

# WARNING!

Don't Buy A Bed Until You Read  
This Important Information

- SPECIAL CONSUMER GUIDE -

Back Ache... Joint Soreness...  
Poor Sleep... Weight Gain...

"Buying the wrong bed  
can affect more than  
just your hip pocket!"

*If you're shopping for a bed but can't get past the clever marketing talk, then beat the retailers at their own game. Now you can use their secrets to find the right bed at the best possible price. Free guide shows you how!*



## ... WHAT'S INSIDE



### Lies, Lies, Lies!

*The bed industry's dirtiest sales tricks... See page 2*



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# NO other furniture item affects your health and quality of life as much as your bed?

*(But is there really a bed retailer you can 'trust' for advice...)*



Satbir Singh

**Don't laugh** –but buying a bed will probably be the most important furniture purchase you are ever likely to make!

The fact is, we spend 1/3 of our lives asleep on our

beds, and how we sleep at night affects our health and general outlook on life when we are awake.

In fact, the wrong bed choice won't just give you a bad night's sleep.

According to the Better Sleep Council, it can also result in:

- Back and neck pain,
- Shortened temper,
- Higher stress levels,
- Lower motivation,
- And even weight gain!

The frightening thing is that approximately 20% of the general population suffers from some sort of sleep disorder.

And as if buying the right bed wasn't crucial enough, you are also up against smooth talking salesman and cunning bed manufacturers, all trying to trick you into buying their product.

Remember, their ultimate goal isn't to help you find the right

bed. It's to get the most amount of money out of you!

No wonder people don't know who to trust nowadays. Check out some of the dirty tricks being used right now.

## **Dirty Trick # 1 –Different Names at Different Stores**

Mattress manufacturers often sell the same bed, but under a different name at each retailer.

So at one retailer, a bed may be called a certain name. Yet at another retailer, it could have a totally different colour and pattern, and called a totally different name.

Why do they do this? To confuse you so you can't phone around and compare prices. This let's retailers mark up their prices to what ever they like without ever having to worry about price competition.

And it means that you may never know if you are getting the lowest price!

*But don't worry, because this report will show you how to beat the manufacturers at their own game and always get the best price!*

## **Dirty Trick # 2 – Paid Endorsements**

Some manufacturers use endorsements from impressive sounding medical associations to promote their beds.

The problem is that these manufacturers often pay for their endorsements, rather than earn it.

Choice magazine has even reported that in some cases, manufacturers have used endorsements from organisations that don't even exist – shocking!

*But forget about being fooled by this tactic. This report will show you what to really ask for to avoid being ripped off.*

## **Dirty Trick # 3 – Deceptive Product Names**

Some manufacturers even give their beds names involving words like 'chiro', 'ortho', etc.

Unfortunately, these beds aren't always better for your back — the name is just a clever marketing ploy to sell you their beds.

*But you don't have to worry about this trick either, because later in this report, we will show you what to look at for crook backs.*

So with all the shams, scams and shysters trying to pull the wool over your eyes...

## **Is There Really Anyone You Can Trust?**

Yes, one legendary bed company guarantees to find the right bed for your body and to give you the best possible price!

At Dial-A-Bed, our mission is to help you find a bed that gives you the best possible night's sleep while minimizing—and in some cases eliminating—the side effects that can cause bad sleep.

And it all begins right now...

## 5 Surprising Secrets To Buying The Perfect Bed At The Best Price!

We've put together this special consumer report to help you discover the right bed for your body – without breaking the bank!

It's all based on solid research and 30 years of experience in the bed industry – so you know it can be trusted.

It's your ticket to a great night's sleep.

### Secret # 1 – The Size

The average person turns an average of 40-60 times a night, so your body demands a bed that gives you enough room to flop around on – both for your comfort and for your partner's.

Without enough room, you may find yourself waking up constantly throughout the night, all squashed and uncomfortable.

There are 7 main sizes that you have to choose from – Single, 3/4 Single, Long Single, King Single, Double, Queen and King.

The question is, which one's right for you?

For couples, we recommend getting a King Size bed. This gives each person about the same amount of space as a Long Single to sleep on. If you have young children, it also means that Dad doesn't have to jump out of bed whenever the kids have a bad dream.

Where floor space is a problem, a queen size will generally do. This gives you more room than a double bed without taking up too much more floor space.

Queens are also great for spare beds that are only slept on occasionally.

For tall teens, a King Single is most comfortable. While younger kids can get away with a single.

### Secret # 2 – The Mattress

I'm sure that we have all slept on an old mattress with broken springs at some time or another. And in these cases, I'm sure your sleep was also uncomfortable and in some cases, painful if you woke up with a sore back and neck.

There are different types of mattresses which you can choose from, including flotation, futon, latex, air and foam.

However the spring mattress is by far the more popular, so we'll discuss this in more detail.

With this in mind, here are some of the questions you

should be asking about a mattress.

### Q. What type of 'spring system' does it have?

The core of a spring mattress is made up of steel coil springs. This is called a 'spring system' and provides a mattress's "support".

There are 4 main types of spring systems being used today.

*Bonnell Coils* (also known as "Hourglass Coils") is a system of hourglass shaped coils connected together with helical wire.

*Continuous Coils* (also known as "Mira-Coils") use a single length of wire (over 180 metres) shaped into a system of coils that run from head to toe.

*Open-Ended Coils* use the same hourglass coils as the Bonnell System, except the top and bottom of each coil is free to move independently when joined. This allows the coils to

## Secrets Revealed – How To 'Comfort Test' A Mattress

There is no scientific consensus on which mattress is the most comfortable. Everyone's body, shape, weight and tastes are different and what's right for one person may not be right for another.

So how do you know which mattress will give you the most comfort? The only way to make sure is to lie on a bed and test it.

Here are some tips from Choice magazine.

1. Wear loose and comfortable clothes to the shop, with shoes you can easily slip off. This will stop tight clothing changing the way your bed really feels.
2. Make sure the bed gives you enough space to flop around on. If the bed is for two people, both of you should go shopping.

3. Make sure that when you roll around, the mattress shouldn't creak, crunch or wobble. This could keep you up all night and may be the sign of a cheap mattress.

4. If a bed feels comfortable initially, lie on it for 10-15 minutes and try as many sleeping positions as possible. Research shows a good correlation between the impressions formed in a 15 minute trial and longer-term satisfaction.

5. If you are only buying a mattress, make you're testing it on a similar base to the one at home. A mattress can feel a lot different on a hard base for example than on a spring base, and vice versa.

mould better to your body shape, providing added comfort and firmer support.

*Pocket Coils* (also known as "Marshal Coils") use a grid of springs, each wrapped in a fabric encasement called a fabric pocket. Because they're not wired together, each spring is able to work independently from the others (you may have seen the TV ad with the bowling ball). Testing consistently finds this system to be rated the most comfortable by consumers.

So what spring system is the best? Well there's no scientific consensus on the answer and don't let the salesman make up your mind for you.

Each person is different, so let your own comfort be the guide. But do make a note for comparisons later on.

#### **Q. What is the 'coil count' and 'wire gauge'?**

The quality of coils used in a bed affects how durable a bed is.

Ask about the '*coil count*' (the

number of coils used in the mattress) and make sure there is at least 300 coils for a double bed, 375 for a queen-size and 450 in a king-size.

More doesn't necessarily mean better – but these minimums will at least ensure the mattress is a decent quality.

Also ask about the '*wire gauge*' (thickness of metal used) in the springs. The lower a spring's wire gauge, the thicker and stronger it will be and the longer it will last. Higher quality mattresses will use at least 14 gauge wire (1.63 mm) in their springs.

Avoid anything over 14 gauge (or less than 1.63 mm if it is measured in millimetres) as they tend to give more under pressure and tend not to last as long.

Tip - There are a whole range of different combinations of coil counts and wire gauges. Some use more coils but thinner wire. Others use a thicker wire but have fewer coils.

Don't let the combinations

confuse you. Just look for the minimums so you know it is a good quality mattress and once again, let comfort be the guide.

#### **Q. What type of 'cushioning' does it have?**

While the spring system provides the "support in a mattress, the upholstery level provides the "comfort".

The upholstery layer is what lies between you and the springs. It consists of three parts – the insulator, the cushioning and the quilt.

*The 'insulator layer'* is fitted directly onto the springs and prevents the cushioning from moulding to the coils.

*The 'quilt layer'* is the top layer of the mattress located just under the ticking (cover).

But it's the cushioning layer you should be most interested in. *The 'cushioning layer'* provides the comfort to the sleeper and sits between the insulator and quilt layer.

You should ask about the material used in the

## How Firm For a Bad Back?

The general consensus in the medical community was that firm mattresses are best suited for people with bad backs.

But a recent study in Spain debunked this belief, finding that patients who used medium-firm mattresses were twice as likely to report the easing of lower-back pain while lying in bed, and when getting out of bed.

They were also less likely to need pain-killing drug treatment. The study was conducted on 313 volunteers who suffered chronic lower-back pain for at least three months.

According to Medical News Today, "the reason may be that softer mattresses put less pressure on the shoulders and

hips and allow people to sleep more naturally."

So which ones best?

The key lies in the shape of your back – your back should be straight when you lie on your side, and maintain your natural curve when you lie on your back.

On the one hand, a bed that's too firm can put excessive weight on the heaviest parts of your body, reduce your blood circulation and make your back and neck muscles work harder to keep your spine straight.

On the other hand, a bed that's too soft can take more effort to move or roll over in, put your spine out of alignment and cause tension as your muscles work to support.

Choice magazine recommends you do the following to find the bed that's right for your back:

1. Lie on your side. If your spine is straight, then it's good. If it's curved, then it's probably too soft or too hard.
2. Lie on your back and try to slide your hand under the small of your back. If it slides very easily, or your shoulders and hips feel uncomfortable, then the bed is too firm.

If you are still unsure, consult your doctor. And remember, even though some beds are named 'paedic', 'chiro', 'ortho' and so fourth, they aren't necessarily better for your back. It's often just for marketing.



cushioning.

Top end mattresses (over \$1200) use cushion fillings such as silk, wool, cashmere, premium foams, latex and goosedown which tend to feel more luxurious and last longer.

Lower end mattresses (under \$500) often use lower grades of foam, reclaimed cotton fibres and coconut fibre and break down faster and don't last as long.

The other to look at is the amount of cushioning. There are 3 basically options to choose from, each with differing levels of thickness and firmness.

*Firm mattresses*, also known as "Extra Firm" or "Orthopaedic Firm", provide an almost flat surface with very little padding.

*Plush mattresses* have more cushioning and are said to be of a medium firmness.

*Pillowtop mattresses* have even more cushioning again (like a foam mattress sewed on top) and are the softest option you can get.

Once again, the option right for you is a comfort thing. However, consider that the more cushioning you get, the more expensive a bed becomes, the thicker it becomes, and in the case of pillowtops, the harder it is to find fitted sheets.

And if you have a bad back, see the tips on page 4.

*By the way, we are always open about the features in our beds for you to compare against the competition – just ask us!*

*We do this because we know it gives you peace of mind and also, because we're confident you will always come back and choose us.*

### Secret # 3 – The Base

A typical ensemble consists of a mattress and a base. There are 3 types of bases you can get.

*Slat bases* are beds with slats attached to a bed frame and offer little or no give to the mattress.

*A box base* is usually just a wooden box with a board or slats across the top, covered with fabric to match the mattress.

*A spring box* has internal springs, which take some of the load from the mattress, consequently these bases do not last as long.

The one right for you is a princess/pea thing.

Sure, spring boxes increase the life of a mattress, but they also don't last as long as a slatted base, and cost significantly more than a box base.

It depends on what you feel comfortable on once again, what you can afford, and the look you are after.

### Secret # 4 – The Guarantees

Let's face it, a bed is an expensive purchase so you want to minimize your risk as much as possible.

With this in mind, here are 2 questions you should ask to reduce your risk.

#### Q. Is there a satisfaction guarantee?

Often a bed feels good in the showroom, but terrible at home. Or sometimes it causes back pain or poor sleep, even though you took the proper precautions to prevent this from happening.

No matter how much you test it in the store, you can never be 100% sure of a bed until you get it home and try it out.

Which is why you should look for a guarantee that lets you exchange a bed if it's no good?

After all, you don't want to be left stuck out of pocket with a bed you can't sleep in.

*Note, all our beds come with a 30 day satisfaction guarantee.*

## 6 Easy Ways To Protect Your Mattress

As you have probably already figured out, your mattress can have a massive effect on your sleep, your health and your life.

So it's in your best interest to protect it properly – to increase the length of its life, protect your warranty and of course, for hygiene.

Here are 5 easy ways to do so.

1. Flip your mattress regularly. Doing so can help share the wear and tare on both sides of your mattress.

Read the manufacturers instructions to see how often, but we normally recommend turning it every time you change the sheets.

2. Also rotate your mattress regularly (say once a year). This means end for end, not just upside down.

3. Use a machine washable protective cover. Remember, you can't put your mattress in the washing machine, so why not get the next best thing.

4. Check out the condition of your base — if it's sagging or worn you may need to replace it, as it won't support your mattress properly and will shorten its life.

Some companies will also refuse to honour warranties if you've used the mattress on a base they consider inadequate.

5. Finally, a new mattress is only generally good for around 10-12 years. So replace it this often for the sake of your sleep and your body.

You can try them all at our risk and our expense – and if you are not satisfied, simply exchange it within 30 days.

### Q. What is the warranty and where do the repairs get done?

Most beds come with a warranty of some sort. But the question is, what happens when there is a defect in a bed?

Firstly, check what type of warranty it is. Some offer a replacement warranty, others offer a repair warranty.

If it is a repair warranty, ask where the warranty repairs are conducted.

Often, the bed has to get sent back to the bed manufacturer's head office, which means that you are left sleeping on the couch for weeks, possibly even months.

Secondly, check to see how long the warranty lasts for and what conditions apply. You don't want to be stuck with a defective mattress just because you didn't follow a basic condition of warranty.

And finally, make sure you protect your mattress so that your warranty isn't voided by general wear and tear (check out the tips on this page).

*By the way, our beds all come with a 10 year 'replace or repair' warranty.*

*This means if you find any fault with your bed within the first 10 years, we will either fix or replace it at our cost. And you won't have to wait for months because we are the manufacturer, so we fix it here in Brisbane (not Sydney or Melbourne).*

### Secret # 5 – How To Always Get The Right Price

As we mentioned beforehand, it's difficult to compare prices on a particular bed model because they often use different model names at different stores.

So how can you make sure you always get the best price? Simple! Just shop around on features – not model names.

If you find a bed you like at one store, make note of the features such as the type of spring system, type of upholstery layer, type of base and so on.

Then go to another store and ask to see a bed with these same features. You can then compare prices to see which one is best (assuming the comfort is the same).

This strategy beats the mattress manufacturers at their own game and is the best way to ensure you always get the best price.

By the way, because we manufacture our own beds, we

don't have the extra retailer mark ups. We're like a wholesaler selling direct to the public.

This means you can always get a lower price at our store, without having to compromise on quality.

In fact, we are so confident about our prices, that we actually make all our customers this special price guarantee.

*Our 'Best Price' Guarantee!*

*Find the same bed with the same features and warranty anywhere else for less than our prices, and we will not only match their price, we will beat it by a further 10%.*

### Conclusion

Buying a bed is often confusing given all the clever marketing and dirty tricks that retailers and manufacturers sometimes use.

But don't let it overwhelm you. Remember:

- The only way to choose the right mattress is to lie on it as much as possible,
- Always buy on comfort and price – not name,
- Ask for a satisfaction guarantee,
- And check the warranty.
- Happy hunting ;)

## Your Better Than Risk Free Guarantee



I promise you won't find a better bed or a better deal than at Dial-A-Bed – in fact, I **guarantee** it!

Here is my 5 point pledge to you:

**1. Best Price Guaranteed** – We are so confident that nobody can beat our prices that we offer all our customers the following guarantee: Find the same bed with the same guarantees anywhere else for less than our prices, and we will not only match their price, we will beat it by a further 10%.

**2. Satisfaction Guaranteed** – You can try any of the mattresses in the store for a full 30 days. If for any reason they do not feel right for you then you can exchange it.

**3. Dustmite, Bacteria and Mildew Free Guaranteed:** They might be all invisible to the

naked eye, however they feed on human skin and can trigger asthma in people with allergic reactions. All our beds are naturally treated to ensure none of these 'nasties' will ever breed in your bed.

**4. A Long 10 Year Warranty** – If you find any fault with your bed within the first 10 years, we will either fix it or replace it at our cost. (*you won't have to wait for months because it's been sent to a manufacturer in Sydney. We are the manufacturer.*)

**5. Easy Payment Plans** – Remember, bad beds can cause back pain and sleep loss. Get the best bed you can afford by taking advantage of our easy payment plans.

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