

# Why We Make Our Own Mattresses

When first opening our Ventura County mattress store in 1986, I was faced with the big decision of which brands to showcase, and which qualities would best suit my store. How it works for most mattress stores, is a representative from each major mattress brand, will walk into your store and try to sell you on their mattresses. They make all sorts of promises, ranging from the best prices to the best quality. All the mattress brands do the same thing, and there are a lot of companies, competing for a limited amount of retail floor space.

However, these practices are underscored by a major problem within the mattress industry: the name brand mattress manufacturers, buy all of their materials from the same company suppliers. Therefore, they are all essentially making the same product, but with small cosmetic or non-essential changes, in an attempt, to stand out from their competitors. The retailer is stuck between wanting meaningful change, or jumping on the bandwagon, by promoting seductive brand names, price or beautiful cosmetics. Combined with the consumer demand for lower and lower prices, the quality of product gets driven down to nothing. Sooner or later, the consumer will be faced with replacing their mattress every 3-5 years.

As a retailer, Spencer's Ventura Mattress decided to break this vicious cycle and take matters into our own hands. The first thing we did, was to shed the major brands from our showrooms. We went on the hunt, for boutique-level family-run mattress manufacturers, that purchase the same materials as the major manufacturers. Secondly, we stated specific components that were a bit more expensive, but ensured our customers would get a better value - and a better night's sleep - when it came to price and durability. The third thing we did, was create a private label that included our own "secret sauce" of proprietary changes, under the Spencer's brand. This gave us exclusivity, with the point of difference that we were looking for as a business.

Unfortunately, our competitors started doing the same thing we did. Consumers are now inundated with mass brand confusion, and a market that is flooded with ostensibly "boutique" mattresses with boutique price tags, but are basically all the same product.

As a company, Spencer's Ventura Mattress tries to offer less confusion and more value to our customers. Once again, we decided to take matters into our own hands and started manufacturing our mattresses in-house. We manufacture each mattress right here in Ventura, with our customer's needs in mind. We work very hard, to provide them with the essential tools for the best night's sleep. In servicing these needs, we've found that everything else falls into place.

Sleep is an instinctual part of our daily lives, and is so vitally important that our lives depend on it! The proper mattress can help you sleep more comfortably, which in turn will boost your immune system. When we reach REM sleep, otherwise known as "The Dream State", your cells kick in and start the rebuilding process, recovering from the strains of the day. The right mattress plays a big part in our health and well-being. Our components to reaching REM sleep would be: sleeping environment, light and noise level, room temperature and your sleeping surface. When we build your mattress, we keep all of these variables in mind.

At Spencer's Ventura Mattress, we refuse to sell you a mattress that's been reduced to price and brand. It's far more important to us, that our customers feel good and have a healthy and productive life. If you would like to learn more, please visit our factory and company store. We will educate you, without the intention of making a sale.

*Respectfully, Spencer*



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