



 **MATTRESS**  
BY BROOKLYN BEDDING

2021 PRESS KIT





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“ No one grows up thinking, ‘I want to build mattresses for a living.’ I read all the books. I went to all the seminars. Every expert said you’re supposed to find your passion and pursue it. While I was trying to figure out what I should be doing with my life, I was building stuff and doing what I loved. I finally woke up to the fact that that’s success...

I try not to lose sight of the fact that I’m building mattresses for people who are waking up to their own potential every day, who are working and dreaming too.

*Brooklyn Bedding Owner John Merwin*

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## ABOUT BROOKLYN BEDDING

### *Custom Crafted in Arizona*

Brooklyn Bedding is an American manufacturer and retailer of mattresses, differentiated by master craftsmanship and a wholly owned state-of-the-art manufacturing facility. Family owned since 1995, the company originated with two brothers delivering mattresses directly to customers' homes. Known as the "mobile mattress guys," John and Rob Merwin evolved their business by learning every aspect of the mattress making process. They tenaciously used every material in their inventory to pass savings on to customers, purchasing high grade manufacturing equipment and pioneering bed-in-a-box online delivery in 2008.

Today, the company owns world class expertise in mattress engineering, achieved through meticulous attention to detail, cutting-edge equipment and patented materials created with advanced technology. Brooklyn Bedding designs and creates its entire line of high-quality bedding, on demand, in its manufacturing facility in Phoenix, Arizona. Remaining true to its roots, the company still goes the extra mile to ensure customer satisfaction—offering its expertly crafted mattresses and sleep accessories at factory direct prices with free in-store delivery and online shipping, as well as a generous 120-day trial period and a 10-year hassle free warranty period on mattresses.

Subsequent to doubling its production capacity in 2019—and becoming a private label manufacturer for the largest e-commerce sites in the nation—Brooklyn Bedding unveiled plans for a new 600,000-square-foot, state-of-the-art manufacturing facility in Phoenix.





## ABOUT JOHN MERWIN

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*Owner & Chief Executive Officer, Brooklyn Bedding*

John Merwin is the Owner and Chief Executive Officer of Brooklyn Bedding, an American manufacturer of custom crafted sleep products, founded in 1995. He was a struggling college student at Western Montana University in 2000, about to get married, when his brother Rob convinced him to join his mattress liquidation business in Phoenix, Arizona.

The transition from liquidation to manufacturing was long and meticulous. John managed to accumulate raw materials and equipment as he could afford them. He also took every opportunity to visit manufacturing facilities across the country, learning both the art and science of making his own mattresses while adopting best manufacturing practices. In 2006, John renamed his growing private label business after his middle daughter, Brooklyn. In 2008, he pioneered the bed-in-a-box concept in the United States, selling his first roll packed mattress on Amazon.

Though hundreds of online and bed-in-a-box companies have sprung up since 2012, Brooklyn Bedding remains one of the few to manufacture its own products. The company's end-to-end craftsmanship approach has empowered John to remain competitively priced while offering higher quality sleep solutions.



# MATTRESSES

BY BROOKLYN BEDDING



# BROOKLYN AURORA HYBRID

## Most advanced cooling mattress

The coolest take ever on affordable luxury was derived from science: the average skin temperature is 91 degrees, but the ideal skin temperature for sleep is 88 degrees. We infused TitanCool™ in the Brooklyn Aurora for optimal conditions: cooling gel beads liquefy at higher temperatures to deliver relief; those same beads solidify at lower temperatures to ensure the perfect sleep environment.

- A 1.5" top layer of patented CopperFlex™ foam provides more responsive contouring with targeted pressure point relief and the antimicrobial properties of copper.
- A PCM surface infusion of TitanCool™ maintains skin temperature at an ideal 88 degrees for sleep.
- The most advanced fabric on the market delivers TitanCool™ benefits on contact.
- Offered in three levels of firmness to let you decide the level of support you need, each option comes with distinctive layers for distinctive benefits:
  - The soft version features a secondary 2" layer of soft hyper-elastic TitanFlex™ foam, providing cloud-like comfort with immediate response technology that adjusts to your body each time you move. A third layer of 1" gel swirl memory foam ensures added pressure point relief.
  - The medium version features a secondary 2" layer of medium hyper-elastic TitanFlex™ foam, providing the perfect balance of contouring with immediate response technology that adjusts to your body each time you move. A third layer of 1" gel swirl memory foam ensures added pressure point relief.
  - The firm version features a secondary 1.5" layer of firm TitanFlex™ foam for additional support and a more neutral spine position, important to back, stomach and some combination sleepers. A third layer of 1.5" VariFlex™ transition foam ensures a more traditional firm sleep experience.
- An 8" core of up to 1,032 individually encased Ascension® coils delivers ultimate pressure point relief while decreasing motion transfer between sleep partners. The unique coil system is zoned to deliver support to your body where it is needed most.
- A .75" high-density foam base adds durability to the mattress while reinforcing individually encased coils as they compress.
- transportation from your door to your bedroom.
- Proudly custom made in the U.S.A. with a 10-year warranty.
- Comes with a 120-night risk free trial.
- Available in Twin, Twin XL, Full, Queen, King, CA King, Split CA King, and extended RV mattress sizes.



PRICE: \$999 - \$2,199  
FIRMNESS LEVELS: Soft, Medium, Firm  
WEBSITE: [RVMattress.com](http://RVMattress.com)



## BROOKLYN SIGNATURE HYBRID

*All-time bestselling mattress*

The Brooklyn Signature combines individually encased Ascension® coils with patented hyper-responsive foam for increased comfort and deeper compression support – plus high-caliber Ascension® perimeter coils for greater edge support. No mattress manufacturer has ever loaded so many premium features into a bed priced so competitively.

- A premium quilted top helps resist body impressions and provides optimal breathability while you sleep.
- Variable foams in the top layers allow you to choose just the right firmness for your sleep experience:
  - A 1.5" top layer of patented TitanFlex™ foam features the contouring properties of memory foam with the responsiveness of latex, paired with a 1" VariFlex™ transition layer for deeper compression support in the soft and medium versions.
  - A 1" top layer of patented TitanFlex™ foam features the contouring properties of memory foam with the responsiveness of latex, paired with a 2" VariFlex™ transition layer for a more traditional firm sleep experience.
- An 8" base of up to 961 individually encased Ascension® coils delivers deep compression support while decreasing motion transfer between sleep partners.
- High-caliber Ascension® perimeter coils create greater edge support along the sides, head and foot of the bed.
- A .25" high-density flex base adds durability to the mattress while reinforcing individually encased coils as they compress.
- Offered in three levels of firmness to let you decide the level of support you need.
- Delivered in a box, allowing for easy transportation from your door to your bedroom.
- Proudly custom made in the U.S.A. with a 10-year warranty.
- Offered with a 120-night risk free trial.
- Available in Twin, Twin XL, Full, Queen, King, CA King, Split CA King, and extended RV mattress sizes.



PRICE: \$599 - \$1,374  
FIRMNESS LEVELS: Soft, Medium, Firm  
WEBSITE: [BrooklynBedding.com](https://www.BrooklynBedding.com)



## BROOKLYN ARCTIC DREAMS

### Lowest price cooling mattress

The Arctic Dreams mattress is engineered with one of the most advanced fabrics on the market—typically reserved for luxury beds—to deliver cooling relief on contact. This premium temperature moderation is paired with one of two core options: a triple-layer foam mattress, or a four-layer hybrid that offers a combination of high-quality foams and individually encased coils for deeper compression support.

- A .75" ultra-soft quilted top offers plush, breathable comfort in a material designed to resist body impressions.
- An advanced cooling panel, typically only offered with luxury mattresses, delivers cooling relief on contact.
- A 2.5" patented layer of gel memory foam pairs ultimate optimal pressure point relief with just the right amount of responsiveness.
- The Arctic Dreams mattress is offered with two core options:
  - The all-foam version—which features a 7.5" high-density foundation with open cell technology—gives the mattress structural firmness as well as durability.
  - The hybrid, which features a 6" layer of individually encased coils, is designed to deliver ultimate pressure point relief while decreasing motion transfer between sleep partners. The coil system is paired with a 1" high-density foam base that adds durability to the mattress while reinforcing individually encased coils as they compress.
- Offered in a universal medium comfort level.
- Delivered in a box that allows for easy transportation from your door to your bedroom.
- Proudly custom made in the U.S.A. with a 10-year warranty.
- Comes with a 120-night risk free trial.
- Available in Twin, Twin XL, Full, Queen, King, CA King, Split CA King, and extended RV mattress sizes.



PRICE: \$399 - \$899  
MODELS: All-Foam, Hybrid  
FIRMNESS LEVEL: Universal Medium  
WEBSITE: [RVMattress.com](http://RVMattress.com)



## BROOKLYN WANDERLUST

*Most economical mattress for families on a budget*

Featuring multiple foam layers with open cell technology, the Wanderlust Memory Foam mattress is designed for an elevated sleep experience at an everyday price. Constructed with a stain-resistant fabric in the top panel and a high-quality layer of gel memory foam, the mattress delivers enhanced contouring and cooling with exceptional pressure point relief.

- An environmentally-friendly Nano Stain Terminator finish guards against splashes, spills and permanent stains.
- Variable depth top layers of quality gel swirl memory foam allow for a more responsive sleep experience with added cooling – and the ability to customize your comfort.
- Variable depths in the high-density base foam ensure durability and stability while also allowing you to customize your firmness level.
- The Wanderlust is available in 6", 8", 10", 12" and 14" models:
  - The 6" and 8" versions are dual-layer mattresses, offering a firm and firm-medium sleep experience.
  - The 10" model is a dual-layer mattress, designed for a medium-firm sleep experience.
  - The 12" and 14" versions are triple-layer mattresses, featuring a premium VariFlex™ transition foam layer in a universally preferred medium and soft-medium sleep experience.
- Open cell technology in each foam layer provides increased airflow and breathability.
- Delivered in a box that allows for easy transportation from your door to your bedroom.
- Proudly custom made in the U.S.A. with a 10-year warranty.
- Comes with a 120-night risk free trial.
- Available in Twin, Twin XL, Full, Queen, King, CA King, Split CA King, and extended RV mattress sizes.



PRICE: \$249 - \$949  
SIZES: DEPTHS: 6", 8", 10", 12", 14"  
FIRMNESS LEVELS: Customizable  
WEBSITE: [DreamFoamBedding.com](http://DreamFoamBedding.com)



# PILLOWS

BY BROOKLYN BEDDING

## LUXURY COOLING PILLOW

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*Responsive contouring with exceptional cooling*

Constructed with open cell, fast response memory foam, the Brooklyn Bedding Luxury Cooling Pillow reacts immediately to pillow pressure to gently support the unique shape of your head, neck and shoulders.

- Dual action cooling combines pin core ventilation for increased airflow with a cool gel surface infusion that draws heat out and away from your head and neck.
- Copper-graphite promotes greater breathability with antimicrobial benefits.
- A premium circular knit cover combines silky smoothness with exceptional breathability to deliver cooling benefits on contact.
- Materials are inherently antimicrobial and resistant to allergens, mold, bacteria and dust mites.
- Available in low and high profile to provide just the right amount of support for your sleep position.
- Available in Queen and King.



PRICE: \$129 - \$149  
PROFILE: Low, High  
WEBSITE: [BrooklynBedding.com](https://www.BrooklynBedding.com)



## TALALAY LATEX PILLOW

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*Natural materials for a healthier sleep*

Constructed with natural materials, the Talalay Latex pillow delivers superior reactivity, conformability and breathability for a healthier, more restful night's sleep.

- Derived from the sap of the rubber tree and produced using eco-friendly methods, sustainably sourced Talalay latex is hypoallergenic and gentle on the skin.
- Hyper-responsive latex foam conforms to the shape of your head and neck, promoting healthier spinal alignment.
- Inherently breathable Talalay latex also delivers up to seven times greater airflow than other latex foams for a cooler night's sleep.
- An organic cotton cover offers the natural cooling properties of plant-based materials along with supreme softness.
- Available in low and high profile to provide just the right amount of support for your sleep position.
- Available in Queen and King.



PRICE: \$89 - \$99  
PROFILE: Low, High  
WEBSITE: [BrooklynBedding.com](http://BrooklynBedding.com)

## VENTILATED MEMORY FOAM PILLOW

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*Ultimate contouring with exceptional breathability*

Engineered with pin core ventilation for increased airflow, the Brooklyn Bedding Ventilated Memory Foam Pillow delivers ultimate contouring comfort for your head, neck and shoulders.

- Moldable memory foam conforms to your unique shape.
- A pin core ventilation design allows for better air circulation for a cooler, more comfortable night's sleep.
- A luxury knit cover adds plush comfort to your sleep experience.
- Materials are inherently antimicrobial and resistant to allergens, mold, bacteria and dust mites.
- A rounded edge design offers the traditional look of down and feather pillows.
- Available in Queen and King.



PRICE: \$69 - \$79  
WEBSITE: [BrooklynBedding.com](https://www.BrooklynBedding.com)



## PREMIUM SHREDDED FOAM PILLOW

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*Cloud-like comfort with customizable support*

The Brooklyn Bedding Premium Shredded Foam Pillow combines cloud-like comfort with personal customization for every type of sleeper. A blend of deconstructed latex and memory foam, encapsulated in a zippered cover, allows you to adjust loft and firmness for a highly personalized sleep experience.

- Ultimate moldability is achieved with a blend of the highest quality latex and memory foam, delivering gently contouring comfort for the head and neck.
- A cooling gel foam infusion in deconstructed memory foam draws heat out and away from the head and neck areas for an exceptionally cool night's sleep.
- A moisture-wicking, antimicrobial cover provides a dry and hygienic sleep environment perfect for sensitive skin.
- Available in Queen and King.



PRICE: \$44 - 49  
WEBSITE: [BrooklynBedding.com](https://BrooklynBedding.com)

# SHEETS

BY BROOKLYN BEDDING

## BRUSHED MICROFIBER SHEETS

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*Incredibly smooth, exceptionally durable*

Brooklyn Bedding Brushed Microfiber Sheets feature an incredibly smooth and long-lasting weave that's crafted to look as sumptuous as they feel.

- Finely woven fibers that measure less than one denier in diameter deliver a plush hand that's brushed for superior softness.
- Supreme breathability, achieved through lightweight, moisture-wicking materials, provide a dry and comfortably cool sleep environment.
- High quality microfiber, constructed with a tighter weave, ensures durability with frequent washing.
- Machine washable for easy care, the microfiber sheets are made with 100 percent polyester to resist wrinkles and pilling better than traditional cotton sheets.
- Available in Twin, Twin XL, Full, Full XL, Queen, King and CA King.



PRICE: \$39 - \$59

COLORS: White, Charcoal, Ivory, Sage,  
Blue Mist, Khaki

WEBSITE: [BrooklynBedding.com](https://www.BrooklynBedding.com)



# BLANKETS

BY BROOKLYN BEDDING

## DUAL THERAPY WEIGHTED BLANKET

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*Ultra cozy meets ultra cool*

The Dual Therapy Weighted Blanket by Brooklyn Bedding is designed to provide the deep touch pressure support that can result in a calmer, more soothing night's sleep. Its dual therapy features come from a flippable and removable duvet cover: one side blankets you in a traditional, ultra cozy warmth and security; the other side provides the tranquility of weight, coupled with an advanced cooling fabric.

- Available in 15-lb. and 20-lb. weight options, our dual therapy weighted blanket customizes your level of deep touch support.
- Premium fabrics are combined in one duvet to deliver two-sided comfort: ultra cozy warmth or tranquil cooling.
- High-end details include 12 individual ties and loops to ensure even distribution of weight throughout the blanket.
- The duvet cover is washable for easy care and a more hypoallergenic sleep experience.
- Dimensions for both weights are a universal 60" x 80".



PRICE: \$159 - \$169  
WEIGHTS: 15 lb. and 20 lb.  
DIMENSIONS: 60" x 80"  
WEBSITE: [BrooklynBedding.com](https://www.BrooklynBedding.com)



# MATTRESS PROTECTION

BY BROOKLYN BEDDING

## LUXURY COOLING MATTRESS PROTECTOR

*Luxurious cooling and protection for ultimate comfort*

The Luxury Cooling Mattress Protector by Brooklyn Bedding features the same premium fabric used in the cover of the elite Brooklyn Aurora – delivering ultimate cooling and protection for your best sleep experience ever.

- Super conductive material draws heat out and away from your body, creating a cooler sleep environment.
- A luxurious, silky smooth fabric elevates your overall sleep experience while protecting the life of your bed.
- Hypoallergenic design protects against bacteria, bed bugs and dust mites.
- Waterproof materials protect against all types of fluids and liquids.
- The protector covers your mattress like a fitted sheet for simpler enclosure and removal.
- Designed to be washable for easier care: the protector can be laundered in cool to warm water with no bleach, then tumble dried on low.
- Available in Twin, Twin XL, Full, Queen, King and CA King.



PRICE: \$99 - \$149  
WEBSITE: [BrooklynBedding.com](https://www.BrooklynBedding.com)



## COMPLETE COVERAGE MATTRESS ENCASEMENT

*360° degree protection for a healthier night's rest*

The Complete Coverage Mattress Encasement by Brooklyn Bedding delivers a 360° surround of your mattress – designed for maximum protection of your health, and the life of your bed.

- Unique zip-tight enclosure encompasses your entire mattress for maximum protection.
- Hypoallergenic design provides 360° protection against bacteria, bed bugs and dust mites.
- Water-resistant materials protect against all types of fluids, liquids and moisture.
- 100% polyester construction provides a crisp, soft hand that is resistant to shrinkage.
- Encasements are designed to be machine washable for easy care.
- Available in Twin, Twin XL, Full, Queen, King and CA King.



PRICE: \$89 - \$99  
WEBSITE: [BrooklynBedding.com](https://www.BrooklynBedding.com)



# CONTACT

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