



Every Mattress Needs Protection

Protect-A-Bed® Student Bedding Protection Kits Keep Out Bed Bugs *Kits provide full bedding protection against bed bugs in college dorms*

CHICAGO (August 3, 2010) – Protect-A-Bed, a leading provider of bedding protection products, now offers a [Student Bedding Protection Kit](#) specifically for students living in college dorms to help fight potential bed bug infestations.

Mattress encasements, like those found in the Student Bedding Protection Kit, are recognized as one of the most important parts of a proactive plan to address bed bug infestations by entomologists and pest control professionals. Mattress encasements are helpful in the early detection of bed bugs because they make the signs of an infestation readily identifiable while protecting the mattress.

Products like mattress encasements have become particularly important in the college setting, as the numbers of high profile college dorm infestations continue to appear in the news.

“Whenever you have a large number of people coming from a variety of places to a single residential building, you have a bed bug risk,” said Protect-A-Bed CEO James Bell. “Colleges are certainly vulnerable thanks to the sheer number of people they house. Bed bugs have been found in large urban universities and small rural colleges. No institution of higher learning is immune.”

Mattress encasements make the telltale signs of bed bug infestation visible, as bed bug fecal spotting appears vividly on the white fabric. Also, mattress encasements eliminate the hiding places bed bugs typically find within the seams of a mattress. In addition to making the signs of an infestation noticeable, a properly installed mattress encasement will prevent the mattress from having to be discarded in the event that bed bugs are found.

After installing the bedding protection kit, Bell encourages the following three-step process for inspecting a dorm room frequently throughout the course of the school year:

1. Encasements restrict the movement of bed bugs to the outside, where they can easily be detected. Look for fecal spotting and blood spots on the white encasement.
2. Pull the bed frame away from the wall and inspect all corners. Because the bed frame moves less than the mattress, bed bugs often hide there.
3. Inspect all other upholstered items in the dorm room, including chairs and couches – check seams and look under cushions.

“As the number of bed bug infestations at colleges continues to rise, students are increasingly affected by infestations in dormitories and need to understand how to inspect a room and how to protect themselves,” Bell said. “Our Student Bedding Protection Kit offers everything a student needs to protect their bedding from bed bugs, while offering additional benefits like protection against liquids, dust mites, and other allergens.”

Protect-A-Bed’s Student Bedding Protection Kit features three products that offer bedding protection against bed bugs:

- **Protect-A-Bed’s Twin XL AllerZip® Mattress Encasement:** AllerZip Mattress Encasements are bed bug entry, escape and bite proof. The encasements feature a three-sided zipper for ease of use along with the BugLock® and Secure Seal® which completely locks the encasement in place and keeps bed bugs and allergens out. Double-stitched seams and the soft, waterproof surface also add a further level of protection around the entire encasement. Featuring the innovative Miracle Membrane®, each encasement keeps liquids out yet remains breathable. Each Student Bedding Protection Kit contains one AllerZip mattress encasement.
- **Protect-A-Bed Mattress Protector:** The Student Bedding Protection Kit includes a fitted sheet style mattress protector to go on top of the mattress encasement to help keep it clean and to make it as easy as possible for students to maintain a hygienic sleep environment. Like the mattress encasement, the mattress protector features the Miracle Membrane, which makes the protector waterproof, yet cool and comfortable to sleep on.
- **Protect-A-Bed’s Pillow Protector:** The Kit also includes a pillow protector to aid in providing a bed bug-free sleep zone. With a cotton terry surface, Protect-A-Bed’s unique pillow protectors provide a cool, comfortable place to sleep while creating a bed bug and allergen-free sleeping environment. Each Student Bedding Protection Kit contains one pillow protector.

The Protect-A-Bed Student Bedding Protection Kit does more than assist in bed bug management. Many dorm mattresses have been slept on by multiple people, are filled with dust mites and other allergens, and have stains from bodily fluids and other liquids. Mattress protection creates a layer between students and what’s lurking in their mattresses, to create a more hygienic sleep environment. Furthermore, mattress protection will prevent additional damage to the mattress in the event of an accident. Student-caused damage to a mattress results in damage fees at many colleges and universities.

The Student Bedding Protection Kit costs \$99.99, and more information is available at the Protect-A-Bed website at www.protectabed.com.

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About Protect-A-Bed®

Protect-A-Bed offers consumers a complete line of protective bedding products because every mattress needs protection. Now celebrating its 30th anniversary year and selling in 27 countries, the company is a worldwide leader in mattress protection innovation. Protect-A-Bed products help create a dry, hygienic, bed bug free and anti-allergy sleep zone while protecting the mattress warranty. The company developed the proprietary Miracle Membrane® and patented Bug Lock® with Secure Seal® three-sided zipper system. Protect-A-Bed products are listed as Class 1 Medical Devices with the Food and Drug Administration and have received the Good Housekeeping Seal. For more information, visit www.protectabed.com