

Protect-A-Bed

2010: 30-Year Anniversary of Mattress Protection

Protect-A-Bed was incorporated in 2000 to distribute unique waterproof mattress protectors in the USA. By 2003 the business had grown to revenues in excess of \$3.5 million and was represented in 40 states. Early in 2004 Protect-A-Bed Chicago established operations in the Midwest to further facilitate the growing distribution needs in the USA. Despite the 2008/2009 economic downturn Protect-A-Bed's high double digit annual compound growth rate continued through 2009, and is expected to continue for several more years. The Protect-A-Bed® brand has become synonymous with bedding protection and quality, due to the combined efforts of the dedicated Protect-A-bed Team.

TEAM

During its ten years in business Protect-A-Bed has successfully built up a strong infrastructure consisting of a dynamic team of sales associates, trainers, customer service representatives and administrative personnel in Philadelphia and Chicago, as well as a group of the best independent sales representatives across the USA. In addition the Protect-A-Bed product is represented by outstanding distributors in 27 countries across the world, including our exiting new Joint Venture in China, Hong Kong and Taiwan.

The Team is led by CEO: James Bell, President: Clive Goldin, and Non-executive Chairman of the Board: David Kaplan, with combined business experience of over 80 years. James brings over 30 years of marketing, retail and manufacturing & distribution experience to Protect-A-Bed, Clive spent over 28 years in sales and distribution, and David, the original inventor of the product, provides valuable insights gained from his 30 years in the industry and his experience with the product in South Africa, Australia and New Zealand. The financial health of the business is in the hands CFO: Anneke Chamy, bringing 28 years of accounting and investment banking experience to the Team.

CUSTOMERS

Our team's focus and dedication is to provide complete customer satisfaction and Protect-A-Bed's promise is our assurance that we will not compromise on quality and service.

Built on this philosophy, Protect-A-Bed supplies mattress and pillow protectors to 8 of the 11 Top Bedding Specialists in the USA, several of the top 100 US furniture chains, all the major distributors in the pest control industry and most major hotel brands. The company currently has in excess of 7,000 furniture and bedding store clients in the USA and dominates the pest control and hospitality markets with bedding protection products.

Key to Protect-A-Bed's customer focus is a training program that it offers its major clients. The program has been developed to making its clients' sales forces familiar with the product's features and benefits, as well as the most effective approach and introduction techniques to the end user.

PRODUCTS

Protect-A-Bed's mattress protector was originally developed and introduced in South Africa in 1980.

The original Snugfit product developers set out to make a product which would provide a healthy, hygienic and comfortable sleeping environment. After a long and thorough research and development effort the Protect-A-Bed premium product was created in its current form.

Until the introduction of mattress protectors by Protect-A-Bed in 2000, the USA market was only familiar with mattress pads. Mattress pads were originally conceptualized when mattresses became thinner and less padded during the depression years. The quilted mattress pad was a solution adding comfort, some protection and renewed life to a mattress. Modern mattresses have plush, padded layers built into the mattress eliminating the need for additional padding. The only necessary top of bed product is a protector that will protect the mattress from contaminants, and the sleeper from allergens – a Protect-A-Bed product.

A mattress represents a considerable financial investment, worthy of protection against accidents, allergens and early deterioration. In addition to financial considerations the success of the Protect-A-Bed mattress protectors with consumers is based on the fact that a mattress is in close personal use daily and demands hygienic protection. As awareness of sleep environment hygiene grows, more and more consumers become convinced of the importance to protect mattresses and pillows against dust mites and other invasive allergens – something that a mattress pad cannot do.

Protect-A-Bed offers a premium line of bedding and health protection products for pillows, mattresses and box springs, all of which features our waterproof “Miracle Membrane[®]” providing an air vapor porous barrier between the user and the mattress/pillow, and have the following features:.

- The only bedding protection products with Miracle Membrane[®]
- Cotton toweling on certain products: Cool in summer and warm in winter. No Sweat – It Breathes
- 100% Waterproof & Super Absorbent – protects the mattress from all liquid stains and spills
- Effective at preventing bacteria, allergens and dust mites from breeding in the pillow & mattress (a major cause of asthma, eczema and rhinitis)
- Quiet and cool to sleep on
- Easy to install, use and maintain
- Can be machine washed at warm temperature and tumble dried on medium settings
- Easy stretch fabric
- Fits pillow top mattresses
- FR compliant
- Tested for harmful substances

The original Protect-A-Bed Premium fitted sheet style mattress protector is constructed using a cotton terry toweling sleeping surface, laminated to a Miracle Membrane[®]. In keeping with its culture of innovation, Protect-A-Bed invested heavily in research and development and expanded the product line to include mattress encasements that more fully address the specific problems of allergy sufferers (over 50% of the general population), as well as the world wide emerging bed bug problem. New sleeping surfaces were introduced at the same time to address market needs.

Protect-A-Bed was the first company to commission and successfully complete independent research on its products to prove that it is bedbug escape, entry and bite proof. The bedbug control products features the unique patented (US Patent No. 7,552,489) BugLock[®] zipper closure and reinforced French seams. Throughout the development and refinement of the product, Protect-A-Bed worked closely with leading entomologists for testing purposes.

At the recent 92nd annual International Hotel/Motel & Restaurant Show[®] (November 2007) Protect-A-Bed's AllerZip[®] product won the Editors' Choice Award in the Essentials category, underscoring the market need for encasement products.

Innovation at Protect-A-Bed did not end at the introduction of encasement products. Over the last two years Protect-A-Bed introduced products aimed at safe and hygienic disposal of bedbug infested bedding, and developed several waterproof mattress pad solutions for customers that still prefer a mattress pad, but with the added benefits of the Miracle Membrane[®] barrier. Several new fabric choices have been added, and “**WATCH THIS SPACE!**” - the innovation continues.

SUPPLY

Protect-A-Bed provides for the needs of its US customers from its warehouse and distribution facility in Chicago, IL. In order to ensure seamless operations for its customers, Protect-A-Bed maintains significant inventory levels, and has several manufacturing capacities worldwide.