



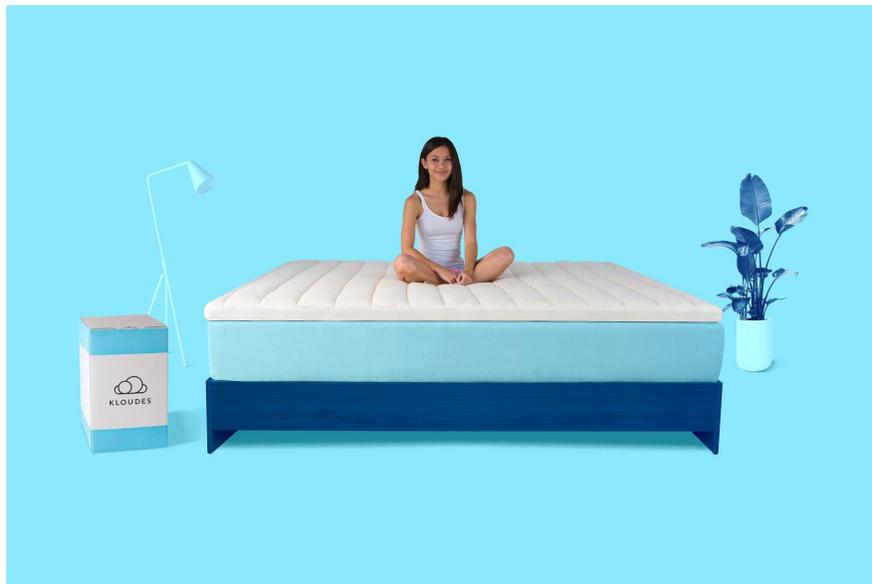
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## DON'T TOSS THAT AGING MATTRESS OUT JUST YET! STARTUP DESIGNS PATENT-PENDING TOPPER AS AN ALTERNATIVE TO REPLACING OLD MATTRESSES

*In Response to the Mattress Industry's Sky High Mark-Ups, this Company Is Saving Consumers Money by Selling the*

*Only Part of the Mattress that Matters - the Top 3 Inches*



**LOS ANGELES, CA** (December 12, 2017) – Klodes, the only company to specialize solely in mattress toppers, is providing consumers with a cost-effective and convenient alternative to replacing their aging mattresses. Today, the company launches its innovative, patent-pending Klodes Topper which was designed to transform one's existing mattress into a brand new one.

With so many different brands and models on the market, many consumers find the mattress buying process to be confusing and overwhelming. But, according to Consumer Reports, mattress models are more alike than the industry would have consumers believe. In tests conducted by Consumer Reports, a \$5,000 mattress performed about the same as one that cost \$540. And then there are the incredibly high markups - one Consumer Report's assessment of a \$3,000 mattress found that it cost about \$300 to make (a 900% markup). Klodes was created with the intent to disrupt the mattress industry's unfair pricing schemes and often misleading marketing tactics.

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“I’ve been in the bedding industry for many years, and after seeing the mattress industry’s ridiculously high mark-ups, I wanted to give people seeking to replace their old mattresses another option,” said Kloudes founder Omar Alchaboun. “In general, the only thing that distinguishes one mattress model from another is the comfort layer - the upper 3 inches of most mattresses. I figured, why spend a fortune on a new mattress when you’re essentially paying for the top 3 inches only? With Kloudes, you’re paying for the only part of the mattress that matters and saving money as a result.”

The Kloudes Topper can enhance or restore the comfort level of new and old mattresses alike, whether it’s a worn-out mattress that has flattened out after years of use, a mattress that is too hot or too firm, or a recently purchased mattress that just isn’t quite hitting the spot. In addition, Kloudes extends the life cycle of mattresses which leads to cost-savings by delaying the need to replace them within the suggested 5-7 years.

The Kloudes Topper’s unique features include:

- Patented Air-Foam technology and patent-pending “Micro-Kloudes” technology for breathability and comfort
- Eco-friendly, upcycled memory foam that contains fewer chemicals than standard memory foam
- A channel-stitched, organic cotton cover
- Perforated layers to ensure optimal airflow
- A convection-cooled sleep system

The direct-to-consumer topper retails for 1/5th of the cost of a mattress of comparable quality. It is available in all standard mattress sizes with prices ranging from \$169 (twin) to \$279 (king). The topper can be pre-ordered on Kickstarter.

To view Kloudes’ Kickstarter campaign, please visit:

[https://www.kickstarter.com/projects/294237634/sleep-on-kloudes-the-topper-that-makes-mattresses?ref=nav\\_search&result=project&term=clouds](https://www.kickstarter.com/projects/294237634/sleep-on-kloudes-the-topper-that-makes-mattresses?ref=nav_search&result=project&term=clouds)

Official website: [www.kloudes.com](http://www.kloudes.com)

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