

# Leggett & Platt<sup>®</sup>

INCORPORATED

## Memory Foam

### 3 Common Objections

- **Odor**—Memory Foam, like many products manufactured from petroleum-based chemicals, can retain an initial odor, which dissipates over time.
- **Cradling Effect**—Memory Foam inherently is very soft to touch while it does support during use, can often times allow the sleeper to “sink” deeper in the foam than other types of foam.
- **Warm**—Memory Foam, which is generally associated with being much heavier than conventional foams, tend to build up heat simply due to the material being so dense.

### 3 Leggett Solutions

#### Eliminates Odor



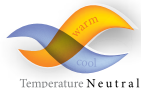
- **Fresh Foam technology** alleviates odors associated with new memory foam.  
Leggett & Platt's new proprietary chemistry allows for much less initial odor and ongoing odor elimination through the use of Activated Carbon. It's the same type material often found in premium air filters and other odor filtration devices.

#### Eliminates Cradle



- **Strut Reinforcing cellular Technology (SRT)** provides strength in the cell structure unsurpassed in the industry. SRT, made its' debut in the Spring of 2005. With its' advanced cellular technological breakthrough, Leggett has created a product unmatched in the industry. Cradling is reduced with SRT.

#### Eliminates Heat



- **Proprietary chemical formulation** translates into a more temperature neutral foam where heat is not allowed to buildup. Leggett's engineering team met the challenge of addressing consumer comfort by inventing foam chemistry solely for eliminating the natural tendencies of heat buildup associated with memory foams.