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## National Sleep Foundation partners with Carpenter

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### Will launch line of pillows, mattress toppers, pads

*By David Perry -- Furniture Today, April 26, 2010*

WASHINGTON — The National Sleep Foundation, moving rapidly to build a portfolio of sleep products, has announced a partnership with cushioning supplier Carpenter Co. to launch a line of pillows, mattress toppers and mattress pads under the NSF brand.

All of the products will include National Sleep Foundation materials designed to help consumers improve their sleep.

"The opportunity to work with Carpenter Co. to build a great new product line that promotes comfort and educates Americans about sleep is exciting," said David Cloud, CEO of the NSF. "Combining the National Sleep Foundation's cause to improve sleep health and safety through education with the industry's leading utility bedding manufacturer, designer and marketer accelerates the foundation's ability to help the public."

Carpenter said it will work with the foundation to create NSF-branded products to be distributed throughout the country by major retailers. The products will be independently tested for comfort and support.

"Carpenter is very excited about the new National Sleep Foundation branded products," said Dan Schechter, vice president of sales and marketing at Carpenter. "The National Sleep Foundation is an established name and brand in the U.S. representing quality sleep information. Extending that brand to great sleep products is a logical extension of that brand and we're proud to be a part of this partnership."

The NSF and Serta recently announced that they are working together on a line of Perfect Sleeper mattresses.

The NSF is dedicated to improving sleep health and safety through education, public awareness and advocacy programs. It is a scientific and educational not-for-profit organization.

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