



SOUTHARD
MATTRESS

Know your bed styles.

Shopping for a mattress is not like looking at hybrid cars. You cannot lift up the top to see what's inside. So how do you know that what you read in manufacturer literature or what the salesperson tells you is true? Our style guide breaks down bed styles into eight easy-to-understand categories. That way, you can feel comfortable with any bed on any showroom floor—or on the market for that matter.

Organic Mattresses. These are mattresses that rely upon materials that have been organically grown and certified by the USDA. No chemicals, pesticides, herbicides, or dyes are used in the production of the raw materials, making it better for you and the environment. Instead of chemicals, wool is used as a fire retardant. Beware of mattresses that claim to be “all-natural.” There's a difference between “organic” and “all-natural.” Anything that is made organically must be certified by the USDA—all natural mattresses do not adhere to the USDA's strict standards. Also, not all “organic” mattresses are 100% organic. For instance, all of our collections use only organic cotton, while the other materials are eco-intelligent. If you're interested in a 100% organic bed, WJ Southard Mattress can customize one for you. To make sure an organic bed actually is what it advertises, ask to see the mattress' certification.

All-Natural Latex Mattresses. A latex mattress offers superior pressure relief because it contours to your body in response to your body weight. Latex is the most mite and mold resistant, making it an excellent choice for seasonal and perpetual allergy and asthma sufferers. Latex mattresses can last up to 20 years without losing their resilience and are biodegradable—unlike their memory foam counterpart.

There is no such thing as a 100% chemical-free latex mattress. For instance, WJ Southard uses the world's most natural latex, and our mattresses are 98% all-natural. Our all-natural latex mattresses have a low emissions pollutant-examined certification. In short, our latex mattresses contain little or no non-regenerating raw materials. Please contact us if you want to learn more about the certification.

Memory Foam Mattresses. Made from polyurethane and/or petro-based chemicals, a memory foam mattress dramatically conforms to the body to align the spine and relieve pressure points. Sleepers with back pain or osteoarthritis love the memory foam because it supports the entire body at all the pressure points as though you're floating. Most memory foam mattresses, such as the Tempurpedic mattress, are made from petroleum-based chemicals. If you are eco-conscious, like the feel of a memory foam mattress, and want something that's friendlier on the environment and the world's natural resources, WJ Southard offers a latex collection, which uses the world's most natural latex, is an excellent choice for you.

Many sleepers have a hard time adjusting to the feel of an all memory foam mattress. If you want the benefits of TempurPedic, try a traditional innerspring with memory foam or a latex mattress from the Van Patten Collection or the Charles Collection.



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Horsehair Mattresses. Since the dawn of sitting on anything comfortable, furniture makers relied upon springy, resilient horsehair as furniture's most natural filler. WJ Southard relied on horsehair back in the 1930s and 1940s. Today, the world's most expensive bed is made out of horsehair (Yes, that's a \$64,000 bed made by Hastens). Our 1915 Collection and Hawley Collection with Horsehair Topper utilizes horsehair as its primary filler. Our horsehair collection makes it possible to spend what any reasonable person would spend on a mattress—and after a couple of nights of unceasing sleep, you'll feel like a million dollars.

Innerspring Mattresses. Traditional mattresses use open metal springs in between layers of padding. The innerspring is one of the most unchanged bed designs since beds were first invented. The design has withstood the test of time. Simmons, Sealy and Serta (The three S's) rule the market in this category. The more expensive innerspring mattresses include pillow tops, and extra layers of padding within the mattress. The three S's also tout a firmer coil gauge and a higher coil count in their more expensive models. Avoid judging a mattress on coil count alone—as two mattresses with the same count can have completely different feels. Mattress shoppers who like the idea of a memory foam mattress, but think it feels too much like sleeping in quicksand, should opt for an innerspring. Since an innerspring unit can be padded with foam or latex, sleepers can get the benefits of foam in a mattress that has a more traditional feel. (Because last time we checked, sleeping in quicksand is no walk on the beach.)

Individually Wrapped Coil Mattresses. Each coil is individually wrapped, where each coil moves and adjusts independently. An individually wrapped coil unit looks like a honeycomb. Simmons (one of the three S's) coined the term "Pocketed Coil." Individually wrapped coil units and pocketed coil units are one in the same. This type of mattress is great for partners, because as each sleeper shifts, the unit absorbs the impact and the other partner is left undisturbed. You'll sleep like you did when you were single.

Air Mattresses. Adjustable air chambers serve as the primary method of support. A mattress like this gives you great flexibility, because you can adjust your sleeping surface at any time. And partners can customize their side to the level of firmness they prefer. The most popular type of air mattress on the market is the Sleep Number Bed.

Water Mattresses. The mattress is filled with long tubes of water, which conform to the body. Popular brands include Flobeds & Classic Sleep Products. Osteoarthritis sufferers love the waterbed for its lack of pressure points. You may have slept on a waterbed back in the late 1970s and early 1980s, when they were most popular. Partners usually dumped their waterbeds because of the high rate of disturbance from shifting. We're happy to report that the technology has changed since these beds were first introduced. And partners no longer need to worry about experiencing sea sickness.
