

**Features & Benefits – ProtectEase vs Competition**

Competitors	ProtectEase	ProtectEase Feature	ProtectEase Benefit
Number 4 Zipper	Number 5 Zipper	30% Stronger Zipper <b>1</b>	<i>addresses major satisfaction issue – 27% of complaints are broken zippers</i>
57 inch zipper (TW)	120 inch Zipper (TW)	52% Longer Zipper <b>2</b>	<i>greatly eases installation, avoids tears and rips for fewer customer complaints</i>
Non-woven bottom	Durable fabric bottom	Stronger fabric <b>3</b>	<i>less ripouts, no plastic feel, can flip the mattress, 6 all-stretch sides</i>
		5% Smaller Footprint <b>4</b>	<i>low shipping costs</i>
English language printing	English + Spanish U-card	Spanish Descriptions <b>5</b>	<i>additional plus for Hispanic shoppers</i>
Warm water wash	Hot Water Wash	Hotter Wash Cycle <b>6</b>	<i>added security, nuisances can be removed (mites, bugs, dander)</i>
Sewn seams	Bound Seams	Stronger Seams <b>7</b>	<i>durable, reduced install ripout, enhanced barrier protection</i>
Laminated fabric	Laminated Fabric Plus	10% Thicker Fabric <b>8</b>	<i>quality feel, added thickness reduces rippage and adds to comfort</i>
Tumble dry - no heat	Tumble dry- low heat	Hotter dry cycle <b>9</b>	<i>reduced wash cycle time for happier consumer</i>

