

# Posh™ Hand Tufted Mattress Collection

## Sales Training Presentation

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### Slide 1 — Title

#### Posh™ Introduces the Hand Tufted Mattress Collection

**Built by Hand. Tufted by Hand.**

*Luxury mattresses engineered for above-average income consumers at attainable luxury price points.*

**Trainer Note:** Set the tone—this is about authentic luxury, craftsmanship, and value disruption.

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### Slide 2 — Why This Collection Exists

#### What Consumers Told Us

High-end furniture is: - Built by hand, not mass produced - Made with solid materials - Defined by craftsmanship details

High-end mattresses should be: - **Hand tufted - Made with better fillings - Soft yet supportive—and long lasting**

**Price expectation:** \$3,000–\$5,000

**Trainer Note:** Emphasize that this collection is consumer-led, not trend-led.

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### Slide 3 — The Industry Gap

#### The Breakthrough Insight

- Hand-tufted mattresses are usually sold near **\$10,000**
- Consumers expect them under **\$5,000**
- Very few brands even offer true hand tufting

**Posh Solution:** Deliver real hand-tufted luxury at \$2,700–\$3,300 Queen retail

**Trainer Note:** This is the value disruption moment.

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## Slide 4 — Design Goals

### Three Non-Negotiables

1. **Hand-tufted construction**
2. **Distinctive, high-end components**
3. **Plush comfort that lasts**

*"We were ready to think outside the box."* — Kurt Ling, Principal

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## Slide 5 — What Hand Tufting Really Means

### More Than Beauty—It's Engineering

- Long needles drive ribbon binding tape through all layers
- Tufts are secured with wool rosettes on the surface
- Layers are compressed and locked in place

**Results:** - Prevents shifting and bunching - Reduces valleys over time - Creates a resilient, supportive feel

**Trainer Note:** Stress that tufting replaces glue and excess foam.

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## Slide 6 — Visual Cue: The Tuft

### The Tuft. Take Note and Behold.

- A signature of human craftsmanship
- Cut, stitched, layered, and finished by hand
- Impossible to fake at scale

**Key Line:** The woolen tuft is the signature of handmade—not machine made.

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## Slide 7 — Visual Cue: Lift the Corner

### The Corner of the Bed. Lift It and Decide.

- Heavier mattress = denser materials
- Mass-market foams: 1.1–1.8 lb density
- Posh foams: **2.0 and 3.0 lb density + natural latex rubber**

### Density = Durability

**Trainer Tip:** Let customers physically lift the corner.

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## Slide 8 — Highs and Lows (Height Matters)

### Not All Tall Mattresses Are Better

- Many are tall due to excess materials
- Built for looks, not sleep

**Posh Approach:** - Ideal profiles: ~12", 13½", 14½" - Designed for comfort, balance, and longevity - Pair with 2", 5", or 9" foundations

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## Slide 9 — Peaks and Valleys (Feel Matters)

### Eye Appeal vs. Sleep Experience

- Deep peaks and valleys feel uneven
- Often designed for showroom impact

**Posh Difference:** - Subtle, smoothing contours - Designed to be slept on—not photographed

**Key Message:** Authentic luxury prioritizes experience.

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## Slide 10 — Collection Overview

### Three Comfort Levels. One Philosophy.

- Medium-Firm to Ultra-Plush
- All hand-tufted
- Natural latex + high-density foams
- Motion-isolating design
- Made in the USA

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## Slide 11 — Marvelous™ (Firm)

### Exceptional Support. Beautifully Balanced.

- Gentle surface softness
- Strong, aligning support
- Minimal motion transfer

**Queen:** \$3,399 | **Approx. Weight:** 90 lbs

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## **Slide 12 — Marvelous™ (Medium)**

**Instant Softness. Lasting Support.**

- Soft on top, firm at the core
- Balanced comfort for most sleepers
- Excellent pressure relief + stability

**Queen: \$3,399 | Approx. Weight: 90 lbs**

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## **Slide 13 — Magnificence™ (Plush)**

**Immersive Softness. Elevated Comfort.**

- Gently cradling feel
- Pressure-relieving comfort
- Calm, supportive sleep surface

**Queen: \$3,699 | Approx. Weight: 100 lbs**

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## **Slide 14 — Meticulous™ (Ultra Plush)**

**Deeply Soft. Richly Indulgent.**

- Luxurious, enveloping comfort
- Contours beautifully without collapse
- Ideal for plush lovers

**Queen: \$3,999 | Approx. Weight: 110 lbs**

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## **Slide 15 — Motion Isolation**

**Stillness Between Sleepers**

- Each layer works independently
- Absorbs movement
- Preserves rest—even with a partner

## Slide 16 — Use & Care Essentials

### Protect Your Investment

- Always use a mattress protector
- Fresh stains: blot with soda water
- Set stains: Folex spot cleaner

**Expansion Time:** - Up to 96 hours - Warm rooms expand faster - Higher density = longer recovery

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## Slide 17 — Warranty Overview

### 10-Year Warranty

- 1½" impression limit
- Industry-leading standards
- Built for long-term performance

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## Slide 18 — Frames & Foundations

### Support Is Not Optional

- Heavier mattresses require stronger support
- Queen & King require center support
- Solid or slatted bases (<3" spacing)
- Adjustable foundations approved

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## Slide 19 — How to Sell Posh

### Three Simple Demos

1. **Show the tufts**
2. **Lift the corner**
3. **Explain density—not thickness**

**Close With:** Built by hand. Designed to last.

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## **Slide 20 — Final Takeaway**

### **Posh Is Authentic Luxury**

- Real craftsmanship
- Real materials
- Honest price points

**Built by Hand. Tufted by Hand.**