

Sleep Like a Celebrity By Ben McClure

CONTENT PROVIDED BY:

Gardner's
Mattress & More
LANCASTER COUNTY'S SLEEP EXPERTS

Gardner's Mattress & More
830 Plaza Blvd Ste. 2
Lancaster PA 17601
717-299-6228
www.GardnersMattressAndMore.com

Ben McClure, owner, has been helping Lancaster County residents improve their sleep for the past 11 years. Gardner's Mattress & More has been Lancaster County's headquarters for premium mattress products and sound sleep advice since 1990. Gardner's has Lancaster County's largest Adjustable Power Bed display and has been an authorized Tempur-Pedic dealer since 2001.



Ronald Reagan is coming to Lancaster! Well, OK, *he's* not, but his mattresses are. All politics aside, Ronald Reagan ranks as the 8th (2000 WSJ survey) most popular president in history. He took office at the height of a recession and guided the country back to a position of economic strength.

I would like to think that part of the reason behind Reagan's success is due to his quality of sleep. I happen to know the mattress he slept on while at the White House, and those same mattresses are coming to Lancaster!

Upon winning the presidency and taking office in 1981, he and the First Lady insisted that every bedroom be prepared with Aireloom mattresses. Why? Because they are the absolute finest in quality and comfort. The president was given a lot of grief over his mattress choice because at the time they were only made in California. Shipping them across the country was expensive, due to high fuel cost, and was questioned by many taxpayers, especially when there were multiple choices in the D.C. area. But the president knew that only Aireloom mattresses could deliver the quality of sleep that an incoming president would need

to lead the troubled country back to prosperity.

In the 1940s, Aireloom, the original Hollywood mattress (first made by King Karpen, a third generation master mattress maker), was the choice of many movie stars, politicians, and socialites due to their exceptional quality and comfort. Using only the finest of ingredients, Aireloom mattresses use complete layers of silk, cashmere, wool, cotton, memory foam, and latex to deliver un-surpassing comfort. Coupled with a proprietary individually nested coil support system, the support system in the Aireloom mattress is unmatched in the industry.

Today many a mattress is produced with only shareholders and profit in mind. Collectively the top 3 major manufacturers have in excess of \$1.8 billion in debt, compared to an approximate annual sales volume of \$3 billion. So this means that for every dollar made, more than half of the dollars go right back out for debt repayment. This doesn't exactly equal the finest mattress now, does it?

In recent years Earl Kluff, a third generation mattress maker, took over the Aireloom name and is dedicated to maintaining the same level of only the finest quality that King Karpen employed more than sixty years ago. Earl, otherwise known as the "Wizard of Ahhhh's," is dedicated to creating enduring personal

sleep luxury. Earl and his world-class artisans at Aireloom use tried and tested methods to provide the ultimate sleep experience and unparalleled luxury for those dedicated to having the best of everything. Earl's patented design process for personal luxury mattresses is an industry first, and ensures you the absolute finest in sleep and personal comfort.

I was told a story by my Aireloom factory contact that Earl has been known to personally go to the homes of those that have purchased his mattresses to make sure they are more than 100% satisfied with their new Aireloom mattress. Imagine the owner of any company coming to your home to make sure you are 100% satisfied with your product. As Earl says of his Aireloom product:

"I want to make a mattress so great that if I sell one to my neighbor or best friend I will know they will be completely satisfied."

I hope by now you have figured out that these mattresses are simply the finest in the country. That's what you get with a price tag of \$18,499 for a king

size set of bedding. So you may ask what is so different in an Aireloom mattress versus every other type of innerspring mattress.

Simply put, it is the ingredients.

Upon touring the factory, which is located right here in Lancaster County, I came to realize that only the absolute best and finest ingredients are used. I've already mentioned the silk, cashmere, wool, and cotton layers that are used in Aireloom mattresses. What you do not understand is that these layers

measure in inches (most cases two to three inches), as compared to a two to five percent blend with cheap polyester fiber that the other big name brands use. This is truly how you make a finer mattress. Only eight boxsprings are produced a day, as they are hand tied and take two factory artisans an hour to tie just one of them. This is truly how you make a finer mattress. Hand selected fabrics from the finest boutiques in Hollywood are truly how you make a finer mattress. Patented processes to fill the mattress that result in a true adapt and react feeling for each different body type, six hundred plus hand-sewn stitches around the perimeter of a mattress, and fifty plus hand-laced tufts—that's how you truly make a finer mattress.

Here at Gardner's Mattress & More we couldn't be more excited to have the honor of being selected to be an Aireloom dealer; this is a true privilege. Call us today to set up an appointment to view the finest selection of mattresses in Lancaster County. Aireloom is shown by appointment only. Please call us at (717) 299-6228 to set up your appointment today with our Aireloom concierge. 🌸

