

THE 1915 COLLECTION

LATEX & HORSEHAIR MATTRESS

Before you owned a pair of Jimmy Choos, you thought that shoes were just a way to get from point a to point b. And then you saw a pair in person. You admired the styling. You marveled at the craftsmanship. And then, you experienced that life-changing moment where you realized that shoes were wearable art. Like a fine pair of shoes, The 1915 Collection is a piece of art. It combines the very finest in organic bedding materials with a century of mattress design. And it's crafted with the same level of care that a designer shoemaker or an artist might use to create his or her masterpiece. The result is the greatest experience you'll ever sleep through.

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

- More than 20 lbs. of purest 100% all-natural horsehair, which has been hand-layered.
- More than 12 lbs. of the finest blend of organic and eco-friendly wool.
- More than 30 lbs. of 100% organic cotton.

- Four inches of 100% all natural dunlop latex.
- Covered in a 100% organic cotton fabric.
- 1,002 individually wrapped coils are tufted together by hand & rest in eco-cotton fabric.

Height: Approximately 10 1/2"

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 medium.

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.

○ Garneted Organic Cotton

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

○ 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.

○ Horsehair

- From the Netherlands
- Certified in accordance with Oeko-Tex 100.
- Shh ... don't tell anyone, but we use the same horse hair as one of our well-known international competitors, who charges \$64,000 for its mattress.

○ Individually Wrapped Coils

- Hand tufted together using hemp twine. No glue.
- Fabric – Untreated cotton (Unfortunately, there isn't an organic cotton fabric for coils on the market yet. As soon as it becomes available, we'll make the switch. Should you find it before we do, please Let us know if you find it before us!)
- Hand made in Ontario Canada.
- Coil Count
 - Twin – 564
 - Full – 840
 - Queen – 1002
 - King – 1234

○ Dunlop Latex

- Uses 25 -29 ILD (Indentation Load Deflection) This is measurement of firmness of the latex. Chances are, since you seem to be the inquisitive type, you might already know this.
- World's Most Natural Latex— free of any manmade or synthetic latex
- Manufactured in Sri Lanka
 - Awarded eco-Institut Label: *The eco-Institut awards mattresses, bedding goods, furniture and building products, which meet strictest pollutant and emission requirements, with the eco-INSTITUT-Label.*



SOUTHARD
MATTRESS

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