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WINNDOM™
COLLECTION

HOW DO YOU MAKE A BETTER MATTRESS, THE WINNDOM™ WAY?

FIRST, WE PASSIONATELY CARE ABOUT GREAT SLEEP.

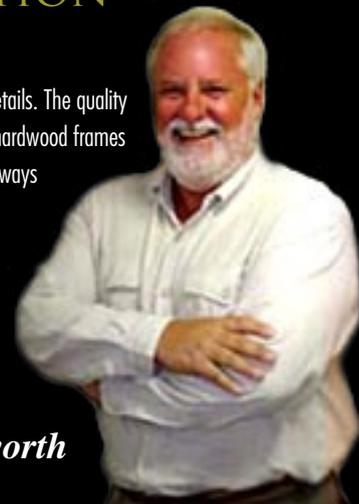
What does it take to make a great mattress? First, you need a reason for being that goes beyond just selling mattresses. While some of our competitors sell mattresses, we sell a great night's sleep.

SECOND, WE MAKE EVERY MATTRESS BY HAND. (SLOWLY.)

Every Winndom™ Mattress is made where the very first was made 20 years ago, in a retired high school-turned-mattress factory. Different? You bet. But a high-gloss facility just wouldn't be right. Because it's not about how fast we make our mattresses. It's about how well we make them.

THIRD, WE PAY ATTENTION TO THE LITTLE THINGS.

Sure, the Winndom™ Mattress looks great. But the real beauty is in the details. The quality is everywhere, from the foam, and polyester fiber to the box springs and hardwood frames that all exceed industry standards. We never forget that while you can't always see quality, you can always feel it.



– Winn Butterworth



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USING PRE-STRESSED SPRINGS

Pre-stressed springs keep the Winndom™ Mattress supportive throughout its life and help maintain its height. We use springs made from a heavy-gauge metal for maximum support and longevity.



INSERTING EDGE GUARDS

Edge guards, which are inserted around the entire mattress, prevent sagging at the edges and keep them firm.

POSITIONING INSULATOR PADDING

An insulator pad is placed on both sides of the box springs and wrapped around the entire unit. The pad insulates the springs, adds comfort, prevents coils from "pocketing," and provides for a firm base for even weight distribution. Foam is then placed on top of the padding and firmly attached to the box springs, to prevent shifting and bulging.





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CUTTING THE QUILTED MATTRESS COVERS

While the interior components of the Winndom™ Mattress are being built, a separate department sews quilted mattress covers. Using high-quality fabrics, we cut our mattress covers to the exact specifications of our retailers for both the top and bottom of the mattress.



CHOOSING FABRICS

Our quilted mattress covers are soft and beautiful. We use damask, pure cotton or synthetic blends to satisfy the tastes of our customers and add quality and durability to our mattresses.

SEWING TOP AND BOTTOM COVERS

After the top and bottom covers are sewn to the serged sides [OF WHAT?], the quilted mattress covers are ready to be secured to the mattress.





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CONSTRUCTING THE PILLOWTOP MATTRESS COVER

One of the many Winndom™ Mattress styles we make is an ultra-luxurious "pillowtop" mattress. When we construct the pillowtop mattress, we create a "gusset," or pocket, in which to insert the pillowtop. State-of-the-art equipment has made this once labor-intensive process highly efficient.



TUFTING THE MATTRESS "BUILDUPS"

Mattress "buildups" (the "ingredients" inside the mattress, including the foam) are tufted to secure them and keep them from moving inside the mattress covers.

SECURING MATTRESS COVER TO MATTRESS

Near the end of the process comes one of the most difficult tasks in creating a mattress: securing the taped edge around the perimeter of the mattress. (A pillowtop-style mattress must be bound twice on each side.)





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CONSTRUCTING THE BOX SPRINGS FOUNDATION



CUSTOM-MAKING THE BOX SPRINGS FOUNDATION

Each base for the Windom™ Mattress box springs is custom-made to order by hand from #2 Kiln Dried Yellow Pine. The wood is cut to the exact size and specifications of the mattress ordered by our retailer.



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COMPLETING THE BOX SPRINGS UNIT



ATTACHING BOX SPRINGS UNIT TO BOX SPRING FRAME

The Winndom Mattress™ box springs unit is attached to the box springs' wooden frame using an air pressure staple gun. Next, padding is attached to the springs. Unlike many manufacturers, we use natural cotton padding. While it adds to our manufacturing costs, the comfort and durability of pure cotton is unmatched.



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CONSTRUCTING THE BOX SPRINGS COVER



SEWING THE BOX SPRINGS COVER

We make our Winndoom Mattress™ box springs covers with two components. For the top and bottom, we use a non-skid fabric that prevents the unit from sliding underneath the mattress. For the sides, we use a fabric border that coordinates with the mattress cover.



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ADDING THE FINISHING TOUCHES

SECURING BOX SPRINGS COVER TO BOX SPRINGS FRAME

Once the box springs cover for the Winndom™ Mattress is sewn, it's pulled onto the box springs frame and tightly secured.



APPLYING MATTRESS DUST COVER

The dust cover is applied to the bottom of the box springs.

WRAPPING FOR DELIVERY

Finally, the mattress and box spring are bagged for protection and delivered to our retailer.

