





Welcome to the new Sealy

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& Features Glossary

SLEEP ON IT. YOU'LL SEE.

People are too smart to believe in Sealy just because we make broad claims.

They say “Show me,” and we do.

ULTIMATE COMFORT

No matter who you are or how you sleep there's a Sealy mattress designed to balance the support you need with the feel you prefer. Our years of expertise guarantee that, whether you like soft or firm, you'll never give up comfort for support.

ENGINEERED FOR EXCEPTIONAL QUALITY

Sealy mattresses are precisely engineered and tested beyond industry standards until they meet our higher Sealy standards to deliver quality and durability. And they're backed by 5 and 10 year warranties so you can be confident that your Sealy will support you for years to come.

SMART INNOVATION

We focus our innovative technology where it matters most and where it can deliver real value for our customer. That means no gimmicks—only proven advances that make a real difference for a reasonable price.

DESIGNED IN THE U.S.A.

Sealy mattresses are designed in the U.S.A. and built in elite strom, an official licensee of Sealy. Cutting-edge technology and years of elite strom's expertise ensure long lasting quality. When you buy a Sealy mattress, you invest in the absolute sleeping surface one could crave for.



PROUD SUPPORTER OF YOU™

At the heart of every Sealy mattress is the support that's right for you.

Only Sealy has Posturepedic Technology™ to provide more support where you need it most. By precisely engineering the mattress into specific zones, we're able to target reinforced support, while providing exceptional full-body support. In every mattress we make, Sealy combines smart innovation, precise engineering and industry-leading testing to ensure quality and durability. You can trust Sealy to deliver durable support and comfort in every mattress we make.





Exclusive to Sealy, Posturepedic Technology™ leverages 65 years of experience to provide support that's right for you.

We understand the human body and that each part of you needs a different kind of support. That's why Sealy's exclusive Posturepedic Technology™ targets the heaviest part of your body, with reinforced support where you need it most. Only Posturepedic Technology's zoned support gives you deep, targeted support for exceptional all-over comfort.



POSTUREPEDIC TECHNOLOGY™ IS NOW FEATURED IN EVERY SEALY LINE

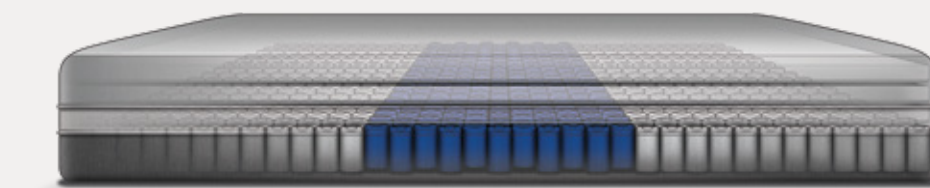
Engineered with zones of support, Posturepedic Technology™ pairs state-of-the-art engineering with the highest quality materials to target the right level of support for each area of the body, resulting in exceptional all-over comfort.



SEALY RESPONSE™ LINE

Exclusive technique uses additional foam in the mattress quilt middle area, for reinforced support where you need it most.

Support that “holds” you.



SEALY HYBRID™ LINE

This hybrid uses reinforced coils nested in the middle area for reinforced support, where you need it most.

Support that “holds & hugs” you.

SEALY HAS THE SUPPORT THAT’S RIGHT FOR YOU

No matter who you are or how you sleep there's a Sealy mattress designed to balance the support you need with the feel you prefer. Our years of expertise guarantee that, whether you like soft or firm, you'll never give up comfort for support.

SEALY LINES

SEALY RESPONSE™



Our innerspring mattresses offer exceptional full-body support with ease of movement, for that sleep-on-top feeling and the comfort you want. We use exclusive Posturepedic Technology™ to deliver the stable, all-over support you want, with reinforced support under the heaviest part of your body, where you need it most.

SEALY HYBRID™



Our innovative Hybrid mattresses pair the responsive support of an innerspring with the body conforming comfort of memory foam. This unique Hybrid design provides the best of both: lightly-conforming comfort on top, with stable deep down support below. We use exclusive Posturepedic Technology™, with reinforced coils to deliver reinforced support, in the area where you need it most.







A MATTRESS FOR EVERY KIND OF SLEEPER

Recognize the importance of sleep
invest in your mattress and avoid
thinking about mattresses in the future.



ICONOGRAPHY

We have designed a set of icons that serve as visual cues to help our consumers understand the various features of each mattress.

<p>PRESSURE RELIEVING FOAMS</p> <div></div> <p>Specialty foams adapt to your body helping to relieve pressure points for personalized comfort</p>	<p>CLIMATE CONTROL</p> <div></div> <p>Moisture-wicking fabric and cool-to-the-touch technologies help promote a comfortable sleeping environment</p>
<p>ZONED SUPPORT</p> <div></div> <p>Reinforced center supporting the heaviest part of your body, where you need it most</p>	<p>CLEAN TECHNOLOGY</p> <div></div> <p>Protects the mattress from common allergens, such as dust mite dander, helping it stay fresh</p>
<p>REINFORCED EDGE</p> <div></div> <p>Technologies that add durable support for sitting and extend the sleeping surface</p>	<p>ADJUSTABLE BASE COMPATIBLE</p> <div></div> <p>Special design to work with adjustable bases</p>



RESPONSE



SEALY RESPONSE™

A traditional innerspring option that responds to your every movement and offers an exceptional level of support, including our exclusive Postpurepedic Technology™.

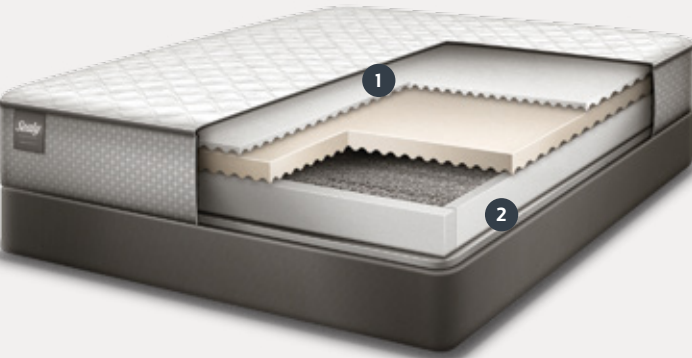


GENERAL OVERVIEW

			SEALY PREMIUM™ COLLECTION
		SEALY PERFORMANCE™ COLLECTION 2	Posturepedic™ TECHNOLOGY
		SEALY PERFORMANCE™ COLLECTION 1	8 Handles
SEALY ESSENTIALS™ COLLECTION	Posturepedic™ TECHNOLOGY	Posturepedic™ TECHNOLOGY	AllergenProtect™
4 Handles	4 Handles	MoistureProtect™	MoistureProtect™
Stretch Knit Cover*	ComfortLoft™ Cover	ComfortLoft™ Cover	SupremeLoft™ Cover
SealyCushion™ Air Foam	SealyCushion™ Air Foam	SealyCushion™ Air Foam	SealyCushion™ Air Foam SealyCool™ Gel Memory Foam
Response Coil System*	Response Pro Encased Coil System	Response Pro Encased Coil System	Response Pro Encased Coil System
SolidEdge™ HD System*	DuraFlex™ Edge System*	DuraFlex™ Edge System	DuraFlex™ Edge System
GOOD			BETTER
			BEST

RESPONSE ESSENTIALS COLLECTION

JOY



1
SealyCushion™ Air Foam*
Cushioning foam formed with peaks and valleys to allow additional airflow, as well as added softness for more comfort.



2
SolidEdge™ HD System*
A reinforced foam border around the mattress edge so you can use the full surface of the mattress, as well as providing a solid seating surface.



FEATURING

- Response Coil System* / Coil Count: 651
- 4 Handles

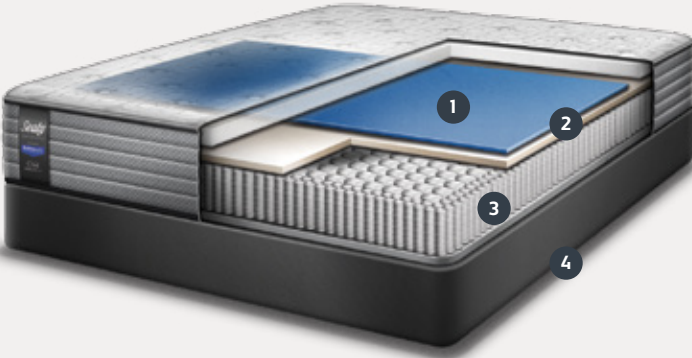
AVAILABLE MODELS

- Firm, Cushion Firm

Designed in the U.S.A. 5 Year Limited Warranty

RESPONSE PERFORMANCE COLLECTION
WITH EXCLUSIVE POSTUREPEDIC TECHNOLOGY

ENERGY



1
Zoned Support
Reinforced center supporting the heaviest part of your body, where you need it most.



2
SealyCushion™ Air Foam
High quality cushioning foam used in the quilt and comfort layers, in a range of comfort preferences.



3
DuraFlex™ Coil Edge System*
High-density, flexible coil border surrounding the mattress for better edge support, more usable sleeping surface and improved durability.



4
Adjustable Base Compatible
Special design to work with adjustable bases.



FEATURING

- Response Pro Encased Coil System / Coil Count: 988
- 4 Handles

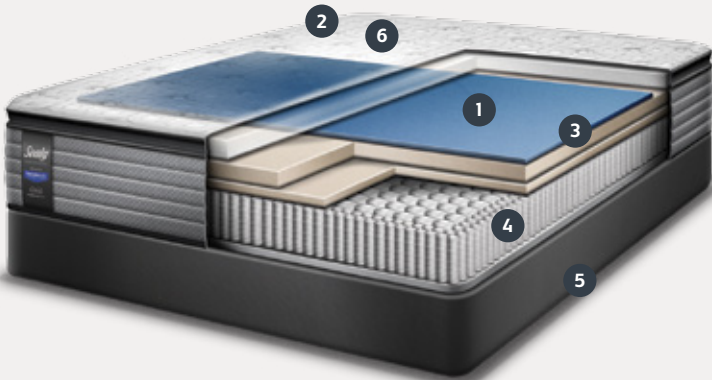
AVAILABLE MODELS







- Cushion Firm, Plush Tight Top

Designed in the U.S.A. 10 Year Limited Warranty

RESPONSE PERFORMANCE COLLECTION
WITH EXCLUSIVE POSTUREPEDIC TECHNOLOGY

PASSION



 1 Zoned Support Reinforced center supporting the heaviest part of your body, where you need it most.	 2 MoistureProtect™ Cover fabric designed to draw moisture away from your body during the night, helping to keep you more comfortable.	 3 SealyCushion™ Air Foam High quality cushioning foam used in the quilt and comfort layers, in a range of comfort preferences.
 4 DuraFlex™ Coil Edge System* High-density, flexible coil border surrounding the mattress for better edge support, more usable sleeping surface and improved durability.	 5 Adjustable Base Compatible Special design to work with adjustable bases.	 6 AllergenProtect™ Protects the mattress from common allergens, such as dust mite dander, helping it stay fresh.

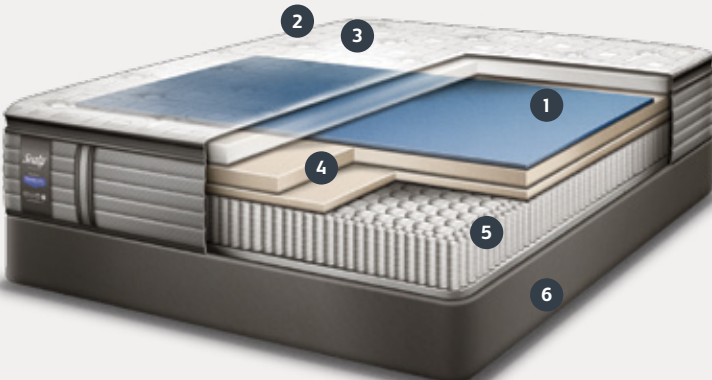


- FEATURING
- Response Pro Encased Coil System / Coil Count: 988
 - 4 Handles
- AVAILABLE MODELS
- Plush Pillowtop, Cushion Firm

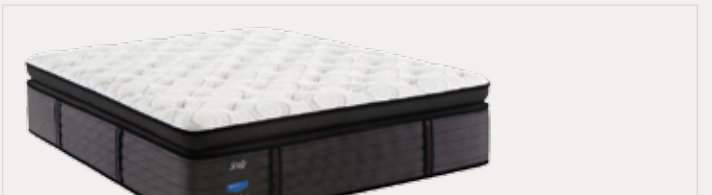
Designed in the U.S.A. 10 Year Limited Warranty

RESPONSE PREMIUM COLLECTION
WITH EXCLUSIVE POSTUREPEDIC TECHNOLOGY

LAVISH



 1 Zoned Support Reinforced center supporting the heaviest part of your body, where you need it most.	 2 MoistureProtect™ Cover fabric designed to draw moisture away from your body during the night, helping to keep you more comfortable.	 3 AllergenProtect™ Protects the mattress from common allergens, such as dust mite dander, helping it stay fresh.
 4 SealyCool™ Gel Memory Foam Conforming memory foam with gel added for additional flexible, durable support.	 5 DuraFlex™ Coil Edge System* High-density, flexible coil border surrounding the mattress for better edge support, more usable sleeping surface and improved durability.	 6 Adjustable Base Compatible Special design to work with adjustable bases



- FEATURING
- Response Pro Encased Coil System / Coil Count: 988
 - 8 Handles
- AVAILABLE MODELS
- Plush Pillowtop

Designed in the U.S.A. 10 Year Limited Warranty



SEALY RESPONSE SPECIFICATIONS

COLLECTION	Sealy Essentials™	Sealy Essentials™	Sealy Performance™	Sealy Performance™	Sealy Performance™	Sealy Premium™
NAME	JOY	JOY	ENERGY	ENERGY	PASSION	LAVISH
HEIGHT	26cm	26cm	30cm	30cm	34cm	34cm
FORMAT	Tight Top	Tight Top	Tight Top	Tight Top	Pillowtop	Pillowtop
FEEL	Firm	Cushion Firm	Cushion Firm	Plush	Plush	Plush
POSTUREPEDIC TECHNOLOGY™			Yes	Yes	Yes	Yes
COVER	Stretch Knit Cover	Stretch Knit Cover	ComfortLoft™ Cover	ComfortLoft™ Cover	ComfortLoft™ Cover with MoistureProtect™ and AllergenProtect™	SupremeLoft™ Cover with MoistureProtect™ and AllergenProtect™
QUILT	SealyCushion™ Air Foam	SealyCushion™ Air Foam	SealyCushion™ Air Foam	SealyCushion™ Air Foam	SealyCushion™ Air Foam	SealyCushion™ Air Foam
PILLOWTOP					SealyCushion™ Extra Soft Foam	SealyCool™ Gel Memory Foam
COMFORT	SealySupport™ Foam	SealySupport™ Foam	SealySupport™ Ultra Firm Foam	SealyCushion™ Extra Soft Foam	SealyCushion™ Extra Soft Foam	SealyCushion™ Extra Soft Foam
COIL	Response Coil System Coil Count: 651	Response Coil System Coil Count: 651	Response Pro Encased Coil System Coil Count: 988	Response Pro Encased Coil System Coil Count: 988	Response Pro Encased Coil System Coil Count: 988	Response Pro Encased Coil System Coil Count: 988
EDGE	SolidEdge™ HD System	SolidEdge™ HD System	DuraFlex™ Edge System	DuraFlex™ Edge System	DuraFlex™ Edge System	DuraFlex™ Edge System
BASE	SealySupport™ Firm Foam	SealySupport™ Firm Foam	SealySupport™ Firm Foam	SealySupport™ Firm Foam	SealySupport™ Ultra Firm Foam	SealySupport™ Ultra Firm Foam
HANDLES	4	4	4	4	4	8
WARRANTY	5 Year Limited Warranty	5 Year Limited Warranty	10 Year Limited Warranty	10 Year Limited Warranty	10 Year Limited Warranty	10 Year Limited Warranty



HYBRID



| SEALY HYBRID |

SEALY HYBRID™

Our innovative Hybrid mattresses pair the responsive support of an innerspring with the body conforming comfort of memory foam. This unique Hybrid design provides the best of both: lightly-conforming comfort on top, with stable deep down support below.



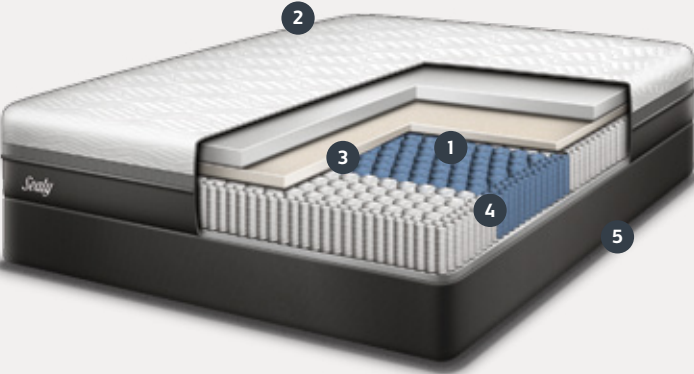
GENERAL OVERVIEW

		HYBRID PREMIUM™ COLLECTION
	HYBRID PERFORMANCE™ COLLECTION	
	Posturepedic™ TECHNOLOGY	Posturepedic™ TECHNOLOGY
HYBRID ESSENTIALS™ COLLECTION		ChillTech™ UltraStretch High-Loft Knit Bolder Colored Cover
	Posturepedic™ TECHNOLOGY	UltraStretch High-Loft Knit Bold Colored Cover
		DuoChill™ Cooling System (Cool-to-the-touch foam & cover)
UltraStretch Mid-Loft Knit Cover	Chill™ Technology (Cool-to-the-touch foam)	AllergenProtect™
MoistureProtect™	Zoned Support (Coil Zoned)	Zoned Support (Coil Zoned)
Sealy ComfortSense™ Foam	Sealy Immersion™ Advanced Memory Foam	Sealy Immersion™ Advanced Memory Foam
Response Pro Zoned Coil System	Response Pro™ Zoned Coil System	Response Pro™ Zoned Coil System
DuraFlex™ Coil Edge System	DuraFlex™ Coil Edge System	DuraFlex™ Coil Edge System
GOOD	BETTER	BEST

*Select models

HYBRID ESSENTIALS COLLECTION

STELLAR



1 Zoned Support
In the center zone, with reinforced coils for even better support where you need it most.

2 MoistureProtect™
Cover fabric designed to draw moisture away from your body during the night, helping to keep you more comfortable.

3 Sealy ComfortSense™ Foam
The latest innovation in gel memory foam, designed to respond to your body's unique shape for a more comfortable night's sleep.

4 DuraFlex™ Coil Edge System
High-density, flexible coil border surrounding the mattress for better edge support, more usable sleeping surface and improved durability.

5 Adjustable Base Compatible
Special design to work with adjustable bases.

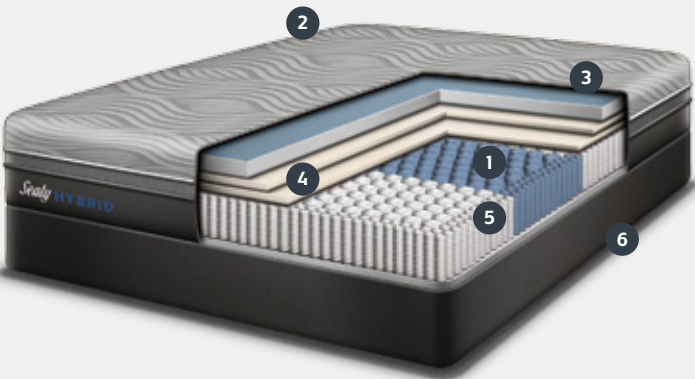


- FEATURING
- Sealy Response Pro Zoned Encased Coil / Coil Count: 1010
- AVAILABLE MODELS
- Cushion Firm

Designed in the U.S.A. 10 Year Limited Warranty

HYBRID PERFORMANCE COLLECTION
WITH EXCLUSIVE POSTUREPEDIC TECHNOLOGY

MAJESTIC



1 Zoned Support
In the center zone, with reinforced coils for even better support where you need it most.



2 MoistureProtect™
Cover fabric designed to draw moisture away from your body during the night, helping to keep you more comfortable.



3 Chill™
Cool-to-the-touch technologies help promote a comfortable sleeping environment.



4 Sealy Immersion™ Advanced Memory Foam
Conforming memory foam with gel added for additional flexible, durable support.



5 DuraFlex™ Coil Edge System
High-density, flexible coil border surrounding the mattress for better edge support, more usable sleeping surface and improved durability.



6 Adjustable Base Compatible
Special design to work with adjustable bases.



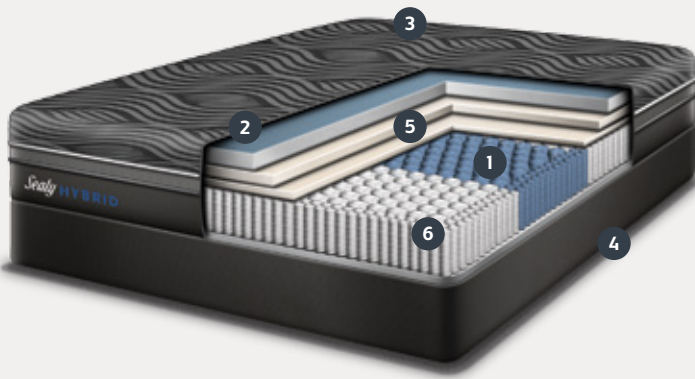
FEATURING
• Response Pro™ Zoned Coil System / Coil Count: 1010

AVAILABLE MODELS
• Cushion Firm

Designed in the U.S.A. 10 Year Limited Warranty

HYBRID PREMIUM COLLECTION
WITH EXCLUSIVE POSTUREPEDIC TECHNOLOGY

DIVINE



1 Zoned Support
In the center zone, with reinforced coils for even better support where you need it most.



2 DuoChill™ Cooling System
For 2X the cool-to-the-touch comfort, Sealy Chill™ Technology is featured in both our performance cover and on the sleep surface.



3 AllergenProtect™
Protects the mattress from common allergens, such as dust mites, helping it stay fresh.



4 Adjustable Base Compatible
Special design to work with adjustable bases.



5 Sealy Immersion™ Advanced Memory Foam
A slower response memory foam with an open cell structure, allows for a more breathable, comfortable sleep surface.



6 DuraFlex™ Coil Edge System
High-density, flexible coil border surrounding the mattress for better edge support, more usable sleeping surface and improved durability.



FEATURING
• Response Pro™ Zoned Coil System / Coil Count: 1010

AVAILABLE MODELS
• Cushion Firm

Designed in the U.S.A. 10 Year Limited Warranty

SEALY HYBRID SPECIFICATIONS

COLLECTION	Sealy Essentials™	Sealy Performance™	Sealy Premium™
NAME	STELLAR	MAJESTIC	DIVINE
HEIGHT	29cm	31cm	33cm
FORMAT	Smooth Top, Waterfall Construction	Smooth Top, Waterfall Construction	Smooth Top, Waterfall Construction
FEEL	Cushion Firm	Cushion Firm	Cushion Firm
POSTUREPEDIC TECHNOLOGY	Yes	Yes	Yes
COVER	UltraStretch Mid-Loft Knit Cover	UltraStretch High-Loft Knit Bold Colored Cover with Moisture-Wicking Technology	ChillTech™ UltraStretch High-Loft Knit Bolder Colored Cover with DuoChill™ Technology & Allergen Protect™
COMFORT	4cm Sealy ComfortSense™ Foam 4cm SealySupport™ Foam	4cm Sealy Immersion™ Advanced Memory Foam with Chill™ 2,5cm Sealy ComfortSense™ Foam 4cm SealySupport™ Foam	4cm Sealy Immersion™ Advanced Memory Foam with Chill™ 4cm Sealy ComfortSense™ Foam 4cm SealySupport™ Foam
EDGE	DuraFlex™ Coil Edge System*	DuraFlex™ Coil Edge System*	DuraFlex™ Coil Edge System*
BASE	2cm SealySupport™ Firm Foam	2cm SealySupport™ Ultra Firm Foam	2cm SealySupport™ Ultra Firm Foam
COIL	Response Pro Zoned Encased Coil Coil Count: 1010	Response Pro™ HD Zoned Coil System Coil Count: 1010	Response Pro™ HD Zoned Coil System Coil Count: 1010
WARRANTY	10 Year Limited Warranty	10 Year Limited Warranty	10 Year Limited Warranty

USE AND CARE

CARRYING OR MOVING A MATTRESS

When possible, two people should carry the mattress flat on its side to reduce the possibility of the mattress getting damaged. Bending a mattress may damage the innerspring unit, however flexing the mattress through doorways should not harm it.

CLEANING THE MATTRESS

To keep the mattress clean, it is recommended that you use a protective mattress pad. Vacuuming is the only recommended cleaning method. To clean a stain, use mild soap with cold water and apply lightly, being careful not to soak the mattress or foundation. Dry cleaning fluids may damage some of the materials in the mattress.



COMPONENTS & FEATURES GLOSSARY

COILS

We use advanced, precisely-engineered coil systems that promote proper alignment and provide the all-over support you need for a comfortable night’s sleep.

Response Coil System

Exclusive coil design provides the perfect balance of comfort and deep down support for a superior night’s rest, tempered for the utmost quality.

Response Pro Encased Coil System

Barrel-shape coils ensure you get the right support, where you need it. Encased to allow each coil to move independently, for more targeted support and reduced motion transfer.



Response Pro™ Encased Coil System

Densely packed system of hourglass-shape coils with a dual-stage design to ensure you get the right support, where you need it. Encased to allow each coil to move independently, for more targeted support and reduced motion transfer.

Response Pro™ ZONED Encased Coil System

Densely packed system of hourglass-shape coils with a dual-stage design to ensure you get the right support, where you need it. In the center zone, there are reinforced coils for even better support where you need it most. Encased to allow each coil to move independently, for more targeted support and reduced motion transfer.

COOLING TECHNOLOGIES

DuoChill™ Cooling Sleep System

For twice the cool-to-the-touch technology, Sealy Chill™ Technology is featured in both our Chill™ Performance Tech Cover & on the sleep surface of our Sealy Chill™ Immersion™ Advanced Memory Foam.

EDGE SYSTEMS



DuraFlex™ Coil Edge System

High-density, flexible coil border surrounding the mattress for better edge support, more usable sleeping surface and improved durability.

SolidEdge™ HD System

A reinforced foam border around the mattress edge so you can use the full surface of the mattress, as well as providing a solid seating surface.

COVERS & TREATMENTS



SupremeLoft™ Cover

High-loft, durable knit breathable fabric delivers a super comfortable, soft feel next to your body.

ComfortLoft™ Cover

Mid-loft, soft knit fabric with durable spun yarns for a plush feel next to your body.

Chill™ Performance Tech Cover (Hybrid)

The Chill™ Performance Tech Cover is a high loft, breathable and super stretchy cover with an innovative design, delivering a soft initial feel and Sealy’s unique cool-to-the-touch technology.

“All-way stretch,” / 2x stretch / Hugs your body more

Stretch Knit Cover

Stretchable knit fabric.

MoistureProtect™

Performance enhancement to the cover fabric designed to draw moisture away from your body during the night, helping to keep you more comfortable.

Clean Technology

Protects the mattress from common allergens, such as dust mite dander, helping it stay fresh.

HANDLES



Border Handles

4 or 8 durable vertical handles along the sides of the mattress to allow easy movement.

FOAMS

We use durable, high quality foams that deliver the cushioning support you need for a comfortable night’s sleep.



SealyCushion™ Foam

High quality cushioning foam used in the quilt and comfort layers, in a range of comfort preferences.



SealyCushion™ Air Foam

Cushioning foam formed with peaks and valleys to allow additional airflow, as well as added softness for more comfort.



SealySupport™ Foam

High quality firmer supportive foam used in all layers.



SealyCool™ Gel Memory Foam

Conforming memory foam with gel added for additional flexible, durable support.



Sealy ComfortSense™ Foam

The latest innovation in gel memory foam, designed to respond to your body’s unique shape for more comfortable night’s sleep.

Sealy Immersion™ Advanced Foam (with Chill™ Cooling Technology)

A slower response memory foam with an open cell structure, allows for a more breathable, comfortable cool-to-the-touch sleep surface.

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