

Are you getting your money's worth?
Here's how a mattress is marked up...

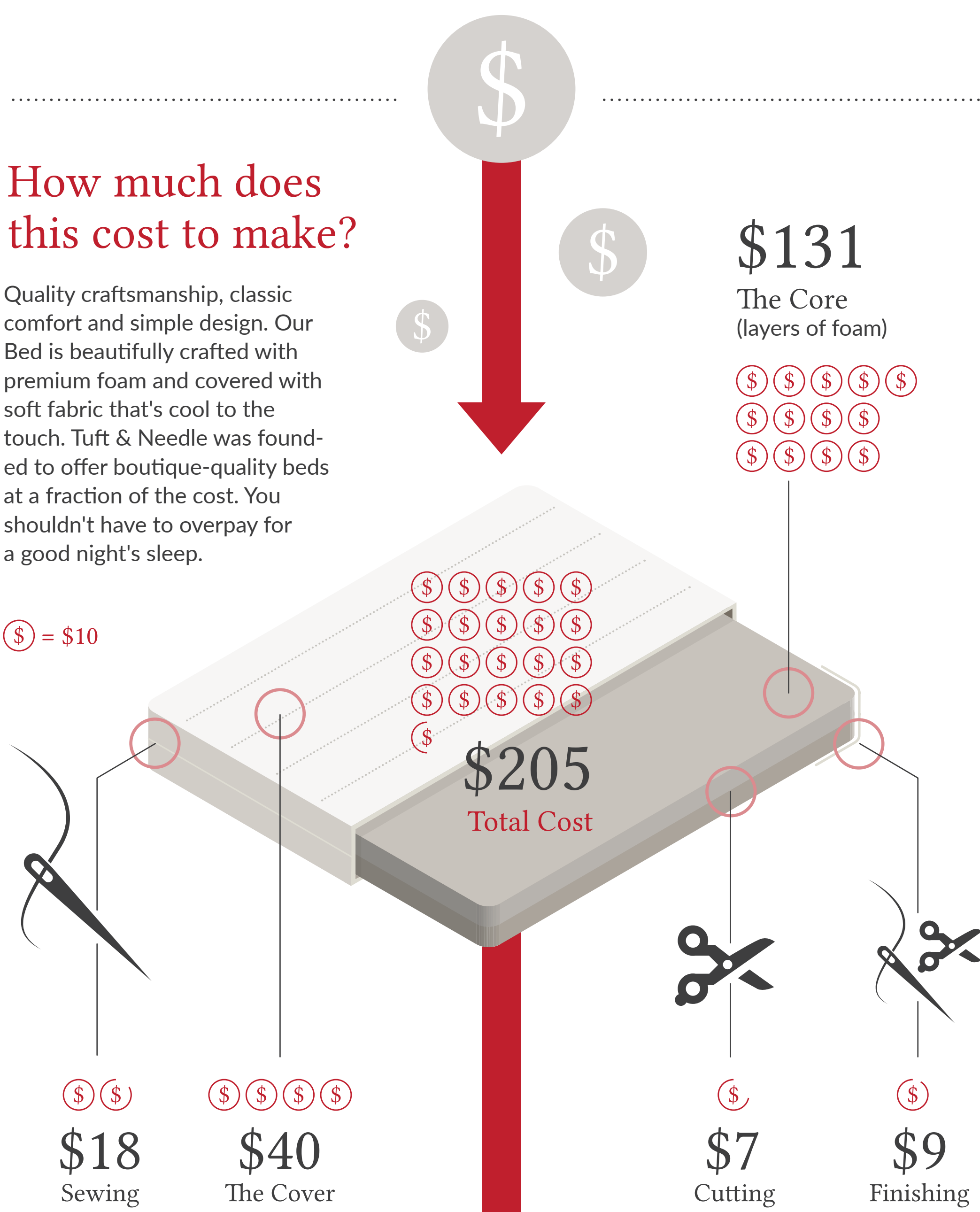
\$3,199

A 'Luxury' Queen-size Memory Foam Mattress 'Sale Price'

How much does this cost to make?

Quality craftsmanship, classic comfort and simple design. Our Bed is beautifully crafted with premium foam and covered with soft fabric that's cool to the touch. Tuft & Needle was founded to offer boutique-quality beds at a fraction of the cost. You shouldn't have to overpay for a good night's sleep.

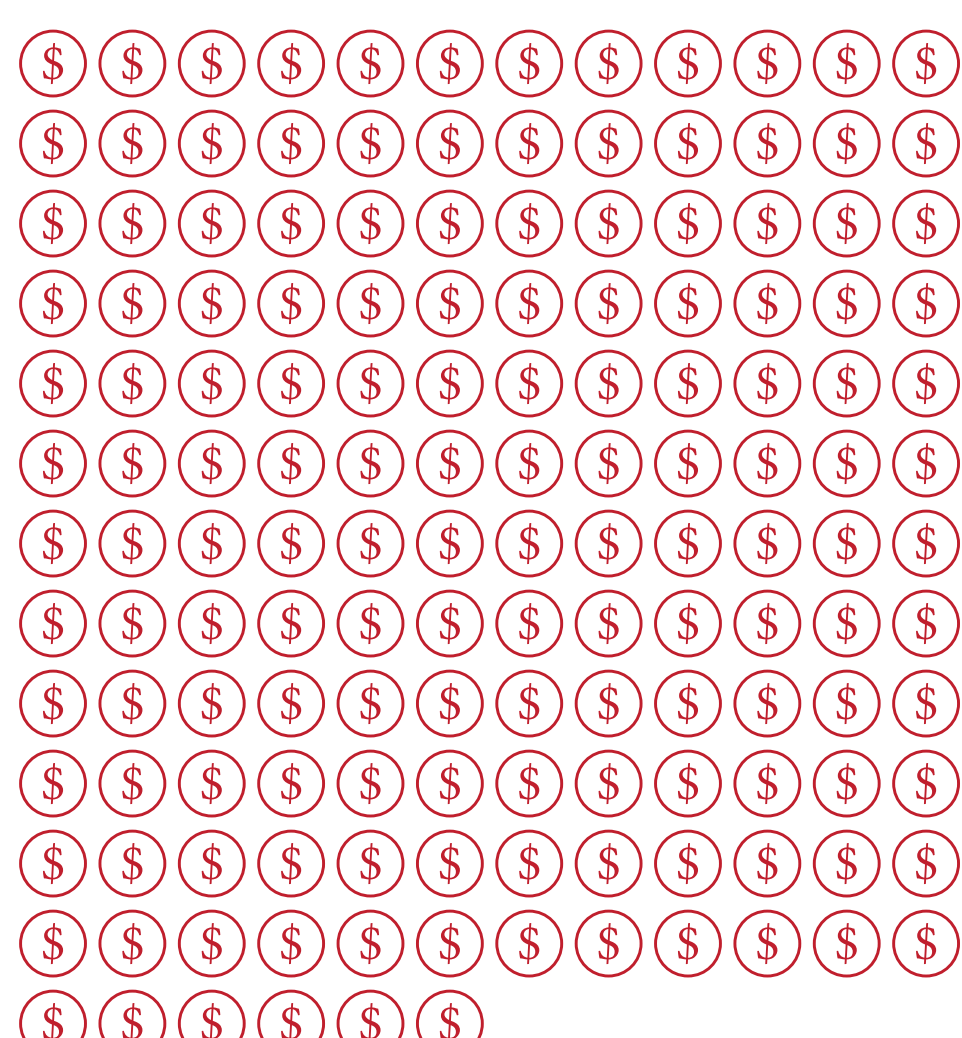
Ⓢ = \$10



Then your local mattress store gets it...

How much the store gets it for

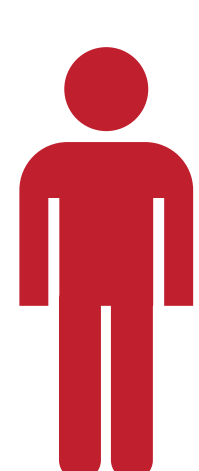
\$1,500



\$169

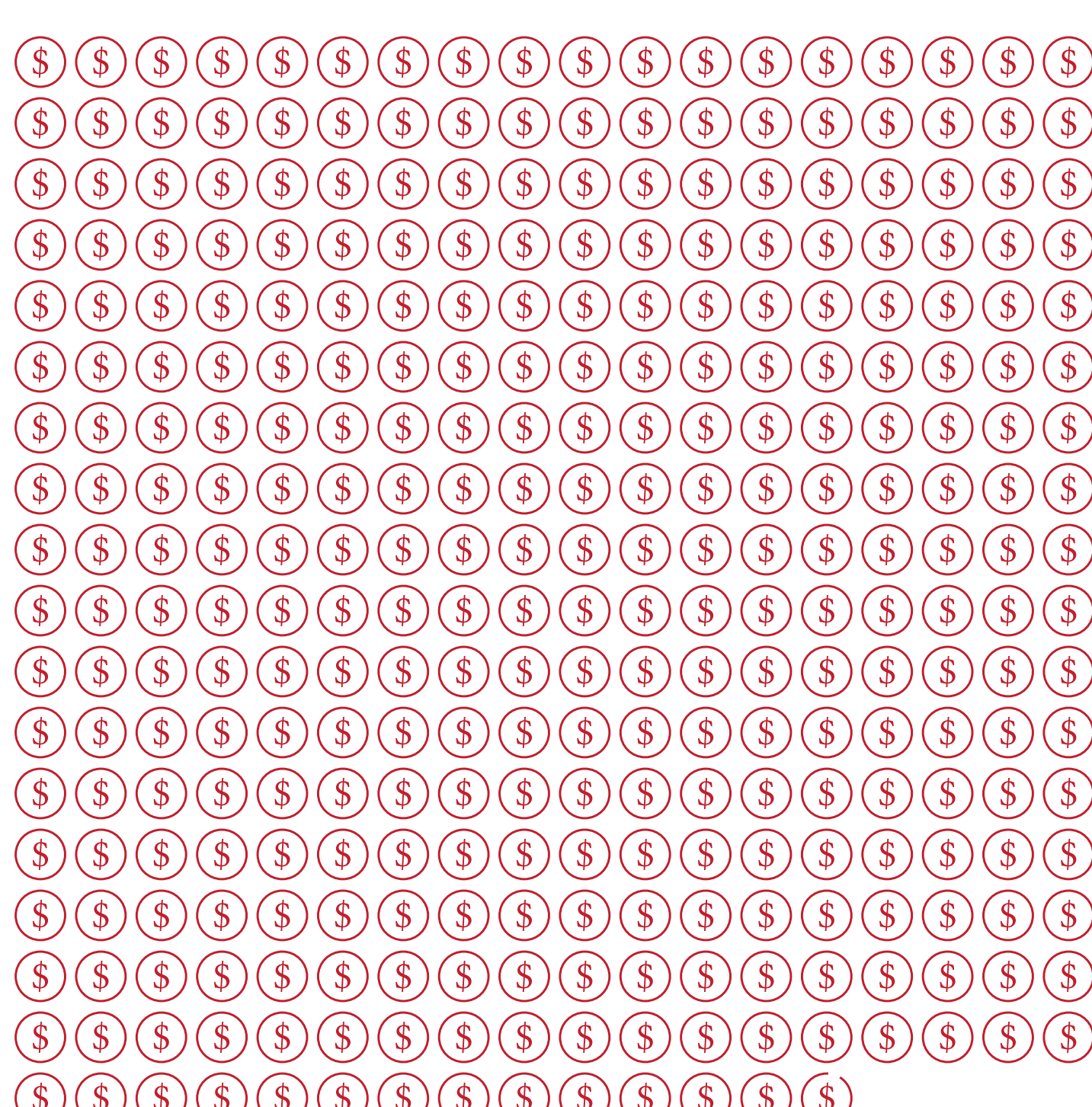


The salesperson's cut typically 10% of the profit



How much you pay!

\$3,199



1500% Markup

#Awaken

Tuft & Needle

www.tuftandneedle.com