

6-Week Comphy™ Bed Linen Marketing Research Study.

Wall, LE and Waggoner, TK

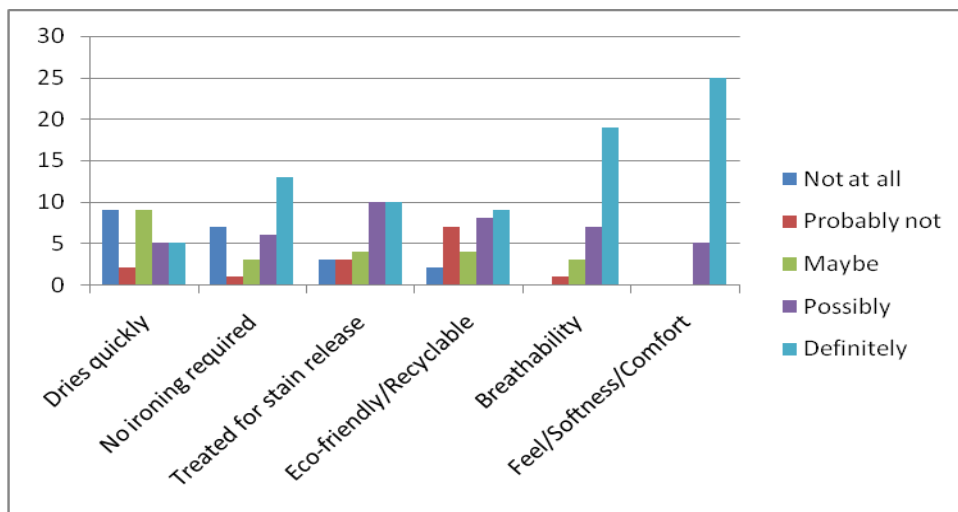
OBJECTIVE: The purpose of the study was to determine if participants had an overall improvement in his/her sleep experience after sleeping on the Comphy™ performance bed linens.

PARTICIPANTS & METHODS: Thirty people, shopping for a new bed, were evaluated to participate in a marketing research bed linen study. Several questions were asked regarding buying factors, influential factors and sleep quality. Breathability and Feel/Softness/Comfort were found to be the most influential marketing factors for those interviewed responding Definitely (63% and 83% respectively). Of these, ten were included in a six week study using Comphy™ bed linens if the following criteria were met: 1) they slept less than or equal to 6 hours a night, 2) took 15 minutes or longer to fall asleep, 3) experienced an average of 3 or more awakenings a night, and 4) on a scale of 1 to 7 (1=Terrible 2=Unhappy 3=Mostly Dissatisfied 4=Neutral or Mixed 5=Mostly Satisfied 6=Pleased 7=Delighted) rated his/her quality of sleep a 5 or less. Weekly phone calls were made to each participant and a questionnaire comprised of approximately twelve questions was covered during each contact.

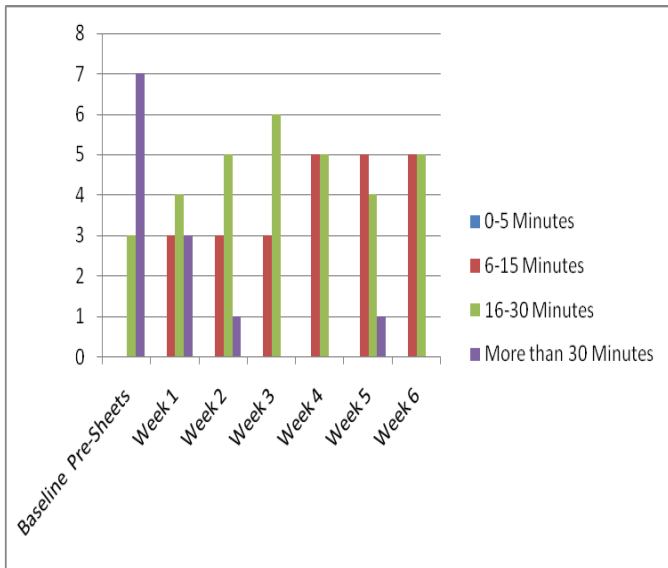
RESULTS: Improvements were seen in all four qualification criteria from Baseline Pre-Sheets to Week 6. Improvement was achieved at Week 4 and maintained to the end of the study (refer to Graphs 1-4). The most significant change was seen in the participants reported description of his/her Quality of Sleep. Participants were asked to rate on a scale of 1 to 7 (1 =Terrible, 2=Unhappy, 3=Mostly Dissatisfied, 4=Neutral/Mixed, 5=Mostly Satisfied, 6=Pleased and 7=Delighted) his/her Quality of Sleep. Baseline Pre-Sheets found participants Quality of Sleep to be Terrible, Unhappy or Mostly Dissatisfied (70%, 20% and 10% respectively). After six weeks of using the bed linens, 50% of the participants reported his/her Quality of Sleep to be Pleased (Delighted, 30%; Mostly Satisfied, 10%; Neutral/Mixed, 10%). Breathability was assessed on a scale of 1 to 7 (1 =Terrible, 2=Unhappy, 3=Mostly Dissatisfied, 4=Neutral/Mixed, 5=Mostly Satisfied, 6=Pleased and 7=Delighted). At the end of six weeks, 80% of the participants reported to be Pleased or Delighted with the breathability of the bed linens, 10% were Neutral, and 10% were Mostly Satisfied.

CONCLUSIONS: All participants, reported to sleep better after using the bed linens. In addition, 100% of the participants would recommend the Comphy™ bed linens to a friend.

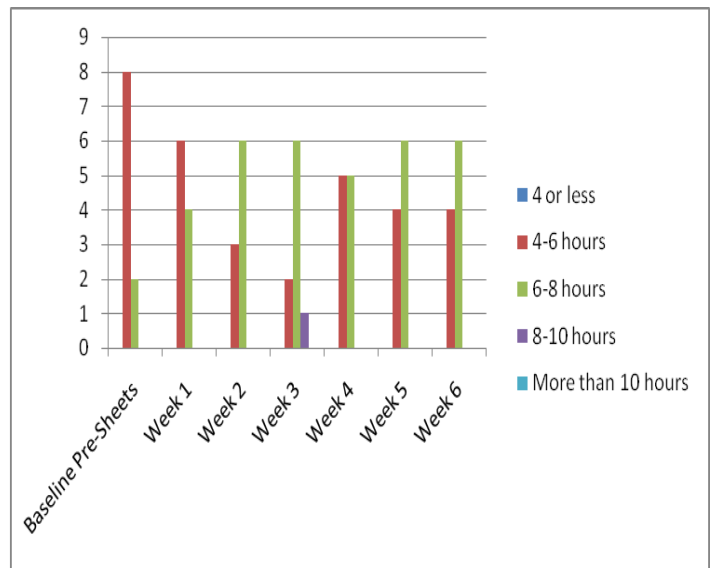
Graph 1: How influential are the following marketing factors



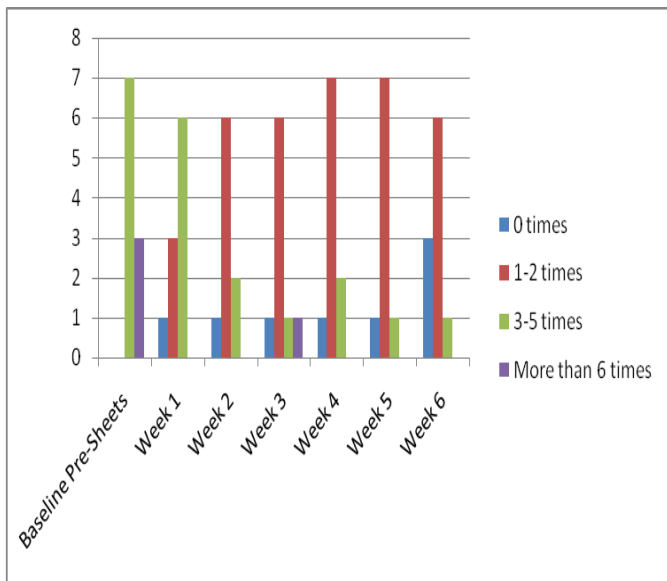
Graph 2: Average time it took participants to fall asleep



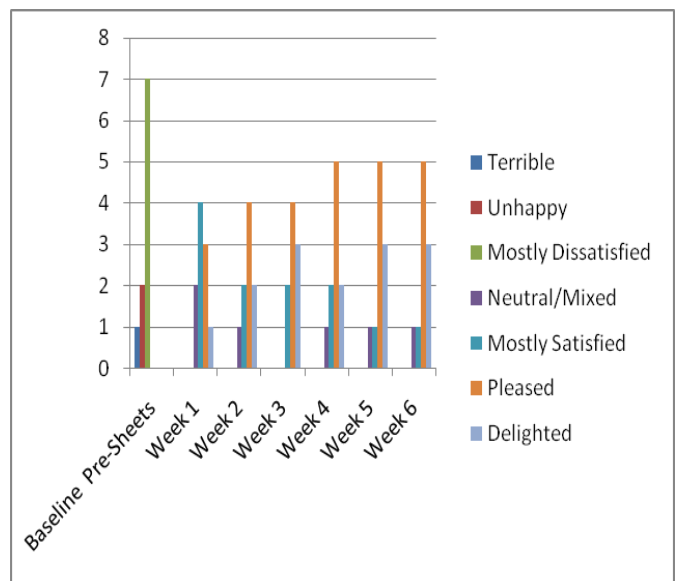
Graph 3: Average hours of sleep per night



Graph 4: Average awakenings during the night



Graph 5: Quality of Sleep



* The study was conducted by Linwall Clinical Plus, Inc., sheets were provided by Comphy Co.™