

Who Are You Sleeping With? By Ben McClure

Did you ever stop to think where your money goes when you make a purchase? Who are you supporting when you make a purchase from a big box store? How about a purchase online? Consider this information from the folks at the 3/50 Project: For every \$100 spent in locally owned, independent stores, \$68 returns to the community through taxes, payroll, and other expenditures. If you spend that in a national chain, only \$43 stays here. Spend it online and nothing comes home. (More at www.the350project.net)

Why are we so quick to give our money to people we don't know? Shouldn't we at least consider allowing a local store to earn our business? Perhaps you'd pay a tick more locally than the online outlet (although not always the case), but the level of service you will receive from the local small business more than outweighs the potential few dollars' cost difference. I think nearly all of us know someone who operates a small business and more than likely you've given them your business because you trust them and want to see their business succeed. It is time to rebuild the foundation of what makes our country great, and knowing *who* you are buying from and *how* that supports your local economy is a big step in the right direction. That is why I urge you to sleep local with Gardner's Mattress & More.

Gardner's Mattress & More is a family-owned business founded by Jim Gardner 22 years ago with the core philosophy of treating customers as if they were his friends and family. Last March, Jim retired and offered his business to me, an 11-year employee of his. I was honored, but nervous at the same time. Obtaining a loan and relocating the store seemed like pretty challenging tasks in a somewhat unstable economy. However, my experience and knowledge of the industry and, most importantly, what the bank saw in me—my character and commitment to my customers—made the transition to ownership a smooth one.

In our new location at 830 Plaza Boulevard (behind Park City Mall), Gardner's is thriving with the same philosophy of helping Lancaster County wake up happy and pain free every morning. We strive to provide our customers with great mattress values for their investment in sleep. Not only are we a local small business, but more than half of the mattresses we sell are made locally as well. Currently, Gardner's carries 28 mattresses made right here in Lancaster County! Our two local manufacturers, Serta and Aireloom by E.S. Kluft, employ 132 people so your mattress purchase from Gardner's supports those jobs. And remember that \$68 number from above? When you buy from Gardner's, that dollar figure is higher because the product originates within the Lancaster community.

The local Serta factory makes our popular iComfort mattresses and value oriented Five Star mattresses. iComfort mattresses are comprised of a gel-based memory foam, designed to help a warmer sleeper sleep cooler. Gardner's carries all seven iComfort models, which no other store in the county can claim. Also, due to the popularity and success of the iComfort line, Serta has introduced a more traditional line of mattresses called iSeries, which Gardner's proudly carries. With iSeries, Serta is taking the cool gel memory foam and placing it on top of a contouring pocketed coil system for a more traditional feel at a more affordable price. Five Star makes great traditional mattresses at value price points (\$499 to \$999) that compare favorably to any big brand like Sealy or Simmons (which by the way are not made in Lancaster County). These beds

are great values for guest bedrooms, college students, teenagers, and more.

Aireloom by E.S. Kluft makes the last handmade mattresses in America so how cool is it that they are made in Lancaster? Long known for its quality, Aireloom is the favorite choice of those seeking the absolute best in a mattress, from presidents to movie stars. Aireloom mattresses are crafted by trained artisans utilizing tried and true methods of old world craftsmanship. Combining their patented adapt and react technology with the finest materials, an Aireloom bed is carefully crafted for your proper support and comfort while providing superior durability.

We love when our customers agree with our Sleep Local approach. Read what Tim and Jen said about their Gardner's experience. They also bought an Aireloom!

.....

After reading the blog, and agreeing with their "buy local" philosophy, we paid a visit to Gardner's! We rolled in at about 6:40 pm (they close at 7:00pm). This was going to be a true test of customer service. We were very impressed! As the hour hand arrived at 7 and the minute hand kept on turning, there was never an indication that they "wanted us to leave!" We tested mattresses from the best to average. Pete was very helpful and there was absolutely no pressure! We would recommend Gardner's to anyone!

-Tim & Jen, Lititz

.....

I fully support local businesses and I encourage you to do the same with your next mattress purchase. For more about how we can help you in your quest for improved health through better sleep, download our free book "**What's Keeping You Up at Night, A Guide to Overcoming Common Mattress Buying Mistakes**" at www.LancasterSleepExperts.com. Also, did you ever wish you could "test drive" a mattress before you bought it? Now you can! "Try Before You Buy" in the Dream Room at Gardner's. Let us know how we can help you get the sleep you dream about!

When you're ready to truly sleep better, invest in your health, and support Lancaster County businesses, come see Gardner's. If it's just a mattress you seek, there are plenty of chain stores ready to take your money. 🐾

To your better health through better sleep,
Ben McClure

P.S. As an added bonus, check out www.MattressAndMoreLancasterPA.com to see who else you are sleeping with! Also be sure to enter your name and email address to claim your money-saving coupon too!

Slumber

CONTENT PROVIDED BY:



830 Plaza Blvd. Lancaster
(Behind Park City)
717-299-6228
GardnersMattress
AndMore.com

Find/Like us on Facebook

Ben McClure, owner, has been helping Lancaster County residents improve their sleep for the past 12 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.



WWW.FINELIVINGLANCASTER.COM