


sierrasleep[®]
by Ashley

- ✔ Fastest growing mattress company
- ✔ Unbeatable quality for value

The most complete line of mattresses and accessories for your sleeping comfort!

The Brand

Sierra Sleep by Ashley is known for its ability to provide consumers with mattress quality normally found at much higher price points.

One of the top goals is to ensure phenomenal value, and this comes through our vertical integration where we pass the savings to the end consumer. (we manufacture our own steel innerspring coils, pour and cut our own foam, and roll our poly-fiber) Customers today recognize value and quality when they see it!

By being owned and operated by Ashley furniture industries, the world's largest furniture manufacturer, we leverage our size and global resources to provide a luxurious product assortment at affordable prices!




sierrasleep®
by Ashley

Our Competitive Differentiators

Why choose our product over other brands

- **Roll compression technology** – We are roll compressing all promotional and core products
- Takes up less space in the warehouse and reduces delivery issues
- Increases cash and carry sales allowing customers to “take with”



Our Competitive Differentiators

What separates us from the rest

- **Value-per-dollar** – Because of Ashley's global buying power, we provide unbeatable value-per-dollar giving customers better quality product for affordable prices
- **Massive domestic production** – We are beating supply chain disruption with increased production, inventory, and fast shipping.



How we can grow your sales

Protect your margins

- *Bundling promotions* with powerbases, foundations, and pillows.
- *Customized training* (*Top-down system, need-based system, customer needs/benefits*)

Marketing and Advertising Support

- We help create personalized ads for your social media and help increase your product velocity with marketing support.

SALES GROWTH




by Ashley

How we can grow your sales

Online Mattress Sales

- Every year, the amount of online mattress shoppers increases!
- Utilizing product like ours and the roll-compression benefits can help you dominate your online mattress market share

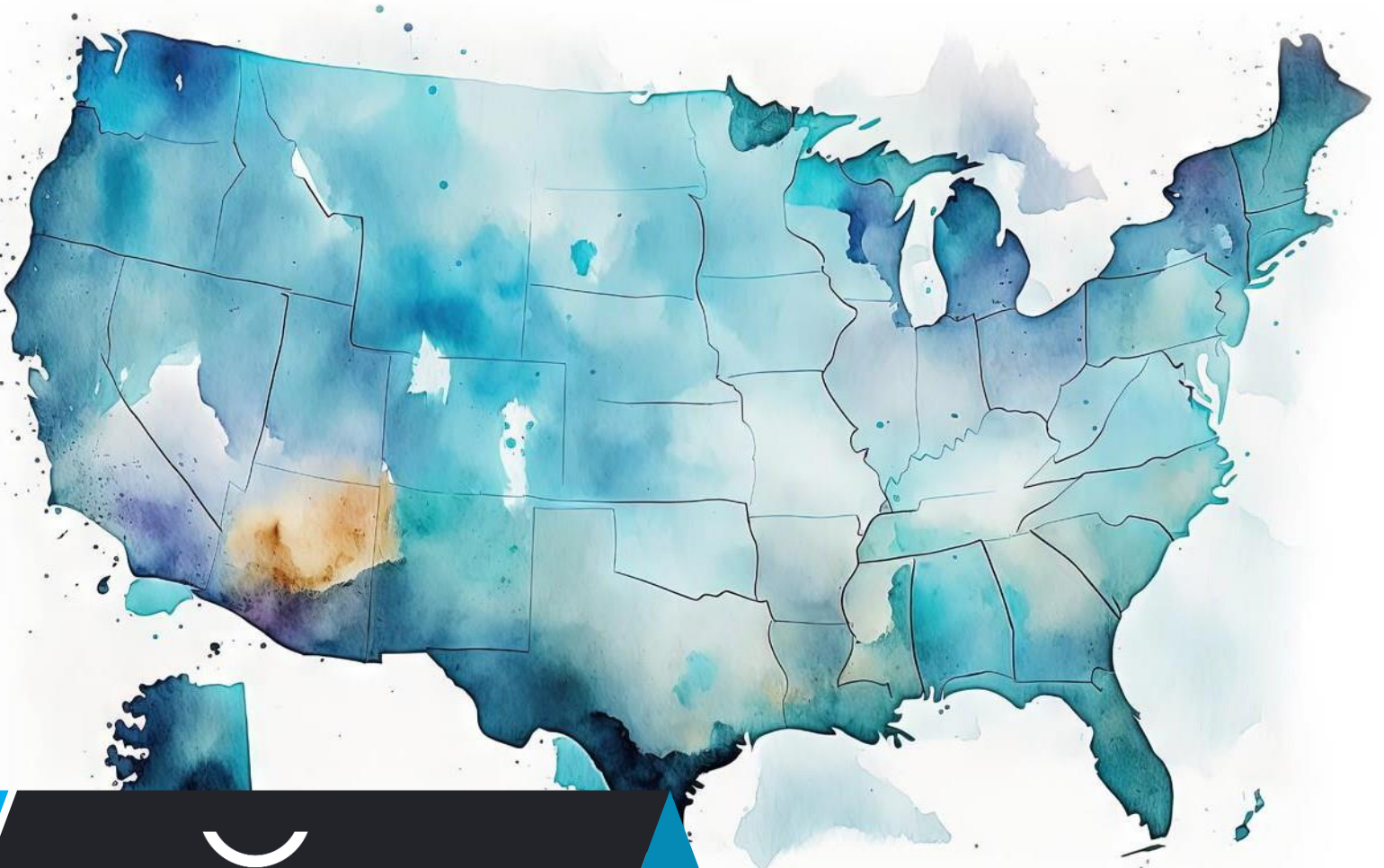
Saving Lost Sales

- We offer incredible product at the top selling price points to offer customers all comfort levels and mattress types
This helps capture all angles of mattress business



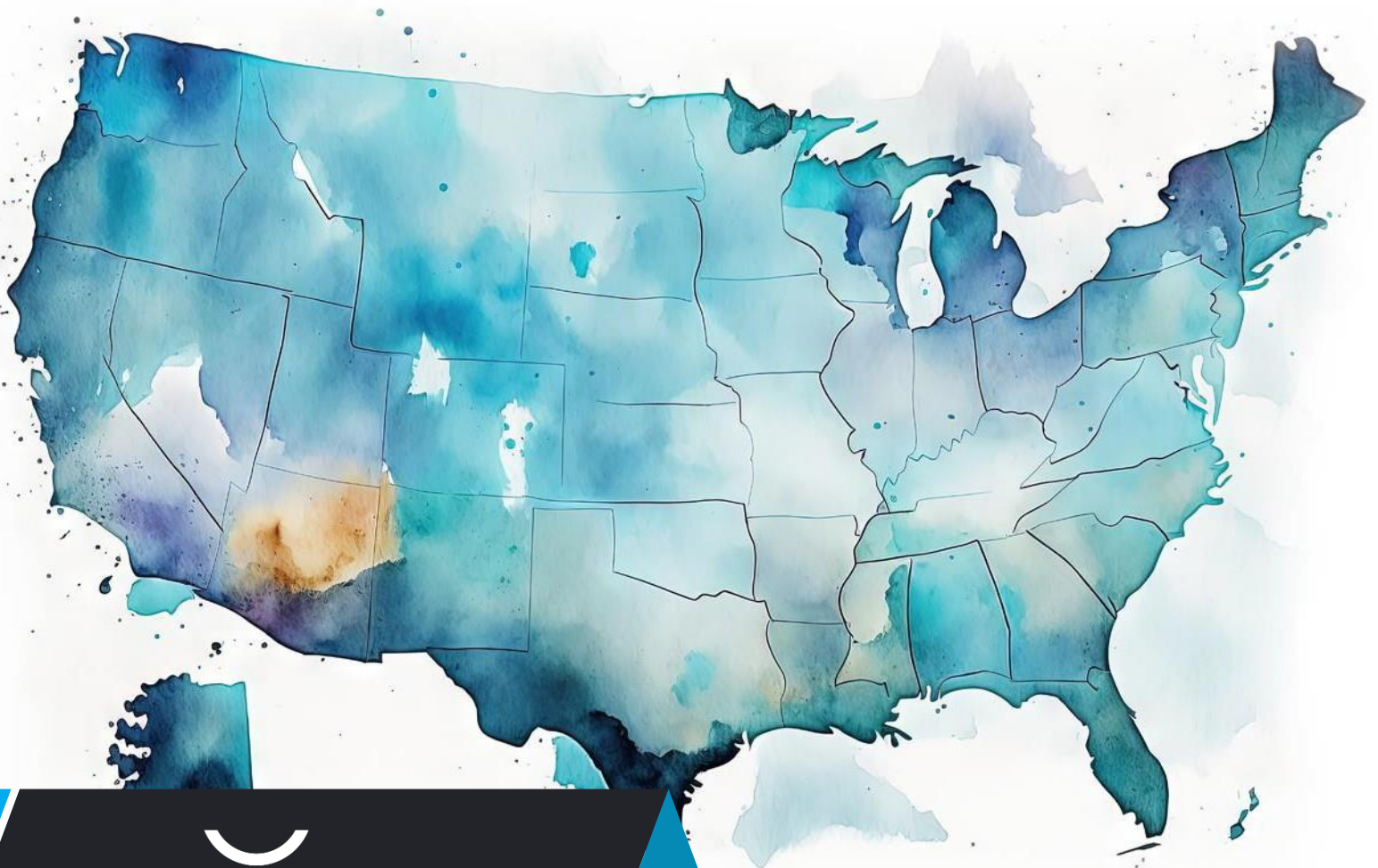
How we can geographically support you!

- Customized product training for your salespeople at your locations
- We understand your customer demographic!
- Can ship anywhere! Warehouses OR individual stores for take-with promotions etc.
- Can even direct-ship to customers
- With over 2000 trucks and 3000+ trailers, we are the 2nd largest private trucking company in America.



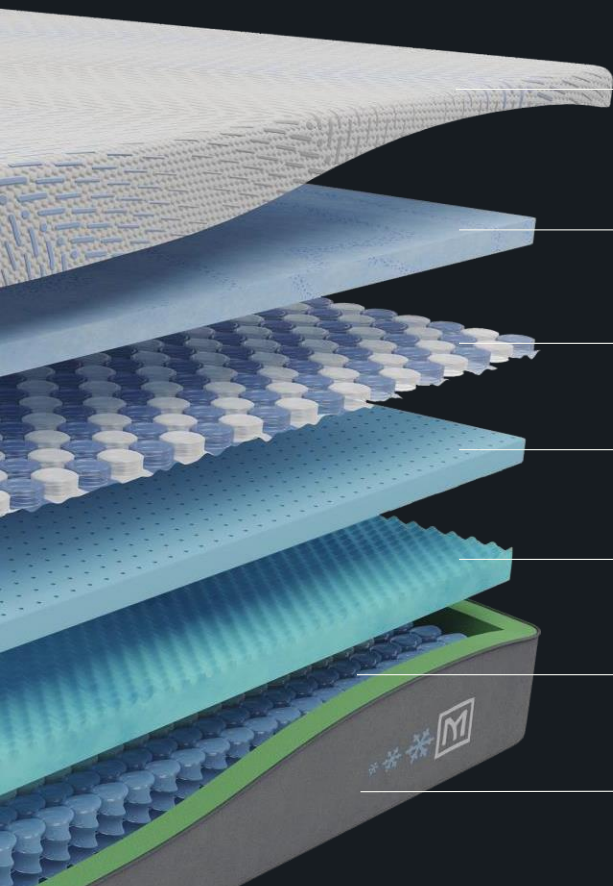
In-Store Sales Support

- Spec Cards and templates
- Price Cards and templates
- Embroidered Foot Protectors (*product specific*)
- Embroidered Pillow shams (*product specific*)
- Gallery signage support with hundreds of POP options available



M508

Millennium Luxury Plush Gel Latex Hybrid Mattress



Hyper Cool Luxury 4-way Stretch Knit with 2 Layers of PCM

2" Cooling Gel Latex Comfort Layer

Premium Pressure Sensitive Nanocoil Unit (1530 Coils)

2" Copper Infused Premium Cooling Memory Foam

3" Sculpted Body Contouring Comfort Foam

Premium Individually Wrapped Coil Pack (750 Coils/Queen)

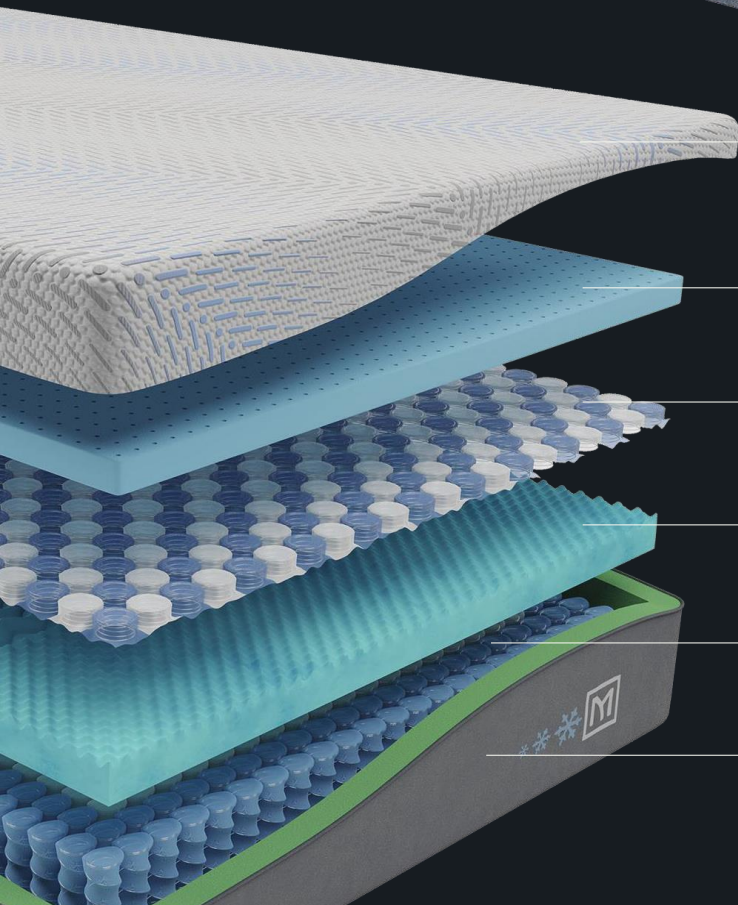
Green Tea Infused Stability Support Base Foam

 MILLENNIUM


by Ashley

M507

Millennium Cushion Firm Hybrid Mattress



Hyper Cool Luxury 4-way Stretch Knit with 2 Layers of PCM

2" Copper Infused Premium Cooling Gel Memory Foam

Premium Pressure Sensitive Nanocoil Unit (1530 Coils)

3" Sculpted Body Contouring Comfort Foam

Premium Individually Wrapped Coil Pack (750 Coils/Queen)

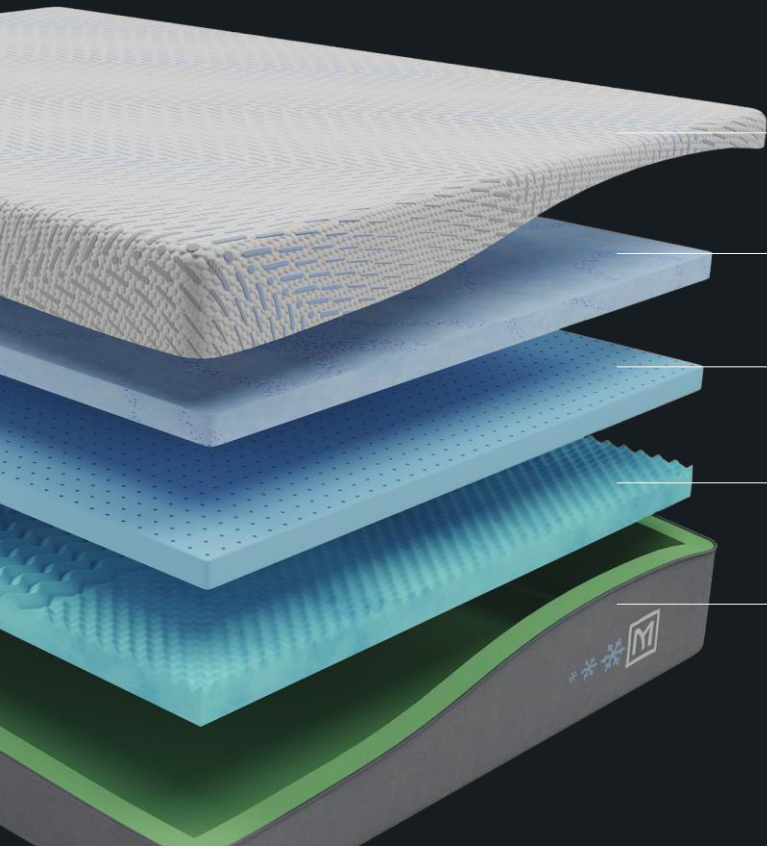
Green Tea Infused Stability Support Base Foam

 MILLENNIUM


by Ashley

M506

Millennium Luxury Gel Latex Memory Foam Mattress



Hyper Cool Luxury 4-way Stretch Knit with 2 layers of PCM

2" Cooling Gel Latex Comfort Layer

2" Copper Infused Premium Cooling Gel Memory Foam

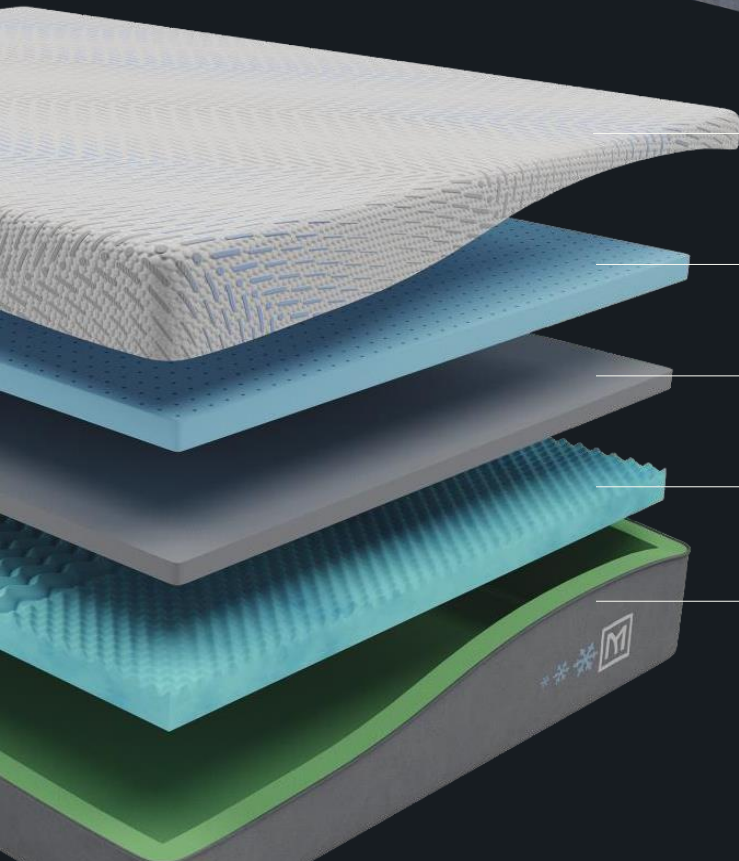
3" Sculpted Body Contouring Comfort Foam

Green Tea Infused Stability Support Base Foam



M505

Millennium Luxury Gel Memory Foam Mattress



Hyper Cool Luxury 4-way Stretch Knit with 2 Layers of PCM

2" Copper Infused Premium Cooling Gel Memory Foam

1.5" Charcoal Infused Gel Memory Foam

3" Sculpted Body Contouring Comfort Foam

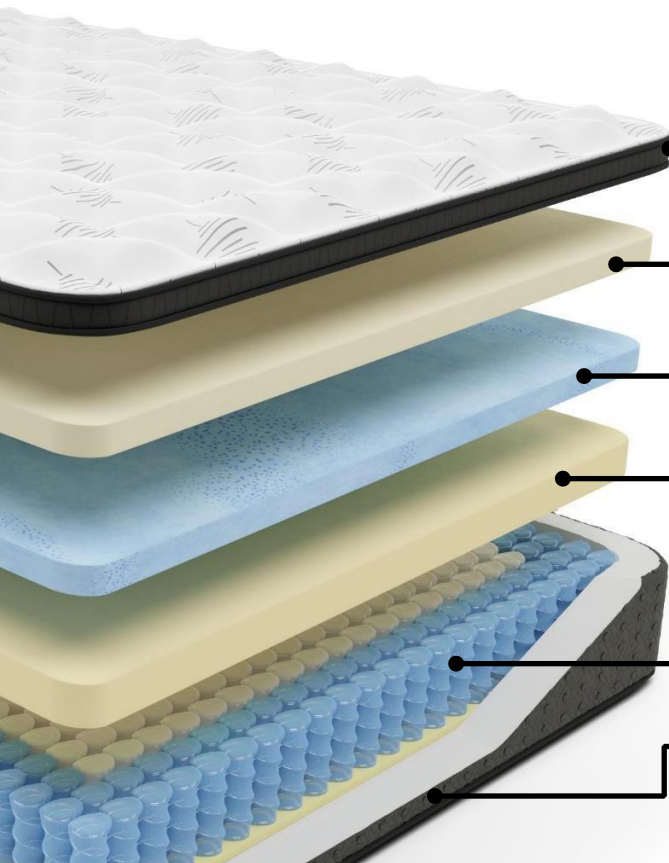
Green Tea Infused Stability Support Base Foam

 MILLENNIUM


by Ashley

M572

Ultra Luxury Eurotop With Memory Foam



Hyper Cool Luxury 4-way knit cover for increased comfort and cooling

2" Plush quilt foam

2" Plush cooling gel memory foam to keep you Cool & Comfortable

3" Cushion firm foam for Comfort & Support

750 Power-Packed Wrapped Coil System for Support & Durability

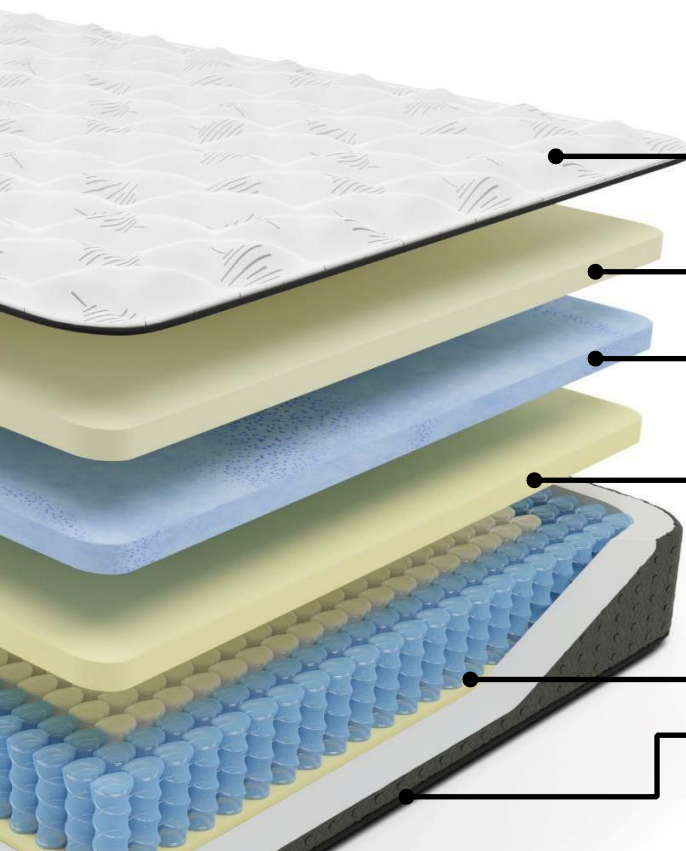
High Density Base Foam for Additional Stability




sierrasleep®
by Ashley

M571

Ultra Luxury Tight Top Firm



Hyper Cool Luxury 4-way knit cover for increased comfort and cooling

2" firm quilt foam

2" cooling gel **memory foam** to keep you Cool & Comfortable

2" firm foam for Comfort & Support

750 Power-Packed Wrapped Coil System for Support & Durability

High Density Base Foam for Additional Stability




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Hybrid 1400

1400 Hybrid Mattress



- Luxury Pillow Pocket Technology, 4-Way Stretch Cover
- 1" Laytec Foam
- 2" High Density Response Memory foam
- 3" High Density Whisper Foam
- 720 Power Packed
- 15 Gauge Wrapped Coil
- Ashley Edge "Steel Encased"
- 2 Perimeter Rows of 13 Gauge Wrapped Coils for Edge Support.
- 3/4" Base Support Foam
- **Coil Counts:** Queen – 720 / King – 900 / Cal King 918



Hybrid 1300

1300 Hybrid Mattress



- Luxury Pillow Pocket Technology, 4-Way Stretch Cover
- 1" High Density Response Memory Foam
- 4" High Density Whisper foam
- 720 Power Packed
- 15 Gauge Wrapped Coil
- Ashley Edge "Steel Encased"
- 2 Perimeter Rows of 13 Gauge
- Wrapped Coils for Edge Support.
- 3/4" Base Support Foam
- **Coil Counts:** Full – 588 / Queen – 720 / King – 900 / Cal King 918



Hybrid1200

1200 Hybrid Mattress

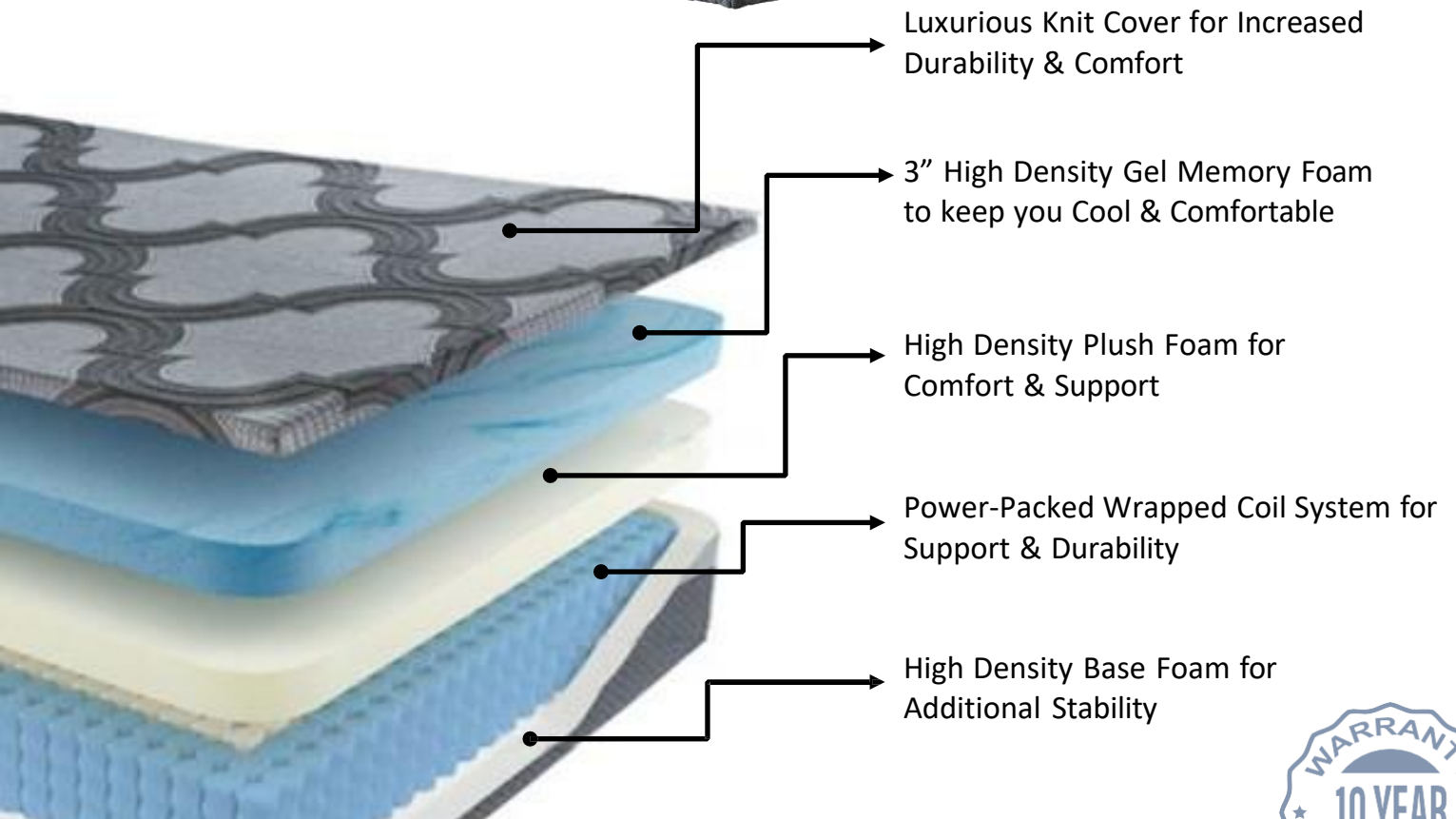


- Luxury Pillow Pocket Technology, 4-Way Stretch Cover
- 1" High Density Charcoal Gel Memory Foam
- 3" High Density Support foam
- 720 Power Packed
- 15 Gauge Wrapped Coil
- Ashley Edge "Steel Encased"
- 2 Perimeter Rows of 13 Gauge
- Wrapped Coils for Edge Support.
- 3/4" Base Support Foam
- **Coil Counts:** Twin – 416 / Full – 588 / Queen – 720 / King – 900 / Cal King 918



M629

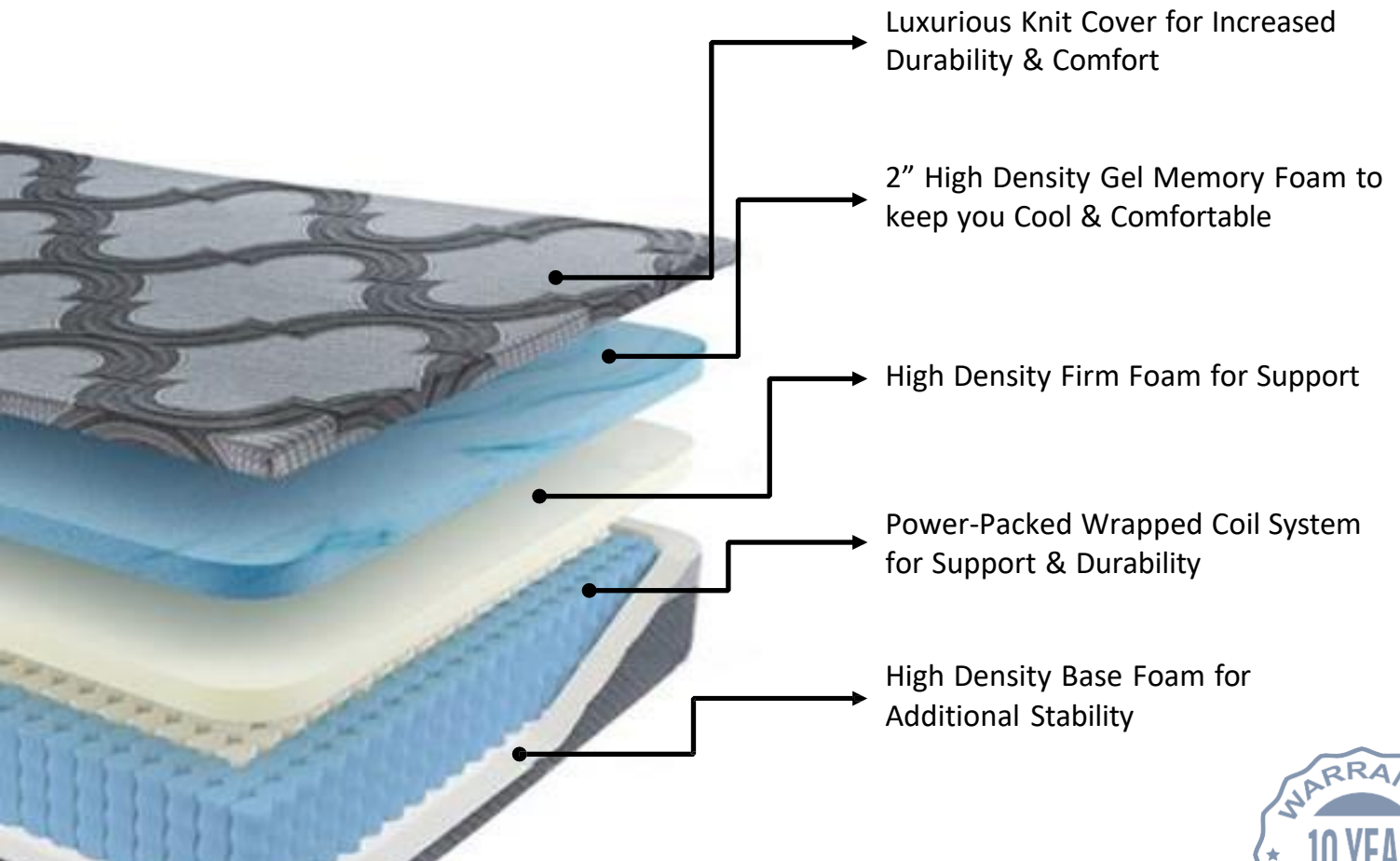
1400 Hybrid Mattress




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by Ashley

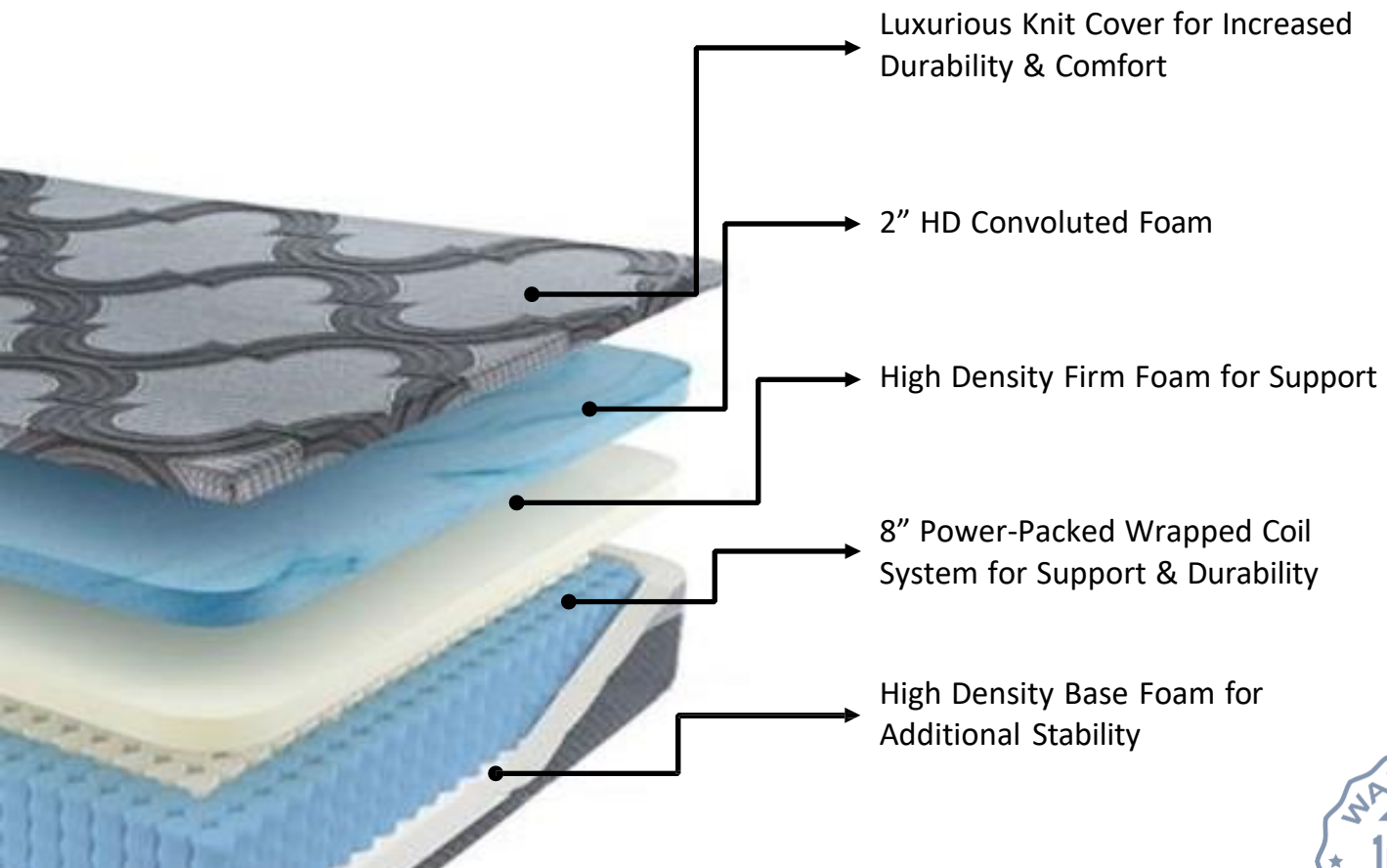
M628

1200 Hybrid Mattress



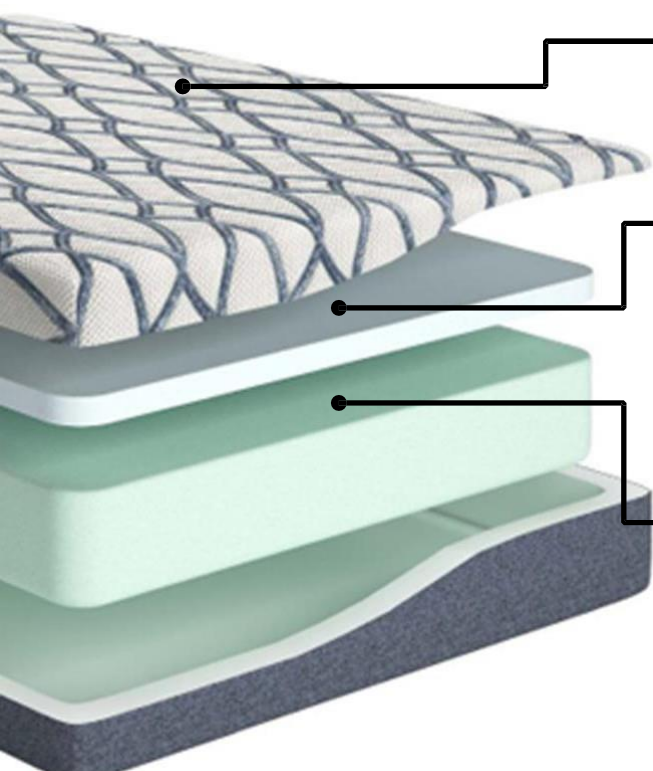
M526

1100 Hybrid Mattress



M425

Chime Elite 2.0 10 Series Mattress



Micro Cool Technology Cover keeps you Cool & Comfortable by Dissipating Heat

2" Memory Feel Foam

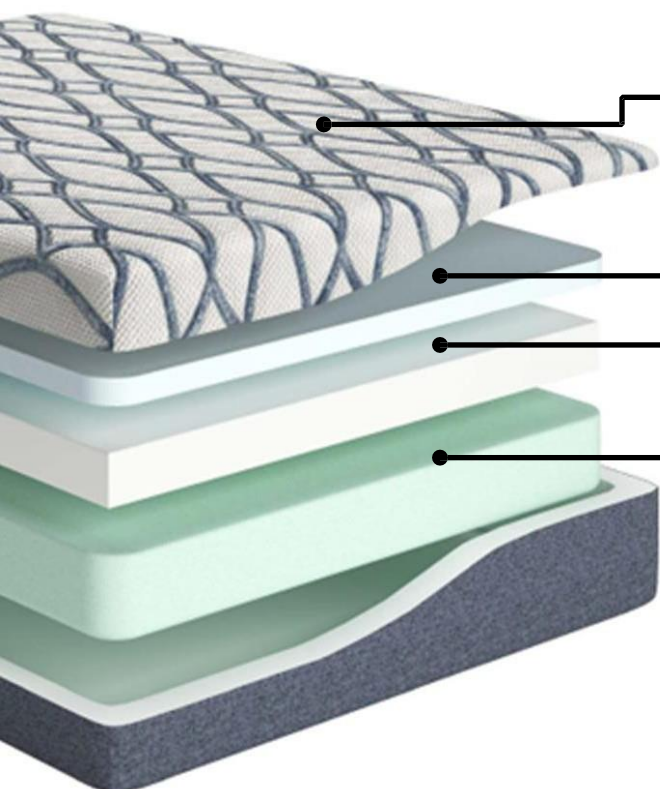
8.5" Green Firm Foam for Increased Support



chime
— BY ASHLEY —

M426

Chime Elite 2.0 12 Series Mattress



Micro Cool Technology Cover keeps you Cool & Comfortable by Dissipating Heat

2" HD Memory Feel Foam

4" HD Transition Foam

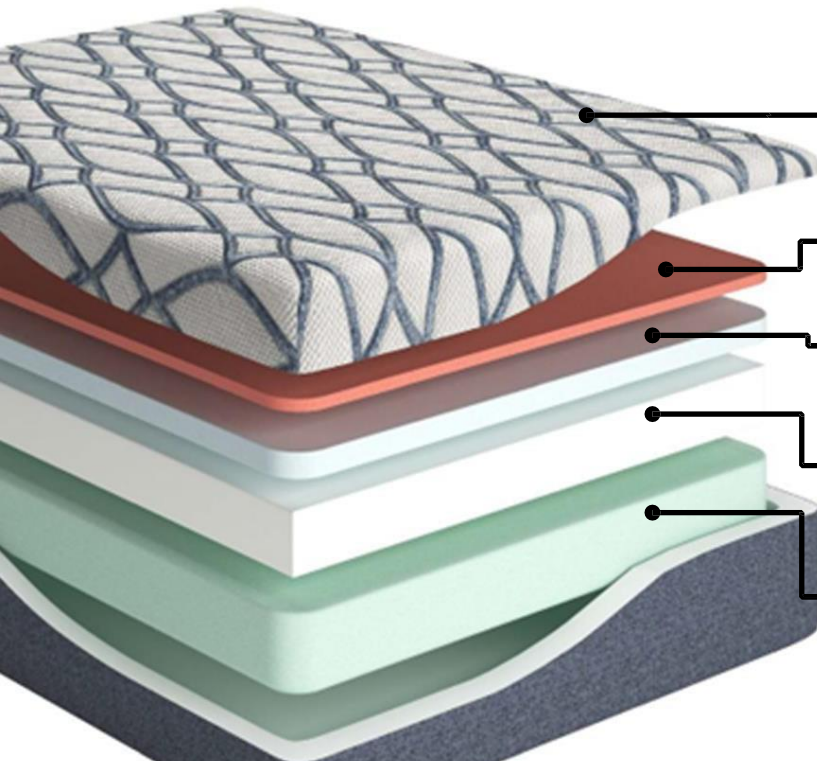
6.5" Green Tea Base Foam



chime
— BY ASHLEY —

M427

Chime Elite 2.0 14 Series Mattress



Micro Cool Technology Cover keeps you Cool & Comfortable by Dissipating Heat

1" Latex Foam

2" HD Memory Feel Foam

5" HD Transition Foam

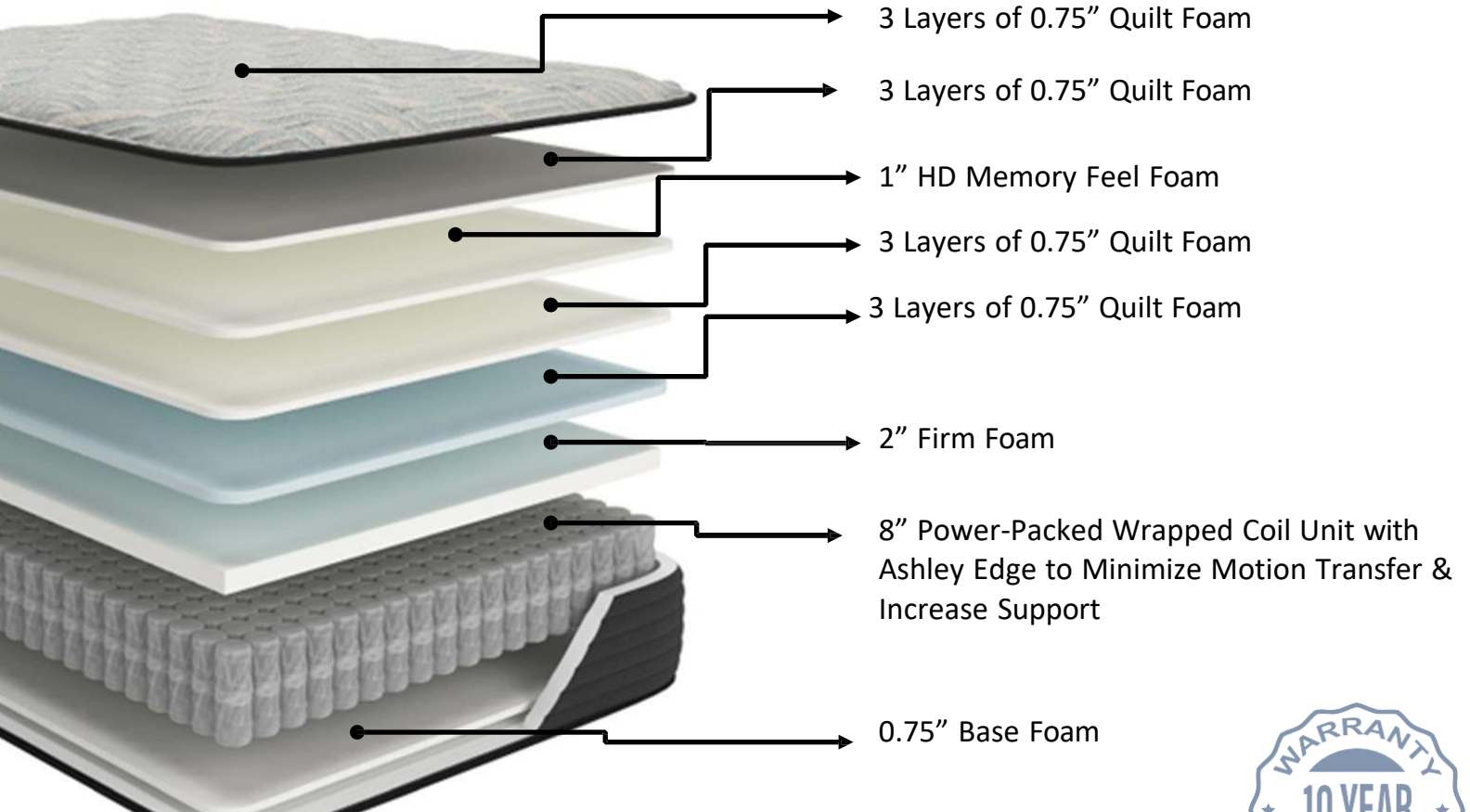
6.5" Green Tea Base Foam



chime
— BY ASHLEY —

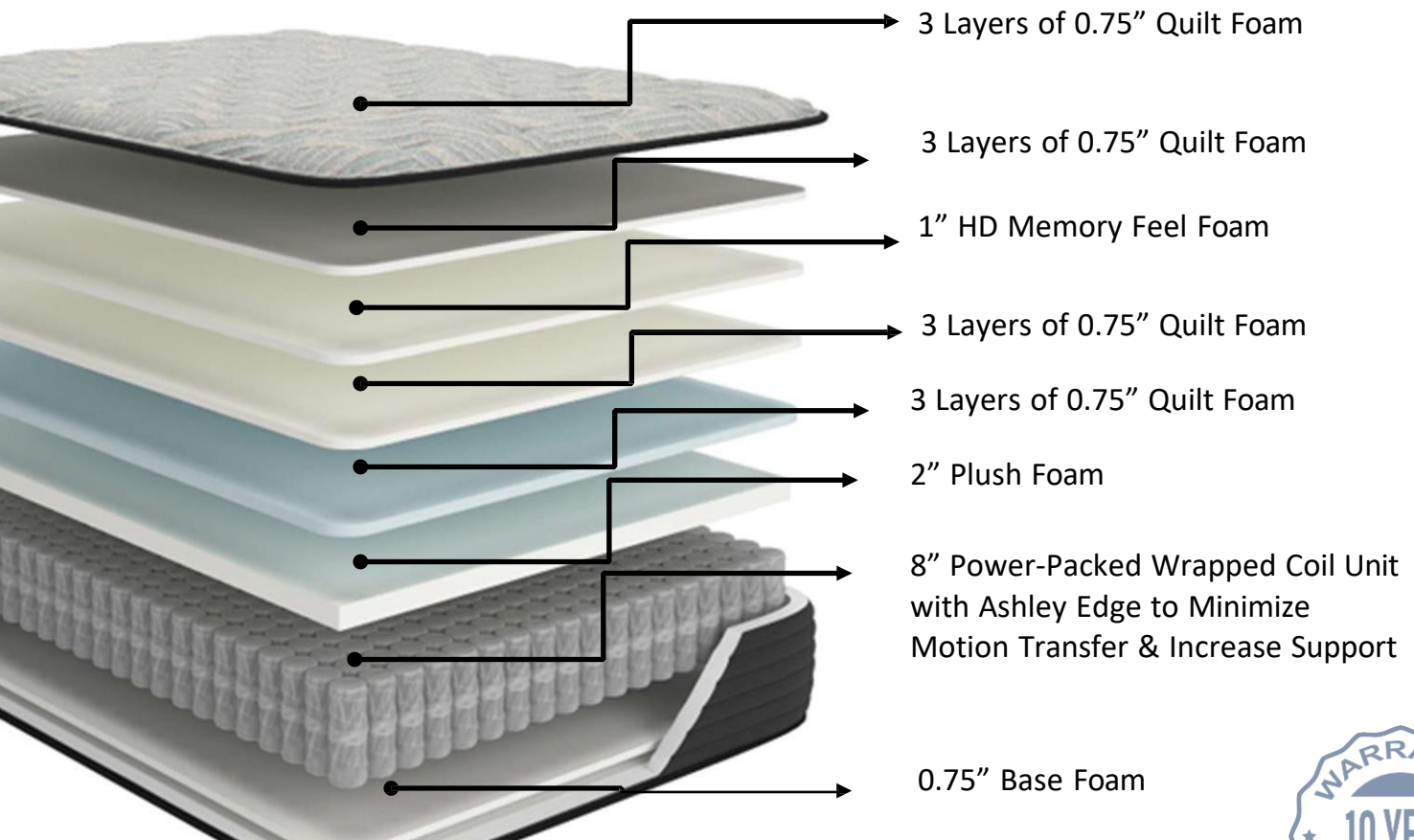
M415

Palisades Firm Mattress



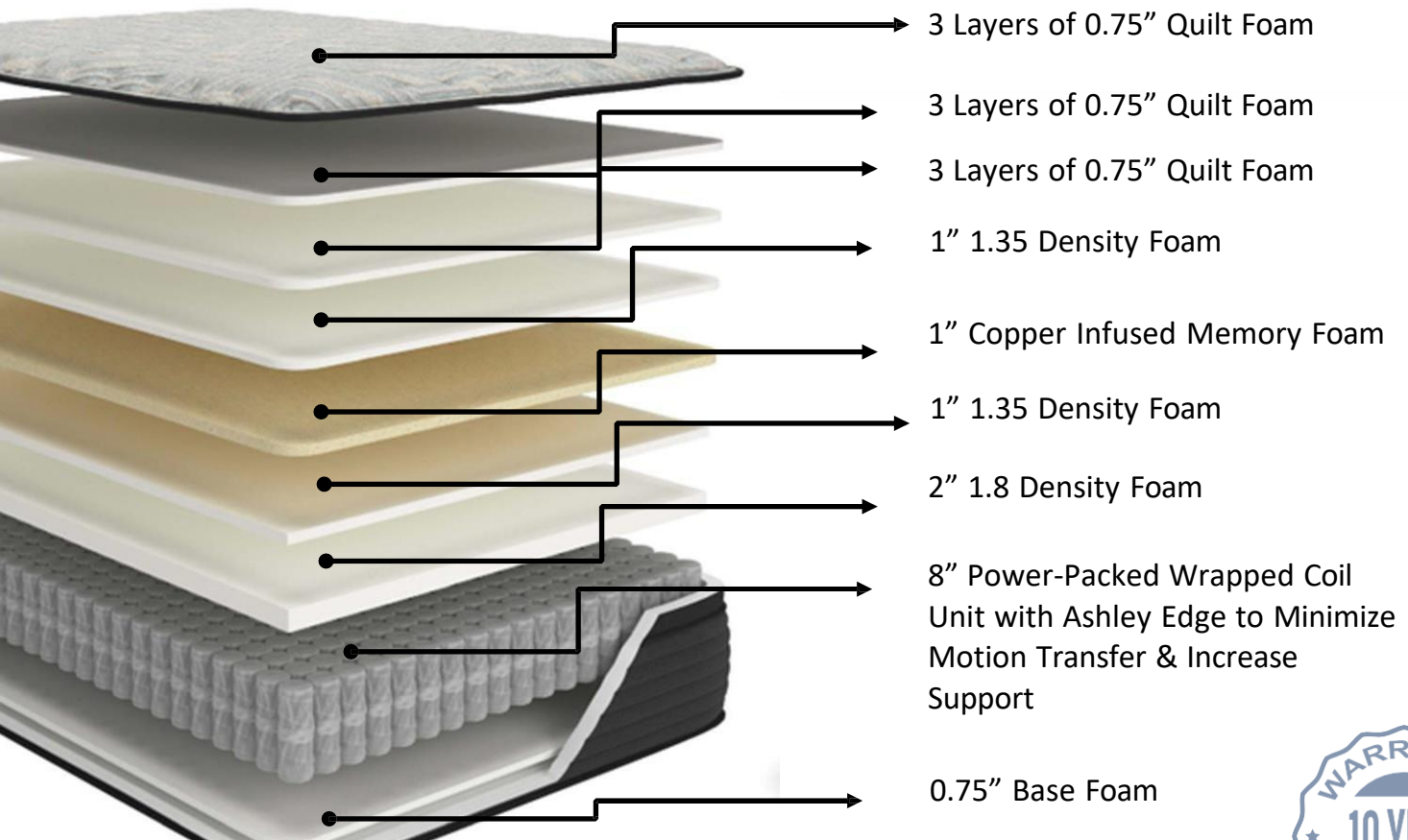
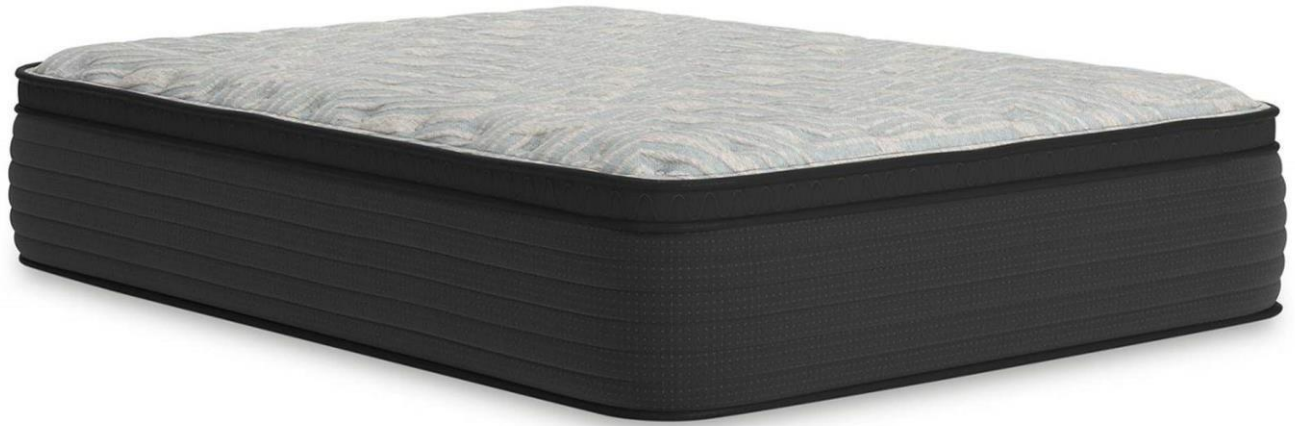
M416

Palisades Plush Mattress



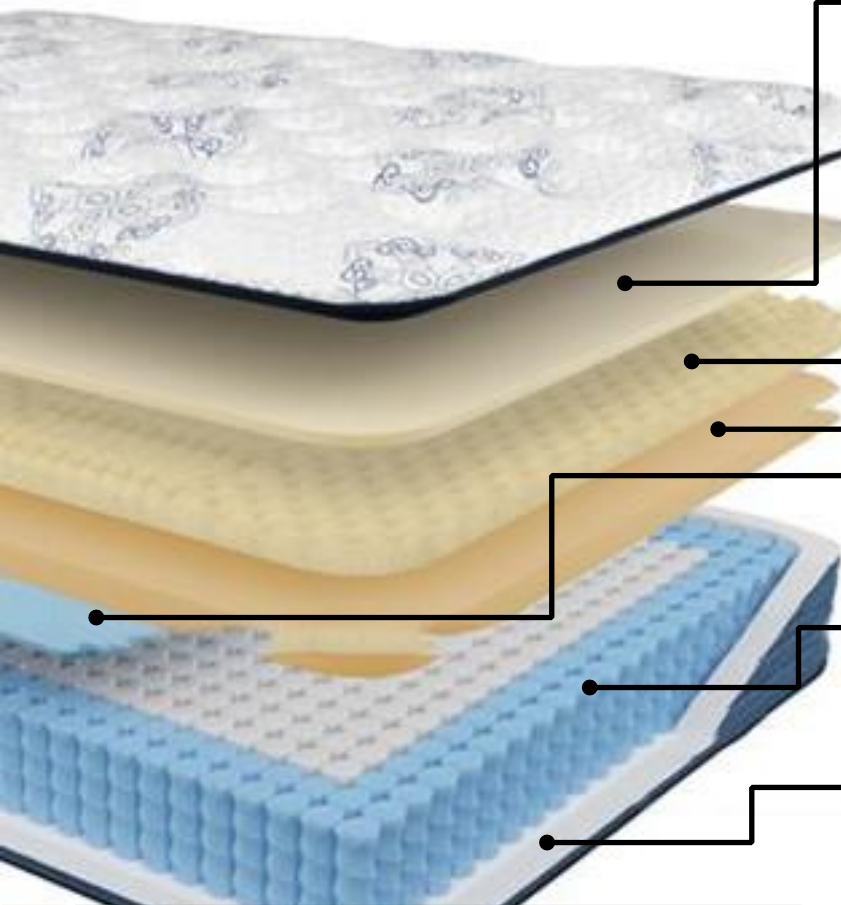
M417

Palisades Euro Top Mattress



M621

Mt Dana Firm Mattress



High Density Quilt Foam for Durability & Comfort

High Density Firm Zoned Sculpted Foam for Pressure Relief

High Density Firm Upholstery-Grade Body Foam for Personalized Comfort & Pressure Relief

High Density Gel Memory Foam for Lumbar Support

Power-Packed Wrapped Coil Unit with Ashley Edge to Minimize Motion Transfer & Increase Support

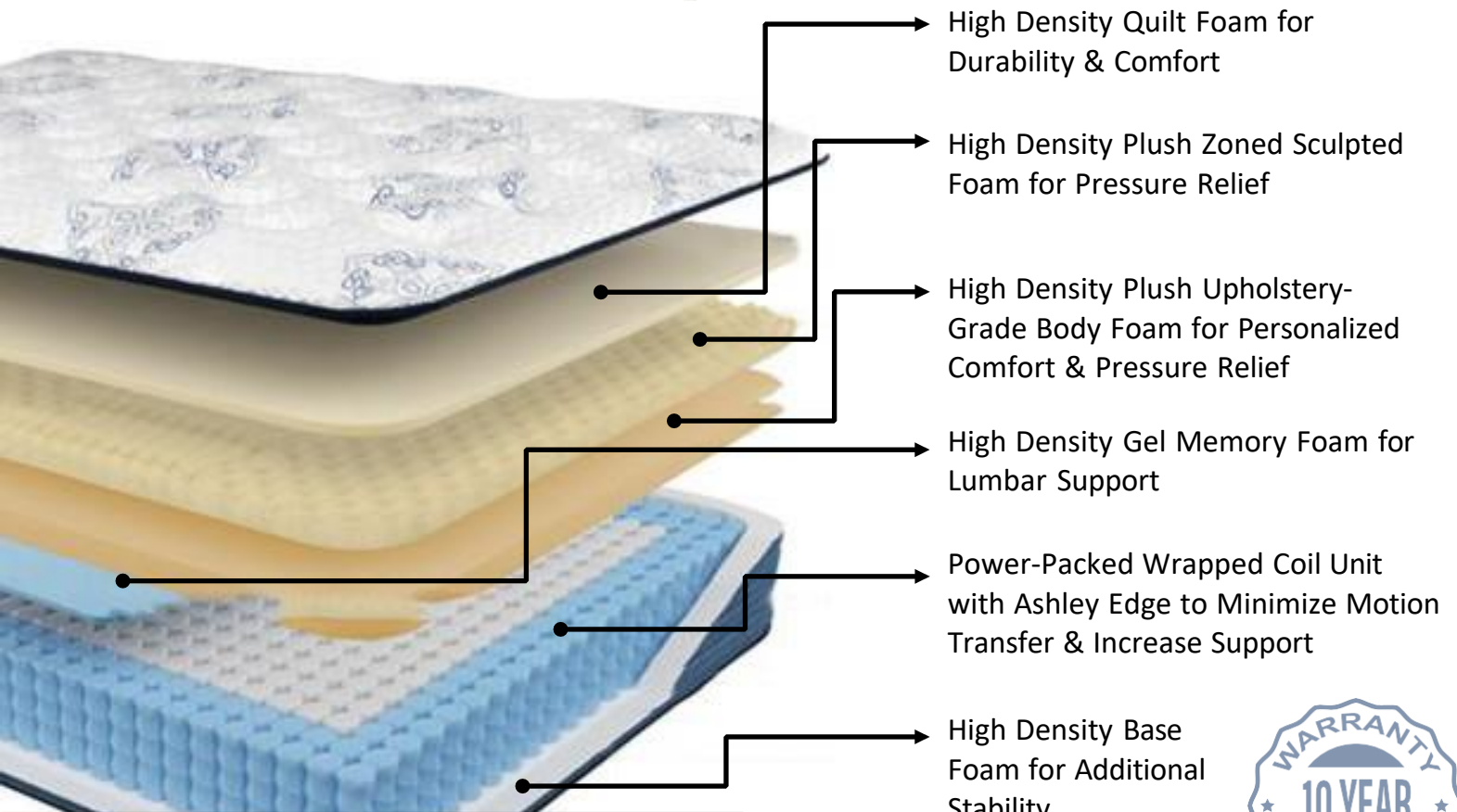
High Density Base Foam for Additional Stability

Coil Count: 720



M622

Mt Dana Plush Mattress



High Density Quilt Foam for Durability & Comfort

High Density Plush Zoned Sculpted Foam for Pressure Relief

High Density Plush Upholstery-Grade Body Foam for Personalized Comfort & Pressure Relief

High Density Gel Memory Foam for Lumbar Support

Power-Packed Wrapped Coil Unit with Ashley Edge to Minimize Motion Transfer & Increase Support

High Density Base Foam for Additional Stability

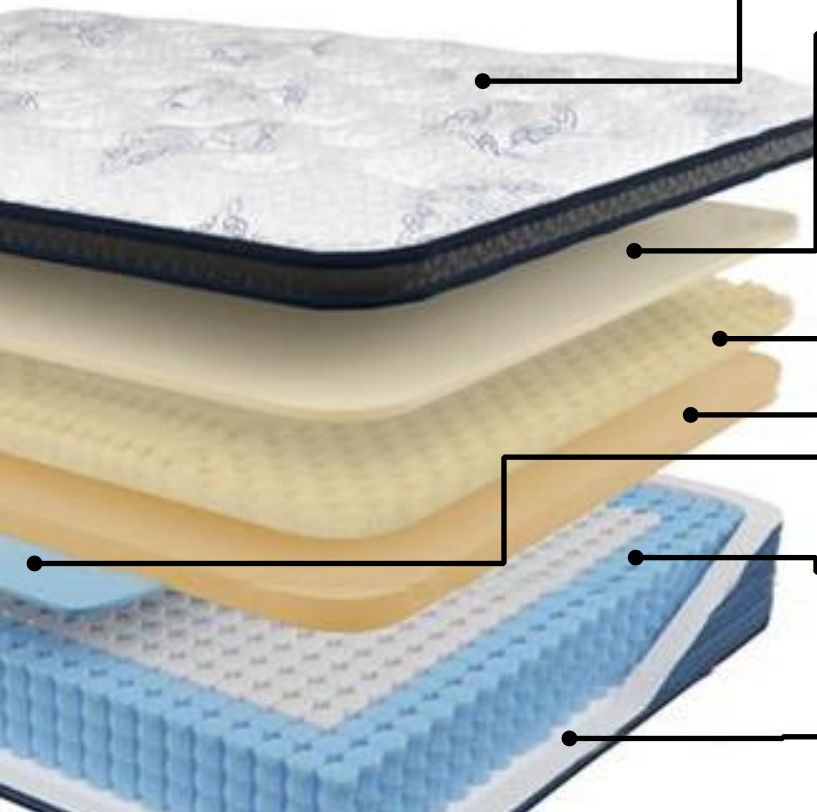


Coil Count: 720


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M623

Mt Dana Euro Top Mattress



High Loft Comfort Fiber with Luxury Cotton for Added Comfort & Durability

High Density Luxury Quilt Foam for Durability

High Density Plush Zoned Sculpted Foam for Pressure Relief

High Density Firm Upholstery-Grade Body Foam for Personalized Comfort & Pressure Relief

High Density Gel Memory Foam for Lumbar Support

Power-Packed Wrapped Coil Unit with Ashley Edge to Minimize Motion Transfer & Increase Support

High Density Base Foam for Additional Stability



Coil Count: 720


by Ashley

M410

Limited Edition 2.0 Firm Mattress



- Luxury Four Way Stretch Knit
- Luxury Cotton Fiber
- Super Support Polyester Fiber
- 2 Layers $\frac{3}{4}$ " Quilt Foam
- 2" Ultra Firm Support Foam
- $\frac{1}{2}$ " High Density Gel Support Memory Foam
- 680 Power Packed 15 Gauge Wrapped Coil
- Ashley Edge "Steel Encased"
- 2 Perimeter Rows of 13 Gauge Wrapped Coils for Edge Support
- 1" High Density Base Foam
- **Coil Counts:** 360-Twin / 528 – Full / 680-Queen, 805 – King / 823 – Cal King


sierrasleep®
by Ashley



M411

Limited Edition 2.0 Plush Mattress



- Luxury Four Way Stretch Knit
- Luxury Cotton Fiber
- Super Support Polyester Fiber
- 3 Layers $\frac{3}{4}$ " SuperSoft Quilt Foam
- 2" Comfort Plush Support Foam
- $\frac{1}{2}$ " High Density Gel Support Memory Foam
- 680 Power Packed 15 Gauge Wrapped Coil
- Ashley Edge "Steel Encased"
- 2 Perimeter Rows of 13 Gauge Wrapped Coils for Edge Support
- 1" High Density Base Foam
- **Coil Counts:** 360-Twin / 528 – Full / 680-Queen
805 – King / 823 – Cal King




sierrasleep®
by Ashley

M412

Limited Edition 2.0 Pillow Top Mattress



- Luxury Four Way Stretch Knit Cover
- Luxury Cotton Fiber
- Super Support Polyester Fiber
- 3 Layers of $\frac{3}{4}$ " Super Soft Quilt Foam
- 1" Super Soft Support Foam
- 2" Comfort Plush Support Foam
- $\frac{1}{2}$ " High Density Gel Support Memory Foam
- 680 Power Packed 15 Gauge Wrapped Coil
- Ashley Edge "Steel Encased"
- 2 Perimeter Rows of 13 Gauge Wrapped Coils for Edge Support
- $\frac{3}{4}$ " High Density Base Foam
- **Coil Counts:** 360-Twin / 528 – Full / 680-Queen
805 – King / 823 – Cal King



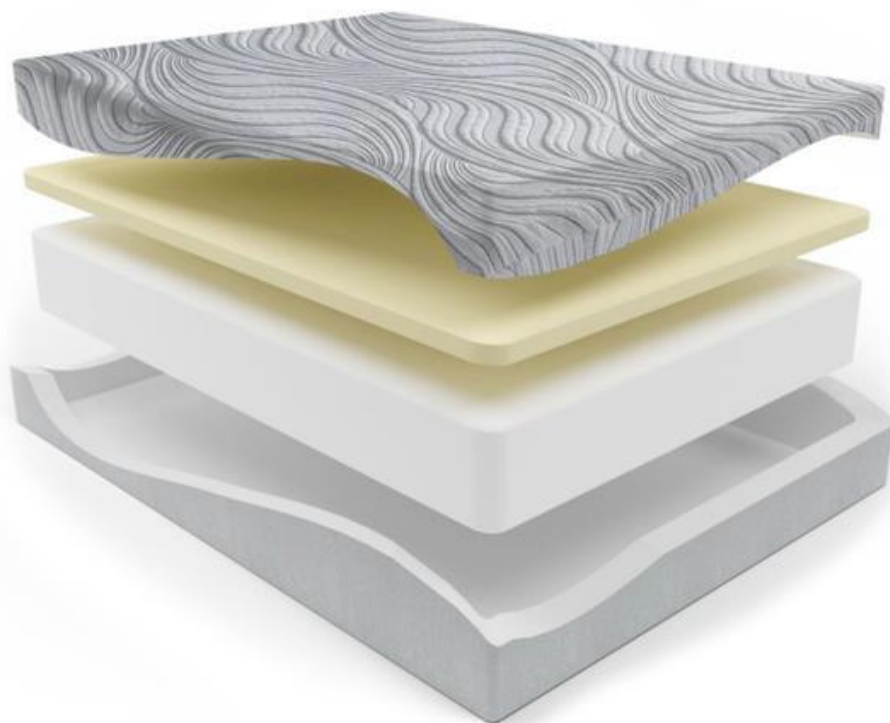

sierrasleep®
by Ashley

M593

12 Series Memory Mattress



- Stretch Knit Cover
- 2" Transition Foam
- 8" Core
- 2" Memory Foam
- Shippable



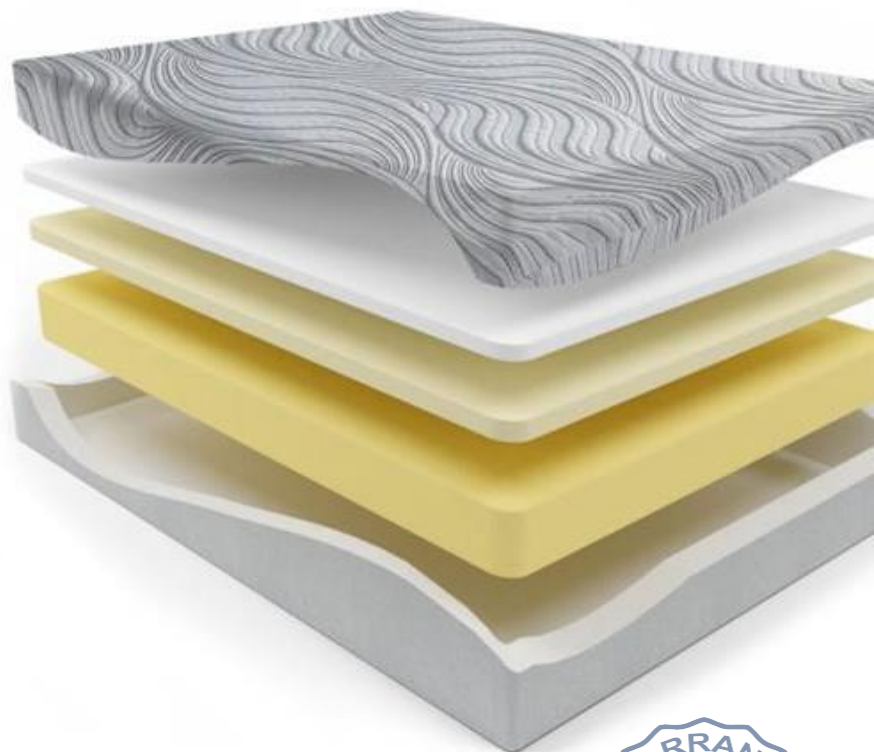

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M592

10 Series Memory Mattress



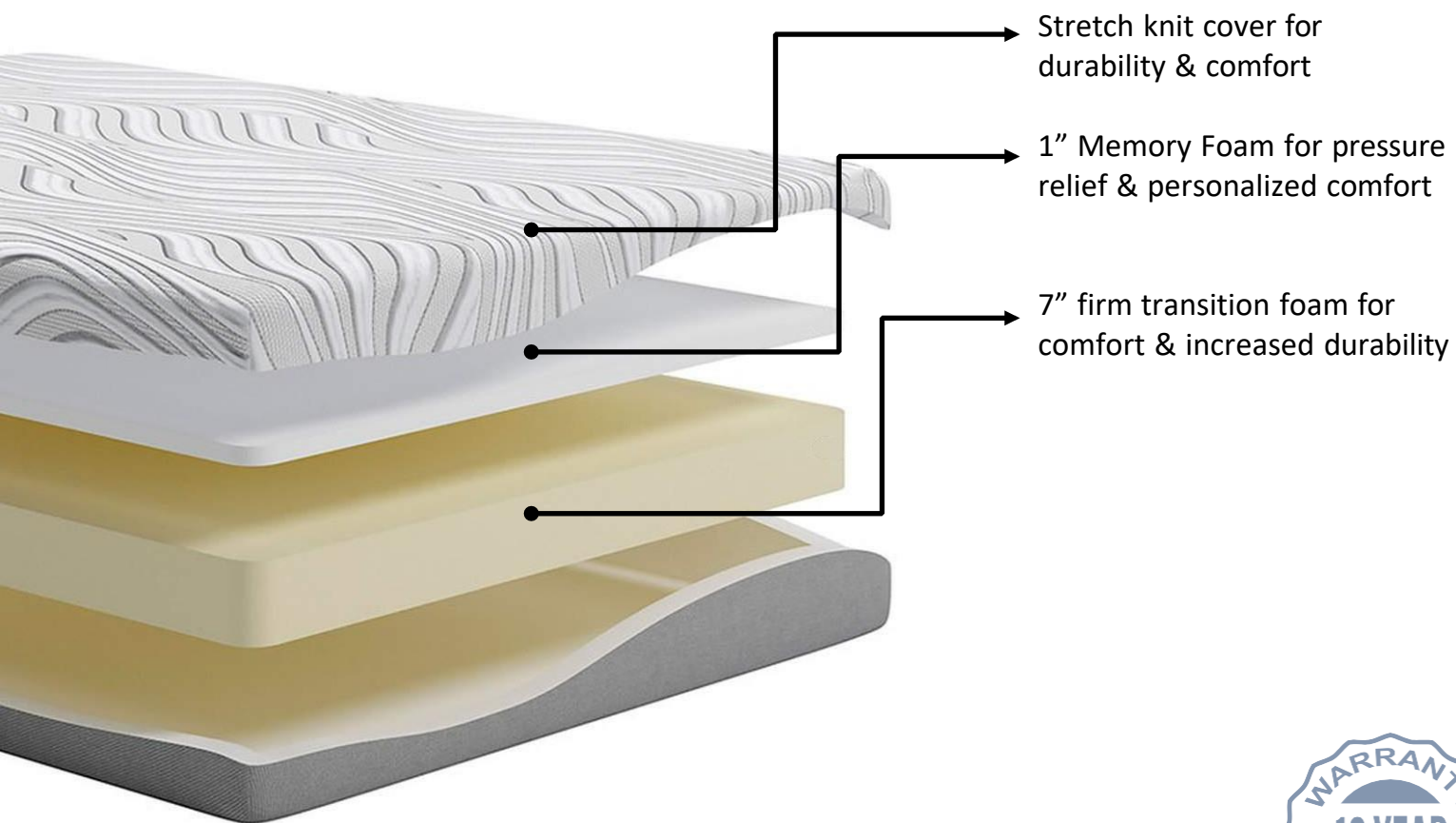
- Stretch Knit Cover
- 1.5" Transition Foam
- 7" Core
- 1.5" Memory Foam
- Shippable




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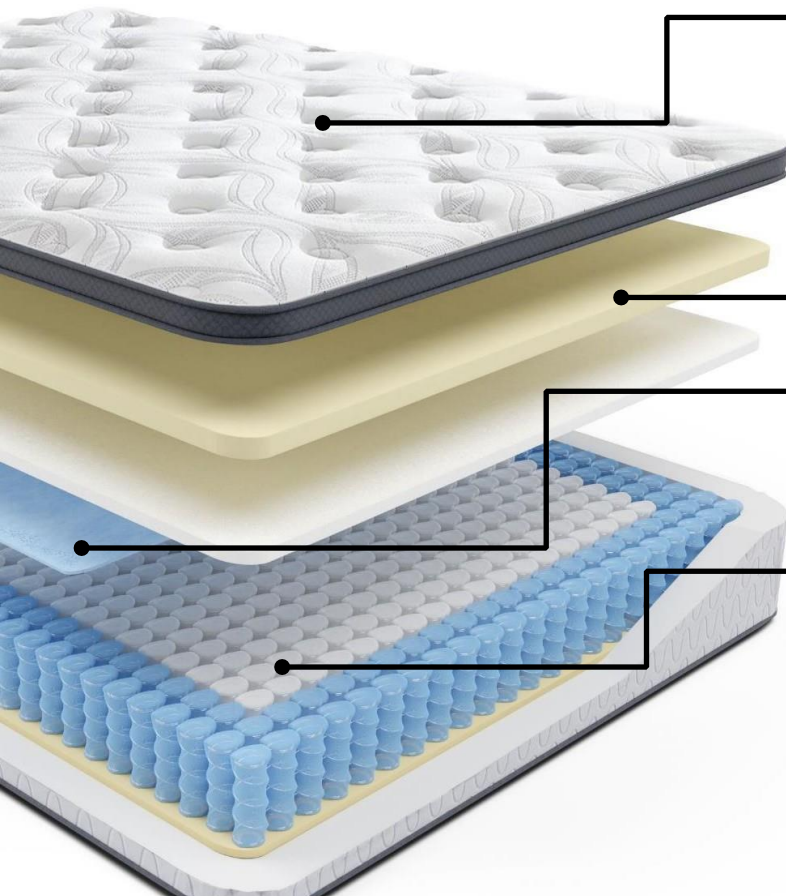
M591

8 Series Memory Mattress



M590

12 Series Hybrid Mattress



Polyester Comfort Fiber for increased Durability & Comfort

High Density Super Soft Quilt Foam for Uniform Comfort & Durability

High Density Gel Memory Foam for Better Lumbar Support

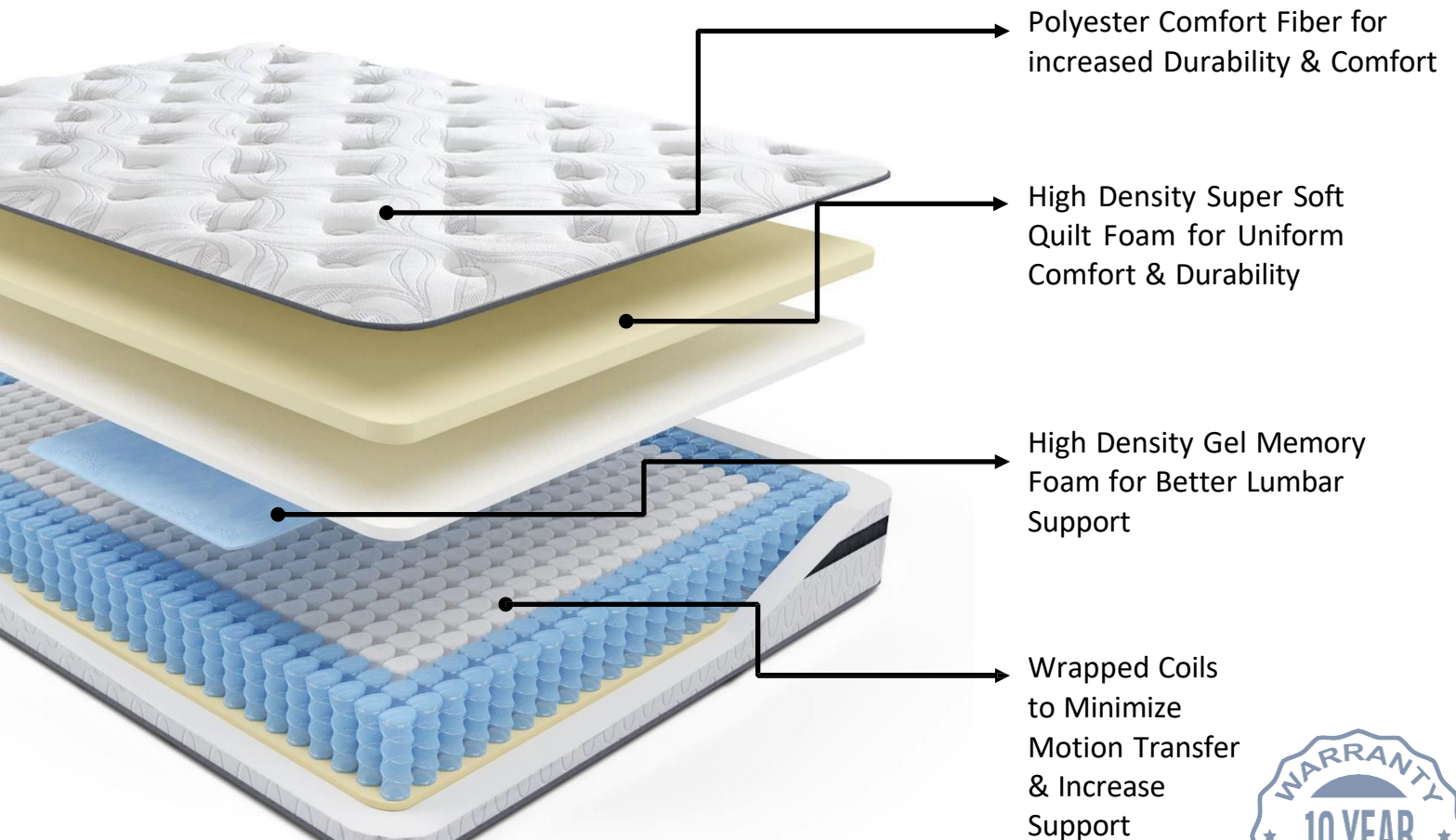
Wrapped Coils to Minimize Motion Transfer & Increase Support




by Ashley

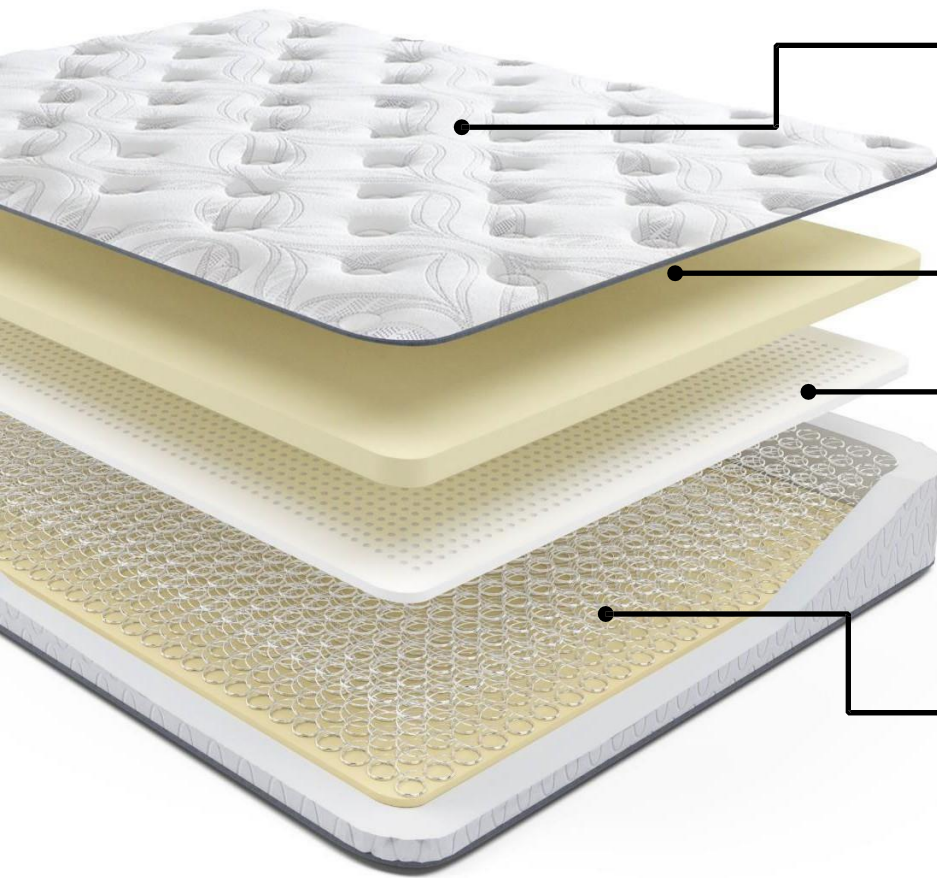
M589

10 Series Hybrid Mattress



M587

8 Series Hybrid Mattress



2" Polyester Comfort Fiber
for Increased Durability &
Comfort

High Density Quilt
Foam for Uniform
Comfort & Durability

High Density Firming Pad
for Support

Bonnell Coils for
Increased Support




sierrasleep®
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M430

iKidz Memory Foam (*Blue*)



- 7" Profile
- 1" Memory Foam
- 6" Support Core



M431

iKidz Memory Foam (*Pink*)



- 7" Profile
- 1" Memory Foam
- 6" Support Core




by Ashley

Promo

Promotional Bed



- 4-way stretch cover
- 2" Super Soft foam
- 4" Base foam


sierra**sleep**[®]
by Ashley

M98X / M78X

RTA Foundations



M98X 9" Standard Height



M78X 5" Low-Profile Height



- Sturdy Metal Frame
- Standard 9" height and 5" low-profile
- Rounded edges and slip-on cover
- Easy to assemble
- Compact shippable design

M91X

Better Than A Boxspring Foundation



- Acts as bed frame and foundation
- 14" Height
- 12 Touch points to the floor
- Easy to assemble
- Compact shippable design
- Headboard Brackets are included!




sierra**sleep**®
by Ashley

M8X2

Cosmic Power Base



- Compatible with all memory foam, wrapped coil and hybrid mattresses
- Head and feet adjustable
- 2 USB charging ports
- Wireless remote control
- 3-year limited warranty/labor coverage
- Assembly required




sierrasleep®
by Ashley

M9X7

Head-Foot Model **Good** Adjustable Base



- 2 Motor Head & Foot Articulation
- Wireless Backlight Remote
- Dual USB Ports
- Express Shippable
- All steel frame
- Quick Set Up/Foldable Design
- Low profile design
- Adjustable Legs
- 3 year Warranty




by Ashley

M9X8

Head-Foot Model **Better** Adjustable Base



- Head and foot adjustable with head and foot massage
- Wireless backlight remote control
- Compatible with the MotoSleep App
- 2 memory programmable positions
- Undercarriage lighting
- 2 USB power ports
- All steel frame with low profile, foldable design and adjustable legs
- Adjustable legs allow full height to zero clearance. Compatible with most bed frames; be sure to check your frame's dimensions and weight capacities
- Compatible with all memory foam, wrapped coil and hybrid mattresses
- 3-year warranty


sierrasleep[®]
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M9X9

Head-Foot-Neck Model **Best** Adjustable Base



- Head, neck and foot adjustable with head and foot massage
- Wireless hand control with programmable and pre-set positions (*Zero-G, TV and Snore*)
- 2 USB power ports
- Compatible with the MotoSleep App
- Motion sensor activated under bed lighting
- All steel frame with foldable design and adjustable legs
- Adjustable legs allow full height to zero clearance. Compatible with most bed frames; be sure to check your frame's dimensions and weight capacities
- 3-year warranty
- Compatible with all memory foam, wrapped coil and hybrid mattresses




by Ashley

M8X3

Head-Foot-Lumbar Model New **Best** Adjustable Base



- Head, foot, and lumbar adjustable with head and foot massage
- Wireless hand control with programmable and pre-set positions (*Zero-G, TV and Snore*)
- 2 USB power ports
- Compatible with the MotoSleep App
- Color programmable under bed lighting
- Bluetooth Speaker
- All steel frame with foldable design and adjustable legs
- Adjustable legs allow full height to zero clearance. Compatible with most bed frames; be sure to check your frame's dimensions and weight capacities
- 3-year warranty
- Compatible with all memory foam, wrapped coil and hybrid mattresses




by Ashley

Zephyr Pillows

Zephyr 2.0 Graphene Pillow



M52113 Contour Pillow



M52114 Curve Pillow

- Graphene-infused memory foam fill
- Dual-sided cover
- Antimicrobial
- Ergo core
- Machine wash and dry
- Made in USA



Zephyr Pillows

Zephyr 2.0 Comfort Pillow



M52110 2-Pack Pillow



M52111 Huggable Comfort Pillow

- Dual-sided cover
- Antimicrobial
- Ergo core
- Machine wash and dry
- Made in USA



M52112 3-in-1 Pillow



Millennium Mattress Protectors

M301 – Naturally Soft-Breathable

- Super Soft Bamboo Fabric
- Dust Mite Protection
- Moisture Wicking
- Quiet And Waterproof
- Fits Mattresses up to 18" thick
- Machine Washable
- Powerbase Compatible
- Hybrid, Foam & Spring Mattress Compatible
- 10 Year Limited Warranty




by Ashley

Millennium Mattress Protectors

M302 – Moisture Wicking/Cooling

- **Advanced Cooling**
- **Dust Mite Protection**
- **Moisture Wicking**
- **Quiet And Waterproof**
- **Fits Mattresses up to 18" thick**
- **Machine Washable**
- **Powerbase Compatible**
- **Hybrid, Foam and Spring Mattress Compatible**
- **10 Year Limited Warranty**




by Ashley

Millennium Mattress Protectors

M303 – Luxury Plush/Cooling

- **Advanced Cooling**
- **Luxury Plush Comfort**
- **Dust Mite Protection**
- **Moisture Wicking**
- **Quiet And Waterproof**
- **Fits Mattresses up to 18" thick**
- **Machine Washable**
- **Powerbase Compatible**
- **Hybrid, Foam and Spring Mattress Compatible**
- **10 Year Warranty**




by Ashley