

Posh™ Hand Tufted Mattress Collection

Sales Training Presentation

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.

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.

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.

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

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.

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.

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.

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", 13¼", 14½" - Designed for comfort, balance, and longevity - Pair with 2", 5", or 9" foundations

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.

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

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

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

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

Slide 15 — Motion Isolation

Stillness Between Sleepers

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

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.

Slide 20 — Final Takeaway

Posh Is Authentic Luxury

- Real craftsmanship
- Real materials
- Honest price points

Built by Hand. Tufted by Hand.