

UNDER
COVER
BEDDING BASICS

TOILE





a simple guide to the perfect bed

IT'S SIMPLE,

A perfect bed is not too much to ask. Follow these key steps in creating the right combination of "under the cover" basics and find yourself dreaming of your perfect bed all day long. Stay tuned for our "on top" guide to come.

**INGRID BRYSON
FOUNDER**

UNDER THE COVERS

Topper



Pillows



Mattress

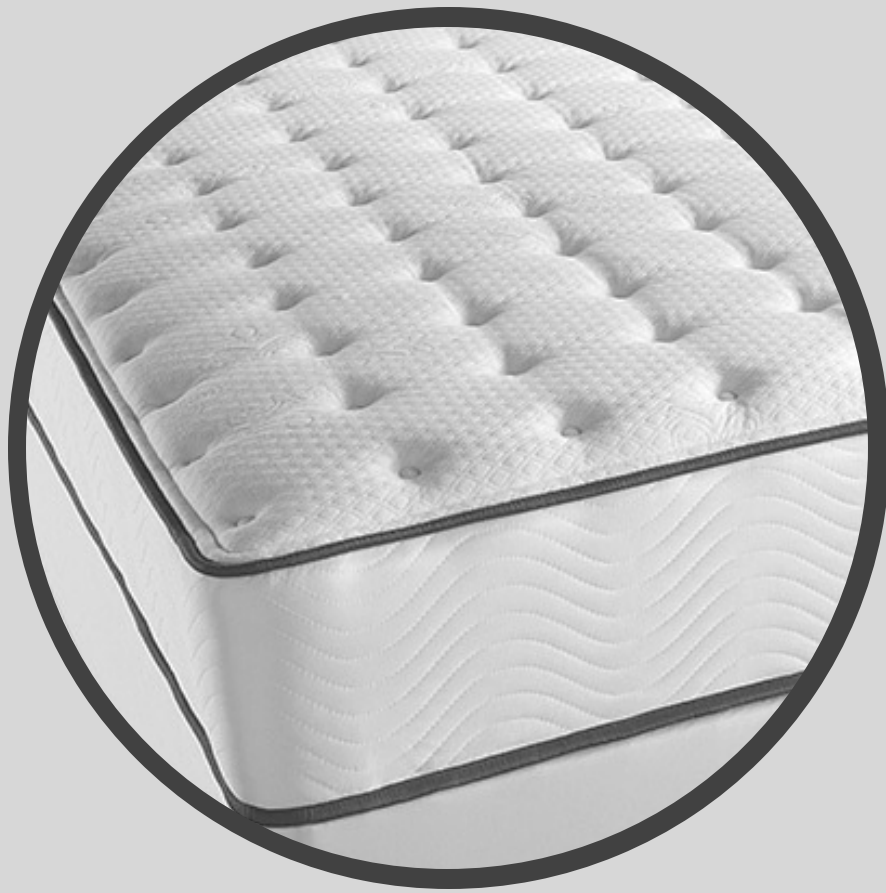


Protector



Duvet





THE MATTRESS

THE FOUNDATION OF YOUR PERFECT BED

Choosing a mattress that fits both your personal comfort needs as well as your budget is important and well worth the extra effort.

COILS - Start with a minimum coil count of 1008. Choose a Pocket Coil for less motion transfer and better durability.

LATEX - Start with a good firm foundation and then get added layers according to personal preference.

DEPTH -The depth of a mattress usually ranges from "low profile" 8" to 14", more often associated with a luxury look.

FINISH- A tight top provides a firmer sleeping surface and a pillow top adds a layer of luxurious cushion and comfort.

THE MATTRESS

WHERE IT ALL BEGINS

Choosing a mattress shouldn't be complicated, but today's mattress retailer has created so many models and levels of pricing that it's become a nightmare to shop for.

Here's what you need to know!

COIL vs LATEX

Decide whether you want a coil mattress or a latex mattress. Consider your budget, whether or not you have allergies or back issues and most importantly your personal preferences.

Coil mattresses are still most popular, perhaps because we as consumers are most familiar with them. We suggest choosing a Pocket Coil mattress as each spring continuously and independently reacts to changes in weight and pressure, while helping prevent motion transfer throughout the bed. The lifespan of a pocket coil mattress is approximately 10 years. The downside to coils is that in certain cases they can create pressure points.

True latex mattresses are mostly natural (full organic options are available) and are made up of layered materials with a 4-6" dense latex core. Latex mattresses provide excellent support and boast a lifetime of upward to 20 years. Their natural components are great for warding off dust and other allergens and also whisk away moisture, letting you sleep comfortably in all seasons.

LAYERING

Mattresses have many options for layering. The more layers your mattress has, the more plush and luxurious the feel.

Start with a good, firm foundation and then add layers according to personal preferences.

Many who suffer from back issues benefit from a very firm mattress, but they can have their cake and eat it too! No need to forgo a cushy comfort feel, choosing a softer topper will serve you well. That simple!

ORGANIC

It used to be that while the organic versions supported an eco-friendly world, it did not support a heavenly sleep.

That is no longer the case. Today's organic options are good looking and ultra comfortable - providing you find a reputable dealer/supplier. Look for a supplier that uses quality certified organic cotton, certified organic wool and pure organic rubber. Their certificates should be clearly visible on their websites.

While it is true that an organic mattress will cost almost double, their warranties are long lasting and it is apparent that once you experience an organic mattress, you can never go back!

Don't let the world of mattress options get you down.

Make sure to get the information you need, don't be afraid to ask questions and take the time to try the models out in person.

Your perfect mattress is out there!



THE TOPPER

A LAYER OF HEAVENLY COMFORT

Adding a cushy topper can make you feel like you are sleeping on a cloud and give you the added height for a luxury look!

DOWN Excellent in creating a warm and cozy feel to even the firmest mattress.

WOOL A natural temperature control that whisks away moisture.

LATEX An earth friendly material and an excellent choice for a firm, more supportive topper.

RENEW A topper is a great way to restore comfort and support to an older mattress.

THE TOPPER

COMFORT AND SUPPORT

Like most things sleep related, the choice in mattress topper are completely up to your individual needs and comfort levels. Here's what you need to know!

FEATHER

Feather is a popular choice in mattress toppers. They create height, warmth and an altogether cozy feel. Choosing a topper with a balanced down to feather ratio can make all the difference in getting a high luxury feel to your bed.

WOOL

It cannot be said enough, wool is an excellent choice when it comes to regulating body temperature. Wool naturally whisks away moisture and releases it back into the air. A wool topper will keep you warm in the winter and cool in the summer.

LATEX

Latex offers comfort while providing good support. You can often choose different levels of firmness, enabling you to pick an almost custom feel. Choose a latex that is made with integrity, without chemicals, for a truly healthful sleep.

RENEW

If a new mattress is not in the budget, a high quality mattress topper is the perfect solution. You can refresh your mattress by adding a thick topper. Choose something that will provide height, added comfort and proper support.



If you are looking for a great sleep, consider a mattress topper. Take it one step further in creating a personalized sleep experience.



THE PROTECTOR

KEEPING IT CLEAN

Once you've invested in a sleep worthy mattress, make sure to get a good quality mattress protector. You will never regret it!

FABRIC Protectors come in a wide range of fabrics, most often cotton & wool.

WATERPROOF A necessity with children, pets and protects the fabrics from breakdown.

ALLERGIES Reduces contact with allergens for a sounder and healthier sleep.

WARRANTY Protect your mattress to ensure that your warranty remains valid.

THE PROTECTOR

FRESH AND PROTECTED

Once you have found your perfect mattress you will want to keep it fresh and protected. There are many options to choose from. Here's what you need to know!

FABRIC

While there is a wide range of fabrics to choose from, we recommend a 100% Cotton shell. While your sheets will cover the mattress protector, you will absolutely notice the difference. Some lower quality mattress protectors create a "crinkly" feel and can not only trap moisture but cause sweating.

WATERPROOF

To protect your mattress from sweat, bedwetting and accidental spills you will need a waterproof mattress pad. Invest in a high quality, breathable waterproof protector, you will not regret it. DO NOT use bleach when laundering, bleach and bleach alternatives break down the waterproof layer and will render it useless.

TEMPERATURE

Synthetic materials are not known for their breathability. In addition to choosing a natural fabric such as cotton, look for specialty protectors containing wool or latex. Not only do they whisk away moisture but also regulate body temperatures, providing you with a comfortably dry sleep.

ALLERGIES

Allergy sufferers are more prone to insomnia than those unaffected. Creating a barrier from dust mites, pollen, pet dander, and other allergens you can sleep a little sounder. There are also special protectors that actually envelop the mattress completely for 100% protection.

WARRANTY

A mattress protector is a small price to pay in the event that you need your mattress replaced. Moisture and spills will void your warranty. Protecting your mattress from moisture will help keep the materials in tact and add to its lifespan.

Resist the urge to grab the cheapest or closest option for a mattress protector. After all a restful night's sleep is priceless.



THE PILLOWS

SLEEP SOUNDLY

Make sure to pick a pillow that offers the right support for your sleeping position – are you a back, side or stomach sleeper?

POSITION Consider your sleeping position when choosing a pillow.

DOWN Considered the ultimate in comfort and offers many options to customize the feel.

WOOL Always a good option for those who suffer from allergies or require temperature control.

SYNTHETIC DOWN An excellent alternative for those allergic to down.

THE PILLOWS

A PLACE TO REST YOUR HEAD

**You may know what you like in a pillow, but do you know why?
There is a lot in choosing the perfect sleeping pillow.
Here's what you need to know!**

POSITION

Something to consider, pre purchase, when it comes to a sleeping pillow is your sleeping position. Do you sleep on your stomach, side or back? Depending on the answer your neck and spine need different levels of support.

STOMACH SLEEPER

Sleeping on your stomach is less than ideal. However, as any stomach sleeper knows, switching it up is easier said than done. Choose a lower fill to alleviate the aches & pain, numbness and tingling associated with sleeping on your stomach. A thick pillow can throw off your natural alignment forcing your head and spine in an unnatural position.

SIDE SLEEPER

Sleeping on your side is the ideal position for a healthy spine. Look for a pillow that creates enough support to keep your neck straight but not too much that it displaces your spine's natural alignment. Choose a medium-firm fill pillow to create the perfect balance.

BACK SLEEPER

When sleeping on your back choose a pillow that properly supports your head to avoid muscle strain. A sleeping pillow with a medium fill will offer such support and aid in reducing snoring.

FILL

Fill is completely up to your personal preference however choosing firmer fibres will support a side and back sleeper better than a fill such as down. Also consider whether or not you need temperature control or whether or not you suffer from allergies.

DOWN & FEATHER

A high quality down or feather pillow is a great choice. It provides a luxurious and cradling feel. Duck down is more affordable, while Goose down is the ultimate in down comfort. You can choose feather, down or both. The ideal pillow is one with a feather centre, for support, and an outer layer of down for comfort. A pillow with an 80% down fill is a good option for stomach sleepers.

ALTERNATIVE DOWN

There are fabulous synthetic, microfibre pillows on the market today that provide a real down look and feel. For those dealing with allergies or looking for a lower price point, a synthetic down pillow is an excellent choice.

POLYESTER

While a high quality polyester fill can provide ample support, they are the least durable in pillows.

WOOL

Wool pillows are great for those dealing with temperature control. Wool naturally whisks away sweat and releases it back into the air. Creating a fresh, dry sleeping environment, wool helps to eliminate dust mites, harmful bacteria and other allergens.

LATEX

An organic favourite, latex pillows offer excellent support and are often combined with a layer of wool for the best of both worlds. Make sure to choose a certified organic latex to avoid unhealthy chemicals.

Investing time and money into choosing the right pillow isn't in vain. Making sure that you are comfortable and that your spine is aligned will contribute greatly in getting a good night's sleep.



THE DUVET

THE FINISHING TOUCH

There is nothing better than a big, fluffy duvet, down or otherwise.

LOFT Fluffy doesn't happen by chance. Choose a duvet with a loft of 600 or higher for ideal fill power.

WEIGHT Select fill based on individual comfort needs and seasonal/bedroom temperatures.

CONSTRUCTION Choose a duvet that is stitched through, either in boxes or channels, to ensure the down stays in place.

ALTERNATIVE There are many alternative down options. A good choice for those with allergies or on a budget.

THE DUVET

THE ICING ON THE CAKE

**Duck down or Goose down? Baffled what now? Loft or fill?
Here's what you need to know!**

DUCK vs GOOSE

The key to a good down or feather fill is the age and maturity of the bird. Down from immature birds tends to have poor lofting ability and breakdown more quickly as it is more fragile. Fun fact: while Goosedown is superior to Duck down, if birds are of equal age & maturity, the finest down of all comes from the Eider Duck. It's down clings to itself creating higher insulation and is hand picked from nests without disturbing the eggs.

SHELL

The quality of the sheeting is almost as important as the quality of the down. Choose a sheeting that is at least a 200TC, well stitched and down proof to ensure that the contents of your duvet remain in your duvet. A down proof shell also ensures that you won't be pricked by any feathers.

WEIGHT

Weight will affect the warmth factor of your duvet most of all. Deluxe Weight is ideal for cooler temperatures, while Summer or Light Weight duvets are good for warmer temperatures or those who get too hot when they sleep. A good quality Regular Weight duvet should perform well under all conditions.

LOFT

Loft is the number of cubic inches one ounce of down will fill under specific conditions: The larger, more mature the bird, the higher the loft of its down. In essence, the higher the loft of your duvet, the fluffier it will be.

CONSTRUCTION

Most duvets are made with a Baffle Box Construction. A Baffle is an interior wall of the duvet that separates the down into individual compartments. Well crafted baffle boxes prevent the down from clumping into the ends or sides of the duvet. Evenly distributed down means an over all consistency in comfort and warmth. High quality duvets can also come in a Channel or Delta Construction.

DOWN ALTERNATIVES

If you suffer from allergies or are looking for an alternative down duvet, you are in luck. There are many options on the market that replicate the comfort and look of a down duvet. Synthetic down is an ideal choice and is available at a lower price point than down. Wool and silk fibres are both natural options that help regulate body temperature and are usually hypo-allergenic.

Investing in a high quality duvet not only serves your individual comfort needs, it will last a lifetime if not longer.

BEDDING BASICS

CHECKLIST

- 1 Mattress
- 2 Mattress Pad Protector
- 3 Mattress Topper
- 4 Pillows
- 5 Duvet