

FURNITURE Today

Southerland to make Sharper Image mattresses

Exclusive line to be available later this year

David Perry -- Furniture Today, March 23, 2011

NEW YORK — The Sharper Image, known for its technology-driven products, has entered into a licensing agreement with bedding maker Southerland for a line of specialty mattresses, the companies announced.

Southerland will be Sharper Image's sole mattress licensee, according to David Corbin, co-president of Southerland. Natura had previously marketed Sharper Image mattresses but that program has ended.

Under the new agreement, Southerland will have the rights to manufacture and distribute Sharper Image branded mattresses to a broad range of retailers in the department store, bedding specialty store, club, e-commerce and mail-order channels in the United States and Canada. The line will be in stores and online later this year.

"We are quite pleased to have partnered with Southerland, as they exemplify the standards, workmanship and quality consistent with the Sharper Image brand," said Federico de Bellegarde, senior vice president at The Sharper Image. "Southerland's vast experience in product development, production and loyal retail relationships are paramount to their success. Moreover, the infusion of new technologies will create a truly unique offering to consumers."

Corbin said Southerland, based in Nashville, Tenn., will be using the Sharper Image brand for a new line of customizable mattresses. He said research conducted by Southerland confirmed the strong position that the Sharper Image enjoys with consumers.

"In nationally projectable consumer research into brand awareness, preferences and product fit, Sharper Image was well known and well regarded, receiving high marks for quality, trust and respect and product relevance in the bedding category," he said. "The Sharper Image brand allows us to go to the next level with our vision for Southerland."



The Sharper Image & Southerland Enter License Agreement To Produce Specialty Mattresses

Thursday, March 24, 2011

By: *Furniture World Magazine*

The Sharper Image announced that it has entered into a licensing agreement with Southerland Inc. of Nashville, Tenn. for specialty mattresses in memory foam, inner spring, air and latex as well as adjustable mattresses. Southerland is an American manufacturer of quality bedding with over 110 years of passion for developing, marketing and distributing superior sleep products.

Southerland will have rights to manufacture and distribute Sharper Image branded mattresses to a broad range of premium retailers in the department store, bedding, specialty, club, e-commerce and mail-order channels in the United States and Canada.

"We are quite pleased to have partnered with Southerland as they exemplify the standards, workmanship and quality consistent with the Sharper Image brand," said Federico de Bellegarde, Senior Vice President at The Sharper Image. "Southerland's vast experience in product development, production and loyal retail relationships are paramount to their success. Moreover, the infusion of new technologies will create a truly unique offering to consumers."

"We are proud to be have our Southerland mattress products aligned with the Sharper Image brand and pleased to have this opportunity to translate Sharper Image brand quality and innovation into a line of signature, customizable mattresses created by Southerland," said David R. Corbin, co-president of Southerland, Inc. "In nationally-projectable consumer research into brand awareness, preferences and product fit, Sharper Image was well-known and well-regarded, receiving high marks for quality, trust and respect and product relevance in the bedding category. The Sharper Image brand allows us to go to the next level with our vision for Southerland."

About The Sharper Image: The Sharper Image has a rich 33 year history and reputation of offering a broad range of exciting, innovative and technology-rich products of superior quality and design. Today, under The Sharper Image's direction, a host of product licensees produce and market products in keeping with this brand legacy. For more information, please visit www.sharperimageusa.com.

About Southerland, Inc.: Since 1893, Southerland has delivered on the promise of value, quality and comfort as the foundation on which the company was built. Southerland is a 100% employee owned corporation dedicated to produce the finest quality bedding at appropriate prices with features needed for restful and uncompromising sleep and support. For more information, please visit www.southerlandsleep.com/.

Southerland Inks Deal with Sharper Image

March 25, 2011

Bedding supplier Southerland has signed a licensing agreement with The Sharper Image to produce a line of specialty mattresses under the brand.

The line will feature mattresses in memory foam, inner spring, air and latex as well as adjustable mattresses. Under the agreement, Southerland will have rights to manufacture and distribute Sharper Image branded mattresses to a range of retailers in the department store, bedding, specialty, club, e-commerce and mail-order channels in the U.S. and Canada.

"We are quite pleased to have partnered with Southerland as they exemplify the standards, workmanship and quality consistent with the Sharper Image brand," said Federico de Bellegarde, senior vice president at The Sharper Image. "Southerland's vast experience in product development, production and loyal retail relationships are paramount to their success. Moreover, the infusion of new technologies will create a truly unique offering to consumers."

David Corbin, co-president of Southerland, said the agreement will allow the company the opportunity to translate the Sharper Image quality into bedding.

"Furthermore, in national consumer research into brand awareness, The Sharper Image is well-regarded and receives high marks for quality, trust and respect as well as product relevance in the bedding category," Corbin said. "The Sharper Image brand license enhances our vision for Southerland's future."

Bedroom

SLEEP RETAILERS' MAGAZINE

The Sharper Image & Southerland Enter License Agreement for Specialty Mattresses

March 28, 2011 - **The Sharper Image** announced that it has entered into a licensing agreement with **Southerland Inc.** of Nashville, Tenn. for specialty mattresses in memory foam, inner spring, air and latex as well as adjustable mattresses. Southerland is an American manufacturer of quality bedding with over 110 years of passion for developing, marketing and distributing superior sleep products.

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