



GUARDIAN
PROTECTION PRODUCTS, INC.

Mattress Protector Program Repositioning

The Furniture Protection Category Retail Model



What Do Furniture Protection Plans Protect Consumers From?

(HINT: Looking for a One Word Answer)

The Mattress Protection Category Opportunity



What is the message all protection plan vendors have used to sell mattress protectors?

FILL IN THE BLANKS:

“Any Stain Will Void Your Warranty.”

The Mattress Protection Category Opportunity



- How many of you (personally) have ever been denied coverage on a mattress because a stain voided your warranty?
- So how valuable do you think our “protect your warranty” proposition really is to the average consumer?

The Mattress Protection Category Opportunity



- Fundamentally, this means our stain and damage furniture protection plan coverages may have more perceived value to the consumer – and the sales associate.
- Moreover, any retailers say their mattress protection category performance PULLS DOWN their overall protection numbers.

Do The Math



GUARDIAN
PROTECTION PRODUCTS, INC.

- Furniture Protection Plans Priced at 10-15% of retail value, a 30% attachment rate = plan sales of 3-5% of retail.
- With mattress AUSPs increasing steadily (lets say \$1,100) and most retailers still selling \$79 protectors, a 30% attachment rate = plan sales of about 2% of retail.

Sales of Current Program



GUARDIAN
PROTECTION PRODUCTS, INC.

- Our message today is still focused on accidents and voiding warranties.
- Current Merchandising:

GUARDIAN
PROTECTION PRODUCTS, INC.

- **SOFT MICROFLEECE TOP FABRIC**
For your sleeping comfort
- **IMPERMEABLE WATERPROOF BARRIER**
Breathable moisture barrier keeps mattress dry
- **DUST & ALLERGEN PROTECTION**
Protects mattress from dust, pollen, dander, and dustmites
- **WINDUP COVERT - UNLAME NIKELY WASH FABRIC**
For a night's sleep
- **HYPHALLERGENIC**
Provides hypoallergenic surface
- **UNIQUE FLEXWALL CONSTRUCTION**
Safes the mattress up to 22"

BREATHABLE Mattress Protector
Designed for all mattresses including pillow-top, latex and memory foam

10 YEAR WARRANTY

\$79.99

GUARDIAN
PROTECTION PRODUCTS, INC.

- **PERFORMANCE NET**
Blocks moisture to keep you dry, cool and comfortable
- **BREATHABLE WATERPROOF BARRIER**
Breathable moisture barrier keeps mattress dry
- **DUST & ALLERGEN PROTECTION**
Protects mattress from dust, pollen, dander, and dustmites
- **ANTIBACTERIAL FINISH**
Antibacterial treatment for added protection
- **HYPHALLERGENIC**
Provides hypoallergenic surface
- **UNIQUE FLEXWALL CONSTRUCTION**
Safes the mattress up to 22"

PERFECT COMFORT Mattress Protector
Designed for all mattresses including pillow-top, latex and memory foam

10 YEAR WARRANTY

\$99.99

GUARDIAN
PROTECTION PRODUCTS, INC.

- **LAYERED PROTECTION**
Our ultimate protection barrier provides protection for all mattress layers
- **IMPERMEABLE WATERPROOF BARRIER**
Breathable moisture barrier keeps mattress dry
- **DUST & ALLERGEN PROTECTION**
Protects mattress from dust, pollen, dander, and dustmites
- **ANTIBACTERIAL FINISH**
Antibacterial treatment for added protection
- **HYPHALLERGENIC**
Provides hypoallergenic surface
- **UNIQUE FLEXWALL CONSTRUCTION**
Safes the mattress up to 22"

CLEAN & FRESH Ultimate Mattress Protector
Designed for all mattresses including pillow-top, latex and memory foam

10 YEAR WARRANTY

\$129.99

Sales of Current Program



GUARDIAN
PROTECTION PRODUCTS, INC.

GUARDIAN
PROTECTION PRODUCTS, INC.

- **SOFT MICROFLEECE TOP FABRIC**
For your sleeping comfort
- **DISINFECTANT WATERPROOF BARRIER**
Breathable moisture barrier keeps moisture dry
- **DIET & ALLERGEN PROTECTION**
Protects mattress from cigarette, food, spills, and dust/dirt
- **WICKER COOL - UNLIME NOISE VIBES**
For a peaceful night's sleep
- **HYPHALLERGENIC**
Provides hypoallergenic surface
- **UNIQUE FLEXWALL CONSTRUCTION**
Safely fits mattresses up to 12"

BREATHABLE Mattress Protector
Designed for all mattresses including pillow-top, latex and memory foam

10 YEAR WARRANTY

77%

GUARDIAN
PROTECTION PRODUCTS, INC.

- **PERFORMANCE NET**
Keeps mattress in shape plus dry, cool and comfortable
- **BREATHABLE WATERPROOF BARRIER**
Breathable moisture barrier keeps moisture dry
- **DIET & ALLERGEN PROTECTION**
Protects mattress from cigarette, food, spills, and dust/dirt
- **ANTIMICROBIAL FABRIC**
Antibacterial treatment for added protection
- **HYPHALLERGENIC**
Provides hypoallergenic surface
- **UNIQUE FLEXWALL CONSTRUCTION**
Safely fits mattresses up to 12"

PERFECT COMFORT Mattress Protector
Designed for all mattresses including pillow-top, latex and memory foam

10 YEAR WARRANTY

15%

GUARDIAN
PROTECTION PRODUCTS, INC.

- **LAYERED PROTECTION**
Our advanced 3-layered barrier provides an extra level of protection
- **DISINFECTANT WATERPROOF BARRIER**
Breathable moisture barrier keeps moisture dry
- **DIET & ALLERGEN PROTECTION**
Protects mattress from cigarette, food, spills, and dust/dirt
- **WICKER COOL - UNLIME NOISE VIBES**
For a peaceful night's sleep
- **CLEAN AND FRESH**
Our advanced 3-layered barrier provides an extra level of protection
- **RESIST STAINS AND ODORS**
Our advanced 3-layered barrier provides an extra level of protection
- **ANTIMICROBIAL FABRIC**
Antibacterial treatment for added protection
- **HYPHALLERGENIC**
Provides hypoallergenic surface
- **UNIQUE FLEXWALL CONSTRUCTION**
Safely fits mattresses up to 12"

CLEAN & FRESH Ultimate Mattress Protector
Designed for all mattresses including pillow-top, latex and memory foam

10 YEAR WARRANTY

7%

Changing The Message



GUARDIAN
PROTECTION PRODUCTS, INC.

So what happens if we focus on the value of the protector PRODUCT instead of the benefits of accidental stain and damage coverages?

We change the sales potential of the entire category.

So Why Do We Need Mattress Protectors?



GUARDIAN
PROTECTION PRODUCTS, INC.

Body Moisture

Skin Cells

Dust Mites

Points About This Message:



GUARDIAN
PROTECTION PRODUCTS, INC.

1. This is SCIENCE. These Things Happen to 100% of Unprotected Mattresses.
2. None of These Things Are Accidental.
3. The TRUE Need for Protectors Has Little to Nothing to Do with Voiding Mattress Warranties.



GUARDIAN
PROTECTION PRODUCTS, INC.

As I once had an RSA tell me after the first time he saw this demonstration:

“The best part about this product is that it’s a need we all have – and almost none of us know we have it.”

Merchandising Furniture Protection Plans



GUARDIAN
PROTECTION PRODUCTS, INC.

- How Many Different Types of Furniture Protection Plans Do Most Retailers Offer?
- In Most Stores, Is the Retail Price to Cover a \$1,000 Item the Same for Every Consumer?
- Can You Sell a Plan to a Consumer If They Don't Purchase Furniture?
- If a Consumer Really Likes the Plan You're Offering, Can They Buy Two or Three of Them?

Merchandising Mattress Protectors



- Focus on the Need for the Product – Not Protection Against Accidents
- Offer Products with Different Features
- Merchandise Good-Better-Best Price Points to Drive AUSPs
- Sell the Consumer as Many Protectors as They Wish to Buy – REGARDLESS OF WHETHER THEY PURCHASED A MATTRESS OR NOT!

“Would You Sell a Protection Plan to Every Consumers Who Comes Into Your Store?”



GUARDIAN
PROTECTION PRODUCTS, INC.

1. You Get the Same Commissions on Protectors as You Do on Protection Plans
2. You Can Sell Protectors Even if Your Customers Don't Purchase Anything Else!
3. You CAN Sell Multiple Units
4. You Can Raise Your Overall Retail Protection Percentage

How Do We Develop Something That Works For Guardian?



- We're not category specialists
- Mattress protection SHOULD be 10%-15% of our sales IF we're doing it right
- Need something that will be easy to support at retail
- Simple, easy-to-sell model with easy-to-understand merchandising

EveryBed



GUARDIAN
PROTECTION PRODUCTS, INC.



**Because You Need One (or Two!)
for EVERY BED in Your Home.**

All Products In The Lineup



GUARDIAN
PROTECTION PRODUCTS, INC.

- 1. Waterproof**
- 2. Breathable membrane**
- 3. Won't sleep hot**
- 4. Won't inhibit temperature activated features of mattresses**
- 5. Not designed to change the feel of the mattress**
- 6. 10-Year Product Warranty – Unlimited Replacements**
- 7. 10-Year Guardian Protection Plan Coverage**

EveryBed Red



GUARDIAN
PROTECTION PRODUCTS, INC.

EveryBed Red
Waterproof and Breathable Mattress Protector

Soft Micro Fleece Surface Provides an Ultra Thin Barrier Between You and Your Mattress

- Waterproof and breathable
- An effective barrier against perspiration, skin cells and dust mites
- Will not change the feel of your mattress
- Helps keep your mattress warranty active
- Unique Flexwall® construction skirt will stretch to cover mattresses up to 18" deep

Waterproof and Breathable
Barrier Against Perspiration, Skin Cells, Dust Mites
10 YEARS WARRANTY
Flexwall Skirt Construction
Fits up to 18" Deep

Designed to Maximize the Comfort and Longevity of All Mattress Types

“Soft Micro Fleece Surface Provides an Ultra Thin Barrier Between You and Your Mattress”

- Same as “Breathable”
- Entry level product
- 18” skirt
- “Red” is a nice lead in to the step up cooling messages

Step Up Products



Two things these three products share:

- 1. The prefix “Cool”:** All have their own “cooling” mechanisms
- 2. The suffix “+”:** All products have our “Ultra Premium Power Knit” skirting system “engineered to provide optimal levels of flexibility for mattresses on power bases as well as stationary frames”

EveryBed CoolYellow+



GUARDIAN
PROTECTION PRODUCTS, INC.

EveryBed CoolYellow+

Waterproof and Breathable Mattress Protector

Helps Keep Your Sleep Environment Cool and Dry with an Innovative Moisture Wicking Construction

- Waterproof and breathable
 - Channel construction wicks moisture for a cooler, more comfortable sleep
 - Antimicrobial protection
 - An effective barrier against perspiration, skin cells and dust mites
 - Helps keep your mattress warranty active
- ✦ Ultra Premium Power Knit Skirting System has been designed to fit tightly on any mattress up to 22" in depth and has been engineered to provide optimal levels of flexibility for mattresses on power bases as well as stationary frames



Designed to Maximize the Comfort and Longevity of All Mattress Types



GUARDIAN
PROTECTION PRODUCTS, INC.

“Helps Keep Your Sleep Environment Cool and Dry with an Innovative Moisture Wicking Construction”

- Same as “Perfect Comfort”
- 22” Power Knit skirt
- Familiar technology

EveryBed CoolYellow+ Pillow



GUARDIAN
PROTECTION PRODUCTS, INC.

EveryBed CoolYellow+

Waterproof and Breathable Pillow Protector

Helps Keep Your Pillow Cool and Dry with
an Innovative Moisture Wicking Construction

- Waterproof and breathable
- Channel construction wicks moisture for a cooler, more comfortable sleep
- Antimicrobial protection
- Effective barrier against perspiration, skin cells and dust mites
- Use with any pillow
- Machine washable
- Protects and extends the life of your pillow
- Finished size 20" x 28"
- Machine washable



GUARDIAN
PROTECTION PRODUCTS, INC.

**“Helps Keep Your Pillow
Cool and Dry with an
Innovative Moisture
Wicking Construction”**

- Only pillow protector
- Offered in two sizes
 - Standard/Queen
 - King

EveryBed CoolGreen+



GUARDIAN
PROTECTION PRODUCTS, INC.

EveryBed CoolGreen+

Waterproof and Breathable Mattress Protector

Maintain a More Comfortable Sleep Environment with the Natural Moisture Management Benefits of Eco-Friendly Tencel®

- Waterproof and breathable
 - Feels cool to the touch
 - Helps maintain a more comfortable and consistent sleep temperature
 - An effective barrier against perspiration, skin cells and dust mites
 - Helps keep your mattress warranty active
- ✦ Ultra Premium Power Knit Skirting System has been designed to fit tightly on any mattress up to 22" in depth and has been engineered to provide optimal levels of flexibility for mattresses on power bases as well as stationary frames



Waterproof and Breathable



Temperature Regulating



Barrier Against Perspiration, Skin Cells, Dust Mites



10 YEAR WARRANTY



Power Knit Technology



Fits up to 22" Depth



GUARDIAN
PROTECTION PRODUCTS, INC.

Designed to Maximize the Comfort and Longevity of All Mattress Types

“Maintain a More Comfortable Sleep Environment with the Natural Moisture Management Benefits of Eco-Friendly Tencel®”

- Temperature regulating Tencel® fiber construction
- Moisture managing fiber
- 22" Power Knit skirt

EveryBed CoolBlue+



GUARDIAN
PROTECTION PRODUCTS, INC.

EveryBed CoolBlue+

Waterproof and Breathable Mattress Protector

Helps Your Sleep Environment Maintain a Balanced Temperature through the Use of Innovative Phase Change Technology

- Waterproof and breathable
- Helps maintain a more comfortable and consistent sleep temperature
- Manages and eliminates excess heat to help you maintain a comfortable temperature all night long
- An effective barrier against perspiration, skin cells and dust mites
- Helps keep your mattress warranty active
- Ultra Premium Power Knit Skirting System has been designed to fit tightly on any mattress up to 22" in depth and has been engineered to provide optimal levels of flexibility for mattresses on power bases as well as stationary frames



Waterproof and Breathable



Temperature Regulating



Barrier Against Perspiration, Skin Cells, Dust Mites



10 YEAR WARRANTY



Power Knit Technology



Fits up to 22" Depth



GUARDIAN
PROTECTION PRODUCTS, INC.

Designed to Maximize the Comfort and Longevity of All Mattress Types

“Helps Your Sleep Environment Maintain a Balanced Temperature through the Use of Innovative Phase Change Technology”

- Temperature regulating phase change material
- Absorbs and releases heat
- 22" Power Knit skirt

Simple Merchandising



GUARDIAN
PROTECTION PRODUCTS, INC.

- Package is simple and highlights features and benefits - designed to be its own POP
- Swatches as opposed to “buns”
- No fixtures at launch



Landed* Distributor Pricing (Queen Sizes)



GUARDIAN
PROTECTION PRODUCTS, INC.

<u>Product</u>	<u>Cost</u>	<u>GM%</u>	<u>GM\$</u>
Red	\$13.50	20%	\$2.70
Yellow	\$27.00	30%	\$8.10
Green	\$35.00	30%	\$10.50
Blue	\$35.00	30%	\$10.50

*FOB Fontana option available

Retail Model (Queen Sizes)



GUARDIAN
PROTECTION PRODUCTS, INC.

<u>Product</u>	<u>Cost</u>	<u>Retail</u>	<u>GM%</u>
Red	\$16.20	\$79.99	80%
Yellow	\$35.10	\$99.99	65%
Green	\$45.50	\$129.99	65%
Blue	\$45.50	\$149.99	70%

Category Opportunity



- Product benefits vs. plan coverages
- Drive AUSPs with good-better-best model
- Multiple unit attachment opportunities
- Sell EVERY consumer – not just those purchasing mattresses

Mattress protectors should OUTPERFORM core furniture protection plan sales