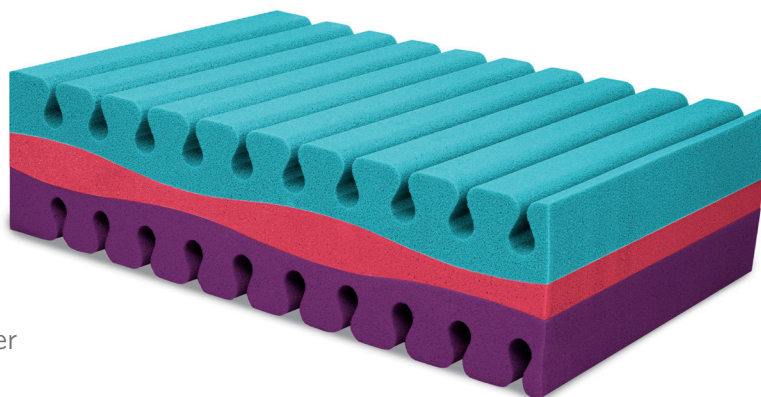


Coloring our dreams: The top takeaways on mattress shades

- 01 Color is a clear differentiating option** for mattress producers specialized in PU foam or hybrid offerings. More than 90% of participants claim to offer colored foam in mattresses.
- 02 Color plays a relevant role in mattress differentiation, visibility and communication strategies.** 30% of those surveyed say that using color contributes to the product communication strategy.
- 03 Color plays a significant role in the premium segment helping to convey a message of quality.** Several companies suggest a relationship between the market range and the type of color, with intense colors tending to be positioned in higher market ranges.
- 04 Color is a key element for the “story telling” of the brand owner,** and emotional impact on the consumer, in order to highlight the features within multi-layered mattresses.
- 05 Colored multi-layered mattresses go hand in hand with the complex comfort and ergonomic structure of the premium segment.**
- 06 Color helps to avoid the bad quality perception** caused by the discoloration of natural, uncolored foam. Some companies suggest that colored PU foam performs better than white foam which tends to assume a yellowish shade considered as unpleasant by some consumers.
- 07 Color helps to convey the messages associated with the most common features delivered by the multi-layered construction:** breathability, cooling, softness, sustainability. 26% use color to highlight softness and comfort, 23% for cooling and 11% for breathability.
- 08 Color usage in the mattress industry is expected to grow** as companies strive to differentiate and communicate the advantages of their offerings. More than 80% of those surveyed believe that color will remain a tool.
- 09 The use of color should not raise concerns around circularity in the PU industry** as color does not influence the characteristics of recycled polyol.
- 10 E-commerce and bed in a box is driving additional color demand** with color differentiation a highly important as part of this sector’s particular marketing strategies.



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