yourself, or for more information about becoming a Snooze Franchise Partner, contact Bettina Davis bettina.davis@snooze.com.au | 0423 077 844

IT'S AMAZING WHAT A LITTLE SNOOZE CAN DO
www.snooze.com.au/franchising

The Snooze logo, featuring the word 'Snooze' in a stylized, cursive font with a registered trademark symbol.