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ALL INNERSPRINGS ARE NOT CREATED EQUAL

Leggett & Platt introduces the bedding industry's latest innovation

CARTHAGE, Mo., (August 2007) – Mattresses have come a long way since the burlap and feather days, but the most popular type of innerspring on the market today was adapted from 19th century buggy seats. And there have been no recent advancements with the Bonnell coil. While not the latest material on the market, but certainly the most researched, innersprings have been the focus of high-tech development for decades, and they still outperform all other sleep surfaces in terms of comfort, support and durability.

And now, the best just got even better. VertiCoil is the latest advancement in innerspring technology to come out of Leggett's IDEA (Innovation, Design, Engineering, and Acceleration) Center. "People have a tendency to position innersprings as outdated, but this is the most recent innovation in bedding technology," explains Mark Quinn, group executive vice president of sales and marketing for Leggett & Platt's bedding division. "VertiCoil is the first helically tied, purpose-built innerspring introduced in more than a decade."

In order to create this patented wire design, Leggett developed machinery, which manufactures only VertiCoil, from the ground up. The Swiss engineered, computerized machinery is the most advanced wire forming machinery in the world.

In addition to creating proprietary software and machinery, Leggett had to reengineer the wire itself. "The metallurgical property of the scrap steel is slightly different with a new formulation and a new way of forming the wire," says Tom Wells Jr., vice president of research and development for Leggett and Platt's bedding division.

The result is a thinner, lighter and stronger wire coil that maintains complete innerspring firmness. For the first time, Leggett is able to provide the industry with high-performance premium innersprings at a valuable price point.

The unique shape of the coil creates a comfortable sleep surface that firms and supports the body as weight is applied. The Active Support Technology™ found in VertiCoil, reacts to natural sleep movements, adjusting itself for proper spinal alignment and healthier, restful sleep.

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Telling a Story Beyond the Product

To assist retailers in telling the story, Leggett created fully customizable marketing CDs that serve as visual and informational pieces. Some of the pieces on the CD include, counter cards, direct mailers, brochures and product sheets.

It takes more than just an extraordinary product to transform an industry and increase sales. It requires a passion towards providing consumers with the right products for their lives. "The people that are doing well in these business conditions are the people who build real value into their products and their consumers," says Quinn. "We want to help bedding producers and retailers tell the whole story: The new and exciting VertiCoil sleep system technology helps consumers to have restful sleep, which can result in improved health overall."

"Verticoil is the culmination of Leggett's historical leadership in wire forming technologies and is emblematic of the cross-functional partnership between our product development, mechanical and electrical engineering, machinery development and marketing divisions," says Wells.