

THE
ORIGINAL SOUTHARD
INNERSPRING MATTRESS

Pure and simple—it's a motto that we live by. And it's also inspiration for our original natural-organic design: the latex mattress. Our traditional innerspring is wrapped in 100% organic cotton and the purest eco-friendly and organic wool. There are no bells and whistles. Because last we checked, who could get any quality sleep with bells and whistles around?

Ingredients: (Based on a queen-sized mattress.)

- More than 12 lbs. of the finest blend of organic and eco-friendly wool.
- More than 60 lbs. of 100% organic cotton.
- Covered in a 100% organic cotton fabric.
- 460 offset coil innerspring unit.

Height: Approximately 8 ½"

Sizes: Please note that because all mattresses are made by hand, the dimensions may vary by up to an inch. (Nobody is perfect. Not even our perfectionist artisans!) Don't worry. In our nearly one hundred years of existence, it hasn't affected how the mattress fits into the frame of the bed.

Twin – 38 x 75

Queen – 60 x 80

Full (Double) 53 x 75

King – 76 x 80

Style: Outer tufted two-sided design. Mattress may be placed on a platform bed, as long as the bed provides ample support.

Feel: Mattress available in a medium firmness. Partners sleeping on a queen or king may also customize the feel of their own side of the bed through our unique box spring/foundation option.

Warranty: Covered under our 20-year guarantee.

Technical Stuff: (This is for the real mattress geeks!)

○ **Carded Organic & Eco-Friendly Wool**

- Pure as sleep. Only 100% organic and eco-friendly wool. Nothing else.
- Sheep raised in Northern California and Oregon.
- Carded in Northern California
- Highest quality, cleanest and most eco-conscious wool available. We prefer it over organic.
- *Why not use certified organic wool? We believe our special blend is better. Here's why:*

- Each strand is carefully chosen to create a special blend of eco-intelligent wool that's cleaner and loftier than organic. The result is a batting that encases each one of our mattresses that's exceptionally soft and resilient.
- The natural and organic wool is made right here in the U.S. Buying wool from U.S. growers means we're supporting our own economy, and we're cutting down on the fuels necessary to import the wool from another country (right now, the only truly organic growers of wool are located in New Zealand and Australia.)
- Our mill has a personal relationship with each one of its growers in order to ensure the highest standards in quality, cleanliness, and adherence to eco-friendly and organic standards.
- Think of it as "uncertified organic" wool: For many smaller, family-run wool suppliers, getting the organic certification is an expensive, time-consuming process that offers little financial incentive. Many of these "mom and pop" wool growers follow guidelines that are just as strict as the organic standards. Instead of selling it as "certified organic," they sell it as EcoWool—an equally wonderful product that offers these "uncertified organic" farmers a market for their wool products.

○ **Organic Cotton Fabrics**

- Only the good stuff. 100% Organic Cotton. No polyester or other materials.
- Certified organic cotton from the Texas Organic Cotton Marketing Cooperative.
- Woven in the Carolinas.

○ **Garneted Organic Cotton**

- Only 100% organically grown cotton. Pure and simple.
- Certified organic cotton from the Texas Organic Cotton Marketing Cooperative.

○ **Innerspring Unit**

- Offset open coil.
- 14 Gauge wire
- Made in the United States
- Uses 95% recycled steel.
- Coil Count
 - Twin – 252
 - Full – 357
 - Queen – 460
 - King – 575



SOUTHARD
MATTRESS

www.wjsouthard.com