

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85981085
LAW OFFICE ASSIGNED	LAW OFFICE 113
MARK SECTION (no change)	
ARGUMENT(S)	
Please see the actual argument in the Evidence section.	
EVIDENCE SECTION	
EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	evi_7010226226-20150216161213140908 . MAGIC IN THE AIR Request for Reconsideration.pdf
CONVERTED PDF FILE(S) (3 pages)	\\TICRS\EXPORT16\IMAGEOUT16\859\810\85981085\xml7\RFR0002.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\859\810\85981085\xml7\RFR0003.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\859\810\85981085\xml7\RFR0004.JPG
ORIGINAL PDF FILE	evi_7010226226-20150216161213140908 . MAGIC IN THE AIR Evidence.pdf
CONVERTED PDF FILE(S) (25 pages)	\\TICRS\EXPORT16\IMAGEOUT16\859\810\85981085\xml7\RFR0005.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\859\810\85981085\xml7\RFR0006.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\859\810\85981085\xml7\RFR0007.JPG
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	\\TICRS\EXPORT16\IMAGEOUT16\859\810\85981085\xml7\RFR0026.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\859\810\85981085\xml7\RFR0027.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\859\810\85981085\xml7\RFR0028.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\859\810\85981085\xml7\RFR0029.JPG
DESCRIPTION OF EVIDENCE FILE	argument, evidence of use by others of "airbed" to refer to products such as applicant's, and applicant's own use of the term "airbed" to refer to its products
GOODS AND/OR SERVICES SECTION (current)	
INTERNATIONAL CLASS	020
DESCRIPTION	Air Beds
FIRST USE ANYWHERE DATE	At least as early as 07/22/2013
FIRST USE IN COMMERCE DATE	At least as early as 07/22/2013
FILING BASIS	Section 1(b)
GOODS AND/OR SERVICES SECTION (proposed)	
INTERNATIONAL CLASS	020

DESCRIPTION	Air Beds
FIRST USE ANYWHERE DATE	At least as early as 07/22/2013
FIRST USE IN COMMERCE DATE	At least as early as 07/22/2013
STATEMENT TYPE	"The substitute (or new, if appropriate) specimen(s) was/were in use in commerce at least as early as the filing date of the application" <i>[for an application based on Section 1(a), Use in Commerce]</i> OR "The substitute (or new, if appropriate) specimen(s) was/were in use in commerce prior either to the filing of the Amendment to Allege Use or expiration of the filing deadline for filing a Statement of Use" <i>[for an application based on Section 1(b) Intent-to-Use]</i> .
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT16\IMAGEOUT 16\859\810\85981085\xml7\ RFR0030.JPG
	\\TICRS\EXPORT16\IMAGEOUT 16\859\810\85981085\xml7\ RFR0031.JPG
SPECIMEN DESCRIPTION	point-of-purchase displays
SIGNATURE SECTION	
DECLARATION SIGNATURE	/David E Karr/
SIGNATORY'S NAME	David E. Karr
SIGNATORY'S POSITION	General Manager
SIGNATORY'S PHONE NUMBER	864.422.2441
DATE SIGNED	02/16/2015
RESPONSE SIGNATURE	/bjg/
SIGNATORY'S NAME	Barbara Grahn
SIGNATORY'S POSITION	Attorney of record, Minnesota bar member
SIGNATORY'S PHONE NUMBER	612-607-7325
DATE SIGNED	02/16/2015
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE	NO

FILED	
FILING INFORMATION SECTION	
SUBMIT DATE	Mon Feb 16 17:14:59 EST 2015
TEAS STAMP	USPTO/RFR-70.102.26.226-2 0150216171459040742-85981 085-530d2b1c04d9f6aa76b95 cc87536869d1fecc6ddce0cf2 ca858a1f3cfb05450-N/A-N/A -20150216161213140908

PTO Form 1960 (Rev 9/2007)
OMB No. 0651-0050 (Exp. 07/31/2017)

Request for Reconsideration after Final Action To the Commissioner for Trademarks:

Application serial no. **85981085** has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

Please see the actual argument in the Evidence section.

EVIDENCE

Evidence in the nature of argument, evidence of use by others of "airbed" to refer to products such as applicant's, and applicant's own use of the term "airbed" to refer to its products has been attached.

Original PDF file:

[evi_7010226226-20150216161213140908_.MAGIC_IN_THE_AIR_Request_for_Reconsideration.pdf](#)

Converted PDF file(s) (3 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

Original PDF file:

[evi_7010226226-20150216161213140908_.MAGIC_IN_THE_AIR_Evidence.pdf](#)

Converted PDF file(s) (25 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

[Evidence-9](#)
[Evidence-10](#)
[Evidence-11](#)
[Evidence-12](#)
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[Evidence-23](#)
[Evidence-24](#)
[Evidence-25](#)

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 020 for Air Beds

Original Filing Basis:

Filing Basis: Section 1(b), Intent to Use: The applicant has had a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. (15 U.S.C. Section 1051(b)).

In International Class 020, the mark was first used at least as early as 07/22/2013 and first used in commerce at least as early as 07/22/2013 .

Proposed: Class 020 for Air Beds

Deleted Filing Basis: 1(b)

In International Class 020, the mark was first used at least as early as 07/22/2013 . and first used in commerce at least as early as 07/22/2013 .

Applicant hereby submits one(or more) specimen(s) for Class 020 . The specimen(s) submitted consists of point-of-purchase displays .

" The substitute (or new, if appropriate) specimen(s) was/were in use in commerce at least as early as the filing date of the application"*[for an application based on Section 1(a), Use in Commerce]* OR **" The substitute (or new, if appropriate) specimen(s) was/were in use in commerce prior either to the filing of the Amendment to Allege Use or expiration of the filing deadline for filing a Statement of Use "***[for an application based on Section 1(b) Intent-to-Use]* . [Specimen File1](#)

[Specimen File2](#)

SIGNATURE(S)

Declaration Signature

DECLARATION: The signatory being warned that willful false statements and the like are punishable by

fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that, if the applicant submitted the application or amendment to allege use (AAU) unsigned, all statements in the application or AAU and this submission based on the signatory's own knowledge are true, and all statements in the application or AAU and this submission made on information and belief are believed to be true.

STATEMENTS FOR UNSIGNED SECTION 1(a) APPLICATION/AAU: If the applicant filed an unsigned application under 15 U.S.C. Section 1051(a) or AAU under 15 U.S.C. Section 1051(c), the signatory additionally believes that: the applicant is the owner of the trademark/service mark sought to be registered; the applicant or the applicant's related company or licensee is using the mark in commerce and has been using the mark in commerce as of the filing date of the application or AAU on or in connection with the goods/services in the application or AAU, and such use by the applicant's related company or licensee inures to the benefit of the applicant; the original specimen(s), if applicable, shows the mark in use in commerce as of the filing date of the application or AAU on or in connection with the goods/services in the application or AAU; and to the best of the signatory's knowledge and belief, no other person has the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion or mistake, or to deceive.

STATEMENTS FOR UNSIGNED SECTION 1(b)/SECTION 44 APPLICATION: If the applicant filed an unsigned application under 15 U.S.C. Section 1051(b), Section 1126(d), and/or Section 1126(e), the signatory additionally believes that: the applicant is entitled to use the mark in commerce; the applicant has a bona fide intention and has had a bona fide intention as of the application filing date to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the goods/services in the application; and to the best of the signatory's knowledge and belief, no other person has the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion or mistake, or to deceive.

Signature: /David E Karr/ Date: 02/16/2015

Signatory's Name: David E. Karr

Signatory's Position: General Manager

Signatory's Phone Number: 864.422.2441

Request for Reconsideration Signature

Signature: /bjg/ Date: 02/16/2015

Signatory's Name: Barbara Grahn

Signatory's Position: Attorney of record, Minnesota bar member

Signatory's Phone Number: 612-607-7325

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to

withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 85981085

Internet Transmission Date: Mon Feb 16 17:14:59 EST 2015

TEAS Stamp: USPTO/RFR-70.102.26.226-2015021617145904

0742-85981085-530d2b1c04d9f6aa76b95cc875

36869d1fecc6ddce0cf2ca858a1f3cfb05450-N/

A-N/A-20150216161213140908

Applicant hereby requests reconsideration of the Final Action dated August 8, 2014, refusing applicant's specimen of use. The Examining Attorney has refused applicant's specimen of use, asserting that (i) the specimen does not show the applied-for mark in use in commerce in connection with the goods specified in the Statement of Use; and (ii) the specimen is not acceptable as a display associated with the goods and appears to be mere advertising material. Applicant respectfully submits that the specimen does show use of the mark in connection with the goods identified in the Statement of Use, and is an acceptable specimen, being an electronic display that complies with TMEP §904.03(i), et seq. Applicant also submits substitute specimens, as requested by the Examining Attorney.

1. "Air beds" is the common commercial name for Applicant's products

The Examining Attorney asserts that because applicant's beds include "foam and a layer of air," and other "plush materials," the specimen does not establish that applicant is using the mark in connection with inflatable air beds. Applicant respectfully submits that applicant's beds are commonly known and referred to as adjustable air beds. The fact that the bed includes other materials does not detract from the fact that the core component of applicant's product is the adjustable air chamber, which is adjusted with a pump.

As an initial matter, applicant notes that the specimen of use refers repeatedly to the adjustable air feature of the beds. Under the "Just Right" paragraph, it refers to the air chambers providing uniform support. Under the heading "We are Comfortaire," the specimen refers to "using air to provide adjustable support." Furthermore, there are links at two different places on the specimen page to "Air is just right." It is clear that applicant's products are air beds, and that the adjustable air is a defining feature of the products.

Applicant also submits for the Examining Attorney's review pages from other websites showing air beds that are similar to applicant's in that they are adjustable air best that include similar layers of foam and "plush materials" surrounding the air chambers of the bed. These manufacturers or sellers also refer to the beds as "air beds." In the case of the Innomax website (www.innomax.com), the link for "air beds" on the left of the home page leads to a page headed "Air Beds Adjustable Firmness at the Touch of a Button" (attached) where different air bed categories are listed, beginning with "Luxury Support Air Beds," followed by "Comfort Craft

Air Beds.” Following those links leads to pages that show the Luxury Support and Comfort Craft air beds, which are similar in construction to applicant’s (attached). In each case, the image shows and the text describes the various layers of the bed, including foam, a latex comfort layer, and other foam and fabric layers. These beds are all identified as “air beds.”

Applicant submits pages from the website www.theairbeddoctor.com which refer to the Evolutions Air Bed as a “handsome Plush Top Mattress designed with extra thick 20 ounce Holofill Polyester with a durable Belgium Damask fabric cover.” Several other luxury air beds are also described, as shown in the attached pages from the website. The website states that it specializes in “air beds and replacement parts.”

Applicant and its competitors manufacture and sell air beds that are high-end, permanent beds. These air beds are a different type of air bed from the air mattresses that the Examining Attorney has attached as evidence to the final Office Action. Applicant’s beds are not meant for use as temporary accommodation for guests, as are the mattresses identified by the Examining Attorney. Rather, these beds are a newer type of air bed meant for use as a permanent bed. See the attached Wikipedia entry. Applicant also submits a page from applicant’s website showing that applicant itself refers to its products as “airbeds.”

The specimen of use does not show a “solid mattress.” On the contrary, the distinctive feature of applicant’s bed is the adjustable air chamber. It is the air chamber that distinguishes the bed from more traditional inner-spring beds. As the evidence demonstrates, beds such as those offered by applicant are commonly known and referred to as “airbeds.” Accordingly, applicant respectfully submits that the specimen of use does show use of the mark with the goods identified in the application.

2. The Specimen of Use is a Display Associated with the Sale of the Goods.

The Examining Attorney has refused to accept the specimen of use saying it appears to be mere advertising material. However, the specimen is an acceptable electronic display. TMEP §904.03(i). The material that the Examining Attorney refers to as an advertisement is actually a description of applicant’s product. Furthermore, because a user can use a link on the page to purchase the goods, the page acts as a point-of-purchase display for the goods. *Id.* In addition to

the shopping cart indicating that the products may be purchased from the web page, the specimen contains both a "Sales" phone number and an online sales e-mail address. Accordingly, ordering information is readily discernible from the specimen.

The mark is prominently displayed on the web page. It appears prominently at the top of the page, in larger type than anything else on the page, and identified as a trademark with the TM legend appearing with the mark. Accordingly, the mark is likely to be perceived as a trademark. TMEP §904.03(i)(B)(1).

In sum, the specimen as submitted meets the requirements concerning electronic displays set out in the TMEP.

In the event the Examining Attorney maintains his refusal to accept the specimen of use, applicant submits with this request substitute specimens in the form of point-of-purchase displays that were in use in commerce prior to the expiration of the deadline for filing the statement of use.

Search

Order Online or Call **1-800-421-2802**

Home Mattresses Parts Adjustable Beds RV Bedding All products All categories View cart

Featured Items **Luxury Support products**

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HI-TECH AIR SUSPENSION MATTRESSES

PERSONALIZED COMFORT AT THE TOUCH OF A BUTTON!

MOST COUPLES DISAGREE ON ONE SLEEP SURFACE; With dual adjustable air sleep, couples never have to compromise!

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Sort Listing: Sort Price (Asc.) Keyword: Go

The following discounts apply to all these products.

FREE SHIPPING



Metal Bed Frame w. Headboard attachment

Details

Metal Bed Frame For Twin, Full, Queen and King Size Sleep Systems

Size: Please Select...

List Price: ~~\$149.95~~

Price: **\$79.95**

Add to cart



Metal Bed Frame - w. Headboard & Footboard Attachment

Details

Metal Bed Frame For Twin, Full, Queen and King Size Sleep Systems

Size: Please Select...

List Price: ~~\$149.95~~

Price: **\$109.95**

Add to cart

Evolutions Mattress

Details



Plush Top Design, Plush Top Comfort! The Evolutions Air Bed is a handsome Plush Top Mattress designed with extra thick 20 ounce Holofill Polyester with a durable Belgium Damask fabric cover. **Includes:** Eclipse Pump with Two Controllers, Vulcanized Chamber, Vulcanized Foam Comfort Topper.

Size: Please Select...

Pump Options: FREE Eclipse Dual Control Inflator

Ultra Dual LED Inflators (+\$150.00)

Adjust A Rest Digital Dual (+\$200.00)

Foundation: ADD Foundation (+\$270.00)

Foam Insert: Memory Cell Comfort Sheet Upgrade (+\$109.95)

List Price: ~~\$793.38~~

Price: **\$649.95**

Add to cart

Luxury Support - Harmony Mattress

Details

Belgian Damask Pillow Top Design



Size:

Pump Options: FREE Eclipse Dual Control Inflator
 Ultra Dual LED Inflators (+\$150.00)
 Adjust A Rest Digital Dual (+\$200.00)

Foundation: ADD Foundation (+\$270.00)

Foam Insert: Memory Cell Comfort Sheet Upgrade (+\$109.95)

List Price: ~~\$961.38~~
Price: \$799.95

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Luxury Support - Mystique Mattress

[Details](#)

Hypoallergenic removable, re-fluffable and refreshable pillowtop.



Size:

Pump Options: FREE Eclipse Dual Control Inflator
 Ultra Dual LED Inflators (+\$150.00)
 Adjust A Rest Digital Dual (+\$200.00)

Foundation: ADD Foundation (+\$270.00)

Foam Insert: Memory Cell Comfort Sheet Upgrade (+\$109.95)

List Price: ~~\$1089.38~~
Price: \$899.95

[Add to cart](#)

Luxury Support - Cashmere Mattress

[Details](#)

Luscious Cool Blue PetMe™ Cashmere Box Top!



Size:

Pump Options: FREE Eclipse Dual Control Inflator
 Ultra Dual LED Inflators (+\$150.00)
 Adjust A Rest Digital Dual (+\$200.00)

Foundation: ADD Foundation (+\$270.00)

Foam Insert: Memory Cell Comfort Sheet Upgrade (+\$109.95)

List Price: ~~\$1777.90~~
Price: \$1,649.95

[Add to cart](#)

Luxury Support - Medallion Mattress

[Details](#)

Customizable high profile European style box pillowtop.



Size:

Pump Options: FREE Eclipse Dual Control Inflator
 Ultra Dual LED Inflators (+\$150.00)
 Adjust A Rest Digital Dual (+\$200.00)

Foundation: ADD Foundation (+\$270.00)

Foam Insert: Memory Cell Comfort Sheet Upgrade (+\$109.95)

List Price: ~~\$1971.90~~
Price: \$1,868.95

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0 Product(s) in cart

Total \$0.00

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Product detail

Home » Mattresses » Luxury Support Mattresses

CHECKOUT



Complete Set
Mattress Top &
Foundation



Mattress Top Only
is a mattress and
insert only, you
must have a
foundation for a
complete bed



« 1 of 3 (Enlarge) »

Evolutions Mattress Discounts Apply !

FREE SHIPPING

List Price: \$793.38

Price: \$649.95

Size: Please Select...

- Pump Options:
- FREE Eclipse Dual Control Inflator
 - Ultra Dual LED Inflators (+\$150.00)
 - Adjust A Rest Digital Dual (+\$200.00)

Foundation: ADD Foundation (+\$270.00)

Foam Insert: Memory Cell Comfort Sheet Upgrade (+\$109.95)

Quantity: 1

Add to cart

« Previous | Next »

Email Friend

Description	Details	Air Chambers	Air Pump	Related
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Plush Top Design, Plush Top Comfort! The Evolutions Air Bed is a handsome Plush Top Mattress designed with extra thick 20 ounce HoloFill Polyester with a durable Belgium Damask fabric cover featuring the Breathe -Easy, Hypoallergenic Ultra Fresh treatment to increase Comfort, Fabric Freshness, Hygiene, and Mattress Life. **Includes:** Eclipse Pump with Two Controllers, Vulcanized Chamber, Vulcanized Foam Comfort Topper.

These products are recommended with items in your cart.

The following discounts apply to all these products.

FREE SHIPPING



Metal Bed Frame - w. Headboard & Footboard Attachment

Size: Please Select...

List Price: \$149.95

Price: \$109.95

Add to cart



Metal Bed Frame w. Headboard attachment

Size:

List Price: ~~¥149.95~~

Price: \$79.95

These are our current best sellers.

The following discounts apply to all these products.

FREE SHIPPING



White Adaptor Connector - Female

List Price: ~~¥21.99~~

Price: \$18.95

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- Mattresses
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Home » Mattresses » Luxury Support Mattresses

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0 Product(s) in cart

Total \$0.00

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Complete Set
Mattress Top &
Foundation

Mattress Top Only
is a mattress and
insert only, you
must have a
foundation for a
complete bed



« 1 of 3 (Enlarge) »

Description Details Air Chambers Air Pump

High Profile Ultra Plush Euro-Pillow Top The Mystique Air Bed features a 11" high profile and an Ultra Plush Euro-Pillow Top and a Hypo-Allergenic Belgian Medicott Terry Stretch Knit Cover. **Includes:** Eclipse Pump with Two Controllers, Vulcanized Chamber, Vulcanized Foam Comfort Topper.

Luxury Support - Mystique Mattress Discounts

Apply !

FREE SHIPPING

List Price: \$1089.38

Price: \$899.95

Size: Please Select...

- Pump Options:
- FREE Eclipse Dual Control Inflator
 - Ultra Dual LED Inflators (+\$150.00)
 - Adjust A Rest Digital Dual (+\$200.00)

Foundation: ADD Foundation (+\$270.00)

Foam Insert: Memory Cell Comfort Sheet Upgrade (+\$109.95)

Quantity: 1

Add to cart

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Email Friend

These are our current best sellers.

The following discounts apply to all these products.

FREE SHIPPING



White Adaptor Connector - Female

List Price: \$21.99

Price: \$18.95

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**Complete Set
Mattress Top &
Foundation**

Mattress Top Only
is a mattress and insert only, you must have a foundation for a complete bed



« 1 of 3 (Enlarge) »

Luxury Support - Medallion Mattress Discounts Apply!

FREE SHIPPING

List Price: ~~\$1971.96~~

Price: \$1,868.95

Size:

- Pump Options:
- FREE Eclipse Dual Control Inflator
 - Ultra Dual LED Inflators (+\$150.00)
 - Adjust A Rest Digital Dual (+\$200.00)

Foundation: ADD Foundation (+\$270.00)

Foam Insert: Memory Cell Comfort Sheet Upgrade (+\$109.95)

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Description Details Air Chambers Air Pump

Interchangeable Latex & Memory-Cell® 3-D Pillow Top The Medallion Air Bed is a 14" high profile luxury air mattress. Featuring a rotatable, replaceable, latex and memory cell 3-D pillow top that will maximize your sleeping experience. **Includes:** Eclipse Pump with Two Controllers, Vulcanized Chamber, Vulcanized Foam Comfort Topper.

These are our current best sellers.

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FREE SHIPPING



White Adaptor Connector - Female

List Price: ~~\$21.99~~

Price: \$18.95

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PRODUCT CATEGORIES

- AIR BEDS
- SOFTSIDE FLUID BEDS
- MEMORY-CELL® BEDS
- NATURAL LATEX BEDS
- INNOCOIL BEDS
- ADJUSTABLE POWER BEDS
- WATERBEDS & ACCESSORIES
- CONVERT-A-BED® INFO
- BEDROOM FURNITURE
- NEW** WATERBED FURNITURE
- SHEETS & COMFORTERS
- MATTRESS PADS, PILLOWS & TOPPERS
- BEDROOM ACCESSORIES
- NATURAL RESERVE PREMIUM ECO-FRIENDLY SLEEP PRODUCTS

[Catalog Home](#) : [SPECIALTY MATTRESSES](#) : [AIR BEDS - ADJUSTABLE FIRMNESS AT THE TOUCH OF A BUTTON!](#) : [LUXURY SUPPORT AIR BEDS - ALL NEW DESIGNS!](#)

Exceptional Support and Comfort!

Medallion • Cashmere • Mystique • Harmony • Evolutions

SOFT

23

FIRM

46

HI-TECH AIR SUSPENSION MATTRESSES

PERSONALIZED COMFORT AT THE TOUCH OF A BUTTON!

MOST COUPLES DISAGREE ON ONE SLEEP SURFACE:
With dual adjustable air sleep, couples never have to compromise!

Luxury Support Medallion - Air Bed



TYPE OF SUPPORT

DUAL ADJUSTABLE AIR SUPPORT

K & Q ARE DUAL ADJUSTABLE

InnoMax® Air Support Systems Are Available In Single & Dual Zones. At The Touch Of A Button, You Can Customize The Support To Fit Your Personal Preference!

CLICK OPTIONS BELOW

- [PUMP & CHAMBER OPTIONS](#)
- [EXPANDED BED VIEW](#)

[CLICK HERE FOR LARGER IMAGE](#)



FEATURES & BENEFITS	PRODUCT SIZE & DIMENSIONS	ASSEMBLY & WARRANTY INFO.	PRODUCT INFO. & PRINT-OUTS	TESTIMONIAL & PRODUCT REVIEWS
<ul style="list-style-type: none"> ★ Sculptured PetMe™ Mink Pillow Top Cover Material: PetMe™ Belgian stretch top cover material offers the incredibly comfortable feel of luxurious Mink. ★ Pillow Flex: New age foam has a contouring plush feel of fiber while resisting the body impressions associated with fiber. ★ Rotatable Latex & Memory-Cell® 3-D Pillow Top - (Progressive 2-Stage Firm/Soft) ★ Naturally Anti-Microbial Talalay Latex Rotatable Comfort Layer: Recognized world wide as the premium Latex. The Talalay process insures the highest quality and performance standards for naturally antimicrobial, long lasting and earth friendly sustainable Latex. 				<ul style="list-style-type: none"> ★ 3-Zone Convoluted 1.5" Foam (Air Only): Manufactured with extra-thick, high-density polyurethane, convoluted foam. Formed with a unique combination of 3 distinctive zones to reduce stress on the pressure points & provide customized support for your entire body. ★ Each partner has the freedom to customize their individual side! The Air Support System can be made as SOFT or as FIRM as you or your partner prefer with the touch of a button! ★ Memory Weave Wrapped Power Edge Support: Edge support offering comfort & support whether sitting on the side or lying on the mattress. The Memory Weave provides our Power Edge with a "no bow" design increasing the durability & longevity by

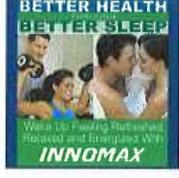


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- ★ Contouring Temperature Activated Memory-Cell® Rotatable Comfort Layer: Temperature responsive space-age material contours to the body for even weight distribution to eliminate pressure points.
- ★ Multi-Zoned Posture Grid Support: Optimizes support physics and provides separately designed zones for head-to-toe comfort.
- ★ Moisture Barrier Backing: Protects internal components for long trouble free life & a healthier sleep environment.
- ★ Air Support Systems contour to the shape of the body, providing even weight distribution while reducing pressure points!
- not allowing oxidation of the foam.
- ★ Durable Top Enclosure: Encases all the internal components while adding style & beauty in your bedroom.
- ★ Fully Assembled Foundation: Both K & Q are split for additional strength, stability and convenience when moving.
- Available In: **W/King, E/King, Queen & Twin-XL**

Luxury Support Cashmere - Air Bed



TYPE OF SUPPORT

DUAL ADJUSTABLE AIR SUPPORT

FIRM 46 SOFT 23

K & Q ARE DUAL ADJUSTABLE

InnoMax® Air Support Systems Are Available In Single & Dual Zones. At The Touch Of A Button, You Can Customize The Support To Fit Your Personal Preference!

CLICK OPTIONS BELOW

➤ PUMP & CHAMBER OPTIONS

➤ EXPANDED BED VIEW

[CLICK HERE FOR LARGER IMAGES](#)



- | FEATURES & BENEFITS | PRODUCT SIZE & DIMENSIONS | ASSEMBLY & WARRANTY INFO. | PRODUCT INFO. & PRINT-OUTS | TESTIMONIAL & PRODUCT REVIEWS |
|---|---------------------------|---------------------------|----------------------------|--|
| <ul style="list-style-type: none"> ★ Luscious Blue PetMe™ Cashmere Super Pillow Top Cover Material: Gorgeous luscious Cool Blue PetMe™ Belgian stretch top cover material offers the incredibly comfortable feel of luxurious Cashmere. ★ Pillow Flex: New age foam has a contouring plush feel of fiber while resisting the body impressions associated with fiber. ★ Contouring Temperature Activated Memory-Cell® Comfort Layer: Temperature responsive space-age material contours to the body for even weight distribution to eliminate pressure points. ★ Posturized Multi-Zoned Support Grid: Optimizes support physics & provides separately designed zones for head-to-toe comfort. ★ 3-Zone Convoluted 1.5" Foam (Air Only): Manufactured with extra-thick, high-density polyurethane, convoluted foam. Formed with a unique combination of 3 distinctive zones to reduce stress on the pressure points & provide customized support for your entire body. ★ Air Support Systems contour to the shape of the body, providing even weight distribution while reducing pressure points! | | | | <ul style="list-style-type: none"> ★ Moisture Barrier Backing: Protects internal components for long trouble free life & a healthier sleep environment. ★ Memory Weave Wrapped Power Edge Support: Edge support offering comfort & support whether sitting on the side or lying on the mattress. The Memory Weave provides our Power Edge with a "no bow" design increasing the durability & longevity by not allowing oxidation of the foam. ★ Each partner has the freedom to customize their individual side! The Air Support System can be made as SOFT or as FIRM as you or your partner prefer with the touch of a button! ★ Durable Top Enclosure: Encases all the internal components while adding style & beauty in your bedroom. ★ Fully Assembled Foundation: Both K & Q are split for additional strength, stability and convenience when moving. ★ This Mattress Meets All Consumer Products Safety Commission Standards. ➤ Available In: W/King, E/King, Queen & Twin-XL |

Luxury Support Mystique - Air Bed



TYPE OF SUPPORT
DUAL ADJUSTABLE AIR SUPPORT

K & Q ARE DUAL ADJUSTABLE

InnoMax® Air Support Systems Are Available In Single & Dual Zones. At The Touch Of A Button, You Can Customize The Support To Fit Your Personal Preference!

CLICK OPTIONS BELOW

- PUMP & CHAMBER OPTIONS
- EXPANDED BED VIEW

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FEATURES & BENEFITS

PRODUCT SIZE & DIMENSIONS

ASSEMBLY & WARRANTY INFO.

PRODUCT INFO. & PRINT-OUTS

TESTIMONIAL & PRODUCT REVIEWS

- ★ Belgian Medicott Terry Stretch Knit Pillow Top Cover Material: Hypoallergenic stretch top cover material offers incredible comfort.
- ★ Pillow Flex: New age foam has a contouring plush feel of fiber while resisting the body impressions associated with fiber.
- ★ Super Soft Contouring Comfort Layer: Contours to the body for even weight distribution to eliminate pressure points.
- ★ Body Balance Multi-Zoned Support: Optimizes support physics & provides separately designed zones for head-to-toe comfort.
- ★ Moisture Barrier Backing: Protects internal components for long trouble free life & a healthier sleep environment.
- ★ 3-Zone Convoluted 1.5" Foam (Air Only): Manufactured with extra-thick, high-density polyurethane, convoluted foam. Formed with a unique combination of 3 distinctive zones to reduce stress on the pressure points & provide customized support for your entire body.
- ★ Air Support Systems contour to the shape of the body, providing even weight distribution while reducing pressure points!
- ★ Memory Weave Wrapped Power Edge Support: Edge support offering comfort & support whether sitting on the side or lying on the mattress. The Memory Weave provides our Power Edge with a "no bow" design increasing the durability & longevity by not allowing oxidation of the foam.
- ★ Each partner has the freedom to customize their individual side! The Air Support System can be made as SOFT or as FIRM as you or your partner prefer with the touch of a button!
- ★ Durable Top Enclosure: Encases all the internal components while adding style & beauty in your bedroom.
- ★ Fully Assembled Foundation: Both K & Q are split for additional strength, stability and convenience when moving.
- ★ This Mattress Meets All Consumer Products Safety Commission Standards.
- ▶ Available In: W/King, E/King, Queen, Full, Twin & Twin-XL

Luxury Support Harmony - Air Bed

TYPE OF SUPPORT
DUAL ADJUSTABLE AIR SUPPORT

K & Q ARE DUAL ADJUSTABLE

InnoMax® Air Support Systems Are Available In Single & Dual Zones. At The Touch Of A Button, You Can Customize The Support To Fit Your Personal Preference!

CLICK OPTIONS BELOW



- [PUMP & CHAMBER OPTIONS](#)
- [EXPANDED BED VIEW](#)

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FEATURES & BENEFITS

PRODUCT SIZE & DIMENSIONS

ASSEMBLY & WARRANTY INFO.

PRODUCT INFO. & PRINT-OUTS

TESTIMONIAL & PRODUCT REVIEWS

- ★ **Belgian Damask Pillow Top Cover Material:** This beautifully designed pillow top cover material offers incredible comfort.
- ★ **Pillow Flex:** New age foam has a contouring plush feel of fiber while resisting the body impressions associated with fiber.
- ★ **Moisture Barrier Backing:** Protects internal components for long trouble free life & a healthier sleep environment.
- ★ **3-Zone Convoluted 1.5" Foam (Air Only):** Manufactured with extra-thick, high-density polyurethane, convoluted foam. Formed with a unique combination of 3 distinctive zones to reduce stress on the pressure points & provide customized support for your entire body.
- ★ **Memory Weave Wrapped Power Edge Support:** Edge support offering comfort & support whether sitting on the side or lying on the mattress. The Memory Weave provides our Power Edge with a "no bow" design increasing the durability & longevity by not allowing oxidation of the foam.
- ★ **Durable Top Enclosure:** Encases all the internal components while adding style & beauty in your bedroom.
- ★ **Fully Assembled Foundation:** Both K & Q are split for additional strength, stability and convenience when moving.
- ★ **Air Support Systems** contour to the shape of the body, providing even weight distribution while reducing pressure points!
- ★ Each partner has the freedom to customize their individual side! The Air Support System can be made as SOFT or as FIRM as you or your partner prefer with the touch of a button!
- ★ This Mattress Meets All Consumer Products Safety Commission Standards.
- **Available In: W/King, E/King, Queen, Full & Twin**

Luxury Support Evolutions - Air Bed



TYPE OF SUPPORT

DUAL ADJUSTABLE AIR SUPPORT

K & Q ARE DUAL ADJUSTABLE

InnoMax™ Air Support Systems Are Available In Single & Dual Zones. At The Touch Of A Button, You Can Customize The Support To Fit Your Personal Preference!

CLICK OPTIONS BELOW

- [PUMP & CHAMBER OPTIONS](#)
- [EXPANDED BED VIEW](#)

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FEATURES & BENEFITS

PRODUCT SIZE & DIMENSIONS

ASSEMBLY & WARRANTY INFO.

PRODUCT INFO. & PRINT-OUTS

TESTIMONIAL & PRODUCT REVIEWS

- ★ Beautiful Belgian Damask Plush Top Cover Material: This beautifully designed plush top cover material offers incredible comfort.
- ★ Moisture Barrier Backing: Protects internal components for long trouble free life & a healthier sleep environment.
- ★ 3-Zone Convuluted 1.5" Foam (Air Only): Manufactured with extra-thick, high-density polyurethane, convuluted foam. Formed with a unique combination of 3 distinctive zones to reduce stress on the pressure points & provide customized support for your entire body.
- ★ Memory Weave Wrapped Power Edge Support: Edge support offering comfort & support whether sitting on the side or lying on the mattress. The Memory Weave provides our Power Edge with a "no bow" design increasing the durability & longevity by not allowing oxidation of the foam.
- ★ Durable Top Enclosure: Encases all the internal components while adding style & beauty in your bedroom.
- ★ Fully Assembled Foundation: Both K & Q are split for additional strength, stability and convenience when moving.
- ★ Air Support Systems contour to the shape of the body, providing even weight distribution while reducing pressure points!
- ★ Each partner has the freedom to customize their individual side! The Air Support System can be made as SOFT or as FIRM as you or your partner prefer with the touch of a button!
- ★ This Mattress Meets All Consumer Products Safety Commission Standards.
- ▶ Available In: W/King, E/King, Queen, Full, Twin & Twin-XL

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PRODUCT CATEGORIES

- AIR BEDS
- SOFTSIDE FLUID BEDS
- MEMORY-CELL® BEDS
- NATURAL LATEX BEDS
- INNOCOIL BEDS
- ADJUSTABLE POWER BEDS
- WATERBEDS & ACCESSORIES
- CONVERT-A-BED® INFO
- BEDROOM FURNITURE
- NEW WATERBED FURNITURE
- SHEETS & COMFORTERS
- MATTRESS PADS, PILLOWS & TOPPERS
- BEDROOM ACCESSORIES
- NATURAL RESERVE PREMIUM ECO-FRIENDLY SLEEP PRODUCTS

[Catalog Home](#) : [SPECIALTY MATTRESSES](#) : [AIR BEDS - ADJUSTABLE FIRMNESS AT THE TOUCH OF A BUTTON!](#) : [COMFORT CRAFT AIR BEDS - ALL NEW DESIGNS!](#)

Redefining Luxury, Elegance and Comfort!

CC 9500 • Air-Cell • CC 5500 • Nouveau • CC 4500

SOFT

23

FIRM

46

HI-TECH AIR SUSPENSION MATTRESSES

PERSONALIZED COMFORT AT THE TOUCH OF A BUTTON!

MOST COUPLES DISAGREE ON ONE SLEEP SURFACE:
With dual adjustable air sleep, couples never have to compromise!

Comfort Craft 9500 - Air Bed

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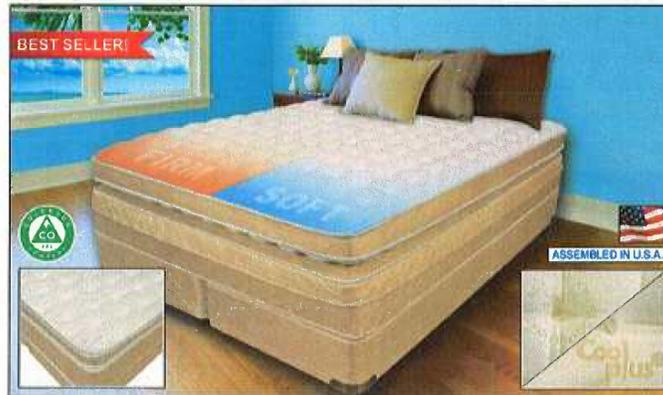
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TYPE OF SUPPORT

DUAL ADJUSTABLE AIR SUPPORT

K & Q ARE DUAL ADJUSTABLE

InnoMax® Air Support Systems Are Available In Single & Dual Zones. At The Touch Of A Button, You Can Customize The Support To Fit Your Personal Preference!

CLICK OPTIONS BELOW

▶ PUMP & CHAMBER OPTIONS

▶ EXPANDED BED VIEW



FEATURES & BENEFITS	PRODUCT SIZE & DIMENSIONS	ASSEMBLY & WARRANTY INFO.	PRODUCT INFO. & PRINT-OUTS	TESTIMONIAL & PRODUCT REVIEWS
<p>Season-To-Season Reversible Duvet Cover: A Winter side and a Summer side:</p> <p>Winter Side Components:</p> <ul style="list-style-type: none"> ★ Bamboo Top Cover Material: Earth-friendly, renewable & sustainable Bamboo fabric is naturally antimicrobial, while the fabric feel is incredibly plush & resilient. ★ Pillow Flex: New age foam has a contouring plush feel of fiber while resisting the body impressions associated with fiber. ★ Naturally Anti-Microbial Talalay Latex Comfort Layer: Recognized world wide as the premium Latex. The Talalay process insures the highest quality & performance standards for 				<ul style="list-style-type: none"> ★ Multi-Zoned Posture Grid Support: Optimizes support physics and provides separately designed zones for head-to-toe comfort. ★ Moisture Barrier Backing: Protects internal components for long trouble free life & a healthier sleep environment. ★ 3-Zone Convoluted 1.5" Foam (Air Only): Manufactured with extra-thick, high-density polyurethane, convoluted foam. Formed with a unique combination of 3 distinctive zones to reduce stress on the pressure points & provide customized support for your entire body. ★ Memory Weave Wrapped Power Edge Support: Edge support offering comfort & support whether sitting on the side or lying on



naturally antimicrobial, long lasting and earth friendly sustainable Latex.

Center Support Layer:

★ Super Soft Contouring Comfort Layer: Contours to the body for even weight distribution to eliminate pressure points.

Summer Side Components:

- ★ Contouring Temperature Activated Memory-Cell® Comfort Layer: Temperature responsive space age material contours to the body for even weight distribution to eliminate pressure points.
- ★ Cool Plus® Top Cover Material: Breathable, temperature neutral material eliminates heat build-up.
- ★ Pillow Flex: New age foam has a contouring plush feel of fiber while resisting the body impressions associated with fiber.
- ★ Durable Top Enclosure: Encases all the internal components while adding style & beauty in your bedroom.

the mattress. The Memory Weave provides our Power Edge with a "no bow" design increasing the durability & longevity by not allowing oxidation of the foam.

- ★ Air Support Systems contour to the shape of the body, providing even weight distribution while reducing pressure points!
- ★ Each partner has the freedom to customize their individual side! The Air Support System can be made as SOFT or as FIRM as you or your partner prefer with the touch of a button!
- ★ Fully Assembled Foundation: Both K & Q are split for additional strength, stability and convenience when moving.
- ★ This Mattress Meets All Consumer Products Safety Commission Standards.
- ▶ Available In: W/King, E/King & Queen

Air-Cell - Eco-Friendly Air System

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FEATURES & BENEFITS PRODUCT SIZE & DIMENSIONS ASSEMBLY & WARRANTY INFO. PRODUCT INFO. & PRINT-OUTS TESTIMONIAL & PRODUCT REVIEWS

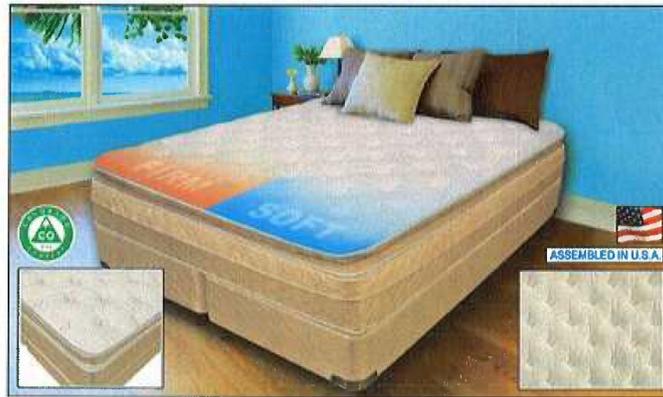
The InnoMax Air-Cell® Mattress is proud to be part of the Bedfax.org - "What's In Your Mattress?" Program and the Specialty Sleep Association's Environmental & Safety Program. These programs are designed to promote Truth and Transparency throughout the specialty sleep/mattress industry by requiring the manufacturer to disclose detailed information about the build and materials of their mattresses. These two programs were built for consumer education, retailer training and truth in industry marketing. If a manufacturer promotes a mattress with an "environmentally friendly" claim, these programs require a verification process to ensure all "environmentally friendly" claims are accurate.

InnoMax has gone the extra mile in ensuring the Air-Cell® mattress meets all required verifications, as well as feature the three-step seal and consumer disclosure label (CDL) - which helps the consumer to understand the true environmental & safety attributes of this participating product! We're not afraid to show you what's in our mattress... Take a look at our label!

- ★ Earth-Friendly Stretch Knit Fabric Cover: Premium sustainable, earth-friendly stretch knit fabric minimizes pressure.
- ★ Cotton & Bamboo Cover Panel - Cotton Side: Renewable, sustainable earth-friendly Cotton that is naturally temperature neutral and wicks away moisture.
- ★ Cotton & Bamboo Cover Panel - Bamboo Side: Renewable, sustainable earth-friendly Bamboo that is inherently mold and mildew proof and dust mite resistant.
- ★ Wool Moisture Barrier: Wicks away moisture in either a warming or cooling manner - allowing it to maintain warmth in the winter and coolness in the summer.
- ★ Interchangeable Euro Box Top Design - Latex Side:
- ★ Double Self Mending Zipper: Maximizes a mattresses accessibility and durability. If a zipper happens to separate, just rezip to repair.
- ★ Memory Weave Wrapped Power Edge Support: Edge support offering comfort & support whether sitting on the side or lying on the mattress. The Memory Weave provides our Power Edge with a "no bow" design increasing the durability & longevity by not allowing oxidation of the foam.
- ★ Durable Top Enclosure: Encases all the internal components while adding style and beauty in your bedroom.
- ★ Air Support Systems contour to the shape of the body, providing even weight distribution while reducing pressure

- Recognized world-wide as the premium Latex. Naturally antimicrobial, long lasting and earth-friendly sustainable Latex.
- ★ **Multi-Zoned Balance & Posturized Mid-Body Support:** Optimizes support physics and provides separately designed zones for head-to-toe comfort, stand tall - sleep tall posture alignment.
- ★ **Interchangeable Box Top Design - Memory-Cell® Side:** Temperature responsive space-age material contours to the body for even weight distribution to eliminate pressure points.
- ★ **Replaceable Smart Top:** Removable top cover is replaceable and refreshable for years of healthy sleep.
- point!
- ★ Each partner has the freedom to customize their individual side! The Air Support System can be made as SOFT or as FIRM as you or your partner prefer with the touch of a button!
- ★ **Fully Assembled Foundation:** Both K & Q are split for additional strength, stability and convenience when moving.
- ★ **This Mattress Meets All Consumer Products Safety Commission Standards.**
- **Available In: W/King, E/King, Queen, Full, Twin & Twin-XL**

Comfort Craft 5500 - Air Bed



TYPE OF SUPPORT
DUAL ADJUSTABLE AIR SUPPORT

InnoMax® Air Support Systems Are Available In Single & Dual Zones. At The Touch Of A Button, You Can Customize The Support To Fit Your Personal Preference!

CLICK OPTIONS BELOW

- PUMP & CHAMBER OPTIONS
- EXPANDED BED VIEW

[CLICK HERE FOR LARGER IMAGES](#)



FEATURES & BENEFITS	PRODUCT SIZE & DIMENSIONS	ASSEMBLY & WARRANTY INFO.	PRODUCT INFO. & PRINT-OUTS	TESTIMONIAL & PRODUCT REVIEWS
<ul style="list-style-type: none"> ★ Aloe Vera High Profile Pillow Top Cover Material: Skin friendly Aloe Vera top cover stretch material is breathable and provides low tension contoured tailoring. ★ Pillow Flex: New age foam has a contouring plush feel of fiber while resisting the body impressions associated with fiber. ★ Naturally Anti-Microbial Talalay Latex Comfort Layer: Recognized world wide as the premium Latex. The Talalay process insures the highest quality & performance standards for naturally antimicrobial, long lasting and earth friendly sustainable Latex. ★ Body Balance Multi-Zoned Support: Optimizes support physics and provides separately designed zones for head-to-toe comfort. ★ Moisture Barrier Backing: Protects internal components for long trouble free life and a healthier sleeping environment. ★ 3-Zone Convoluted 1.5" Foam (Air Only): Manufactured with extra-thick, high-density polyurethane, convoluted foam. Formed with a unique combination of 3 distinctive zones to reduce stress on the pressure points and provide customized support for your entire body. 				<ul style="list-style-type: none"> ★ Memory Weave Wrapped Power Edge Support: Edge support offering comfort & support whether sitting on the side or lying on the mattress. The Memory Weave provides our Power Edge with a "no bow" design increasing the durability & longevity by not allowing oxidation of the foam. ★ Durable Top Enclosure: Encases all the internal components while adding style and beauty in your bedroom. ★ Air Support Systems contour to the shape of the body, providing even weight distribution while reducing pressure points! ★ Each partner has the freedom to customize their individual side! The Air Support System can be made as SOFT or as FIRM as you or your partner prefer with the touch of a button! ★ Fully Assembled Foundation: Both K & Q are split for additional strength, stability and convenience when moving. ★ This Mattress Meets All Consumer Products Safety Commission Standards. ➤ Available In: W/King, E/King, Queen, Full, Twin & Twin-XL

Nouveau-Air - Eco-Friendly Air System

TYPE OF SUPPORT

DUAL ADJUSTABLE AIR SUPPORT

FIRM 46 SOFT 23

K & Q ARE DUAL ADJUSTABLE

InnoMax™ Air Support Systems Are Available In Single & Dual Zones. At The Touch Of A Button, You Can Customize The Support To Fit Your Personal Preference!

CLICK OPTIONS BELOW

➤ PUMP & CHAMBER OPTIONS

➤ EXPANDED BED VIEW

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FEATURES & BENEFITS PRODUCT SIZE & DIMENSIONS ASSEMBLY & WARRANTY INFO. PRODUCT INFO. & PRINT-OUTS TESTIMONIAL & PRODUCT REVIEWS

The InnoMax Nouveau® Mattress is proud to be part of the Bedfax.org - "What's in Your Mattress?" Program and the Specialty Sleep Association's Environmental & Safety Program. These programs are designed to promote Truth and Transparency throughout the specialty sleep/mattress industry by requiring the manufacturer to disclose detailed information about the build and materials of their mattresses. These two programs were built for consumer education, retailer training and truth in industry marketing. If a manufacturer promotes a mattress with an "environmentally friendly" claim, these programs require a verification process to ensure all "environmentally friendly" claims are accurate.

InnoMax has gone the extra mile in ensuring the Nouveau® mattress meets all required verifications, as well as feature the three-step seal and consumer disclosure label (CDL) - which helps the consumer to understand the true environmental & safety attributes of this participating product! We're not afraid to show you what's in our mattress... Take a look at our label!

- ★ The Nouveau-Air™ carries the prestigious Specialty Sleep Association's Environmental Safety Seal; a first among all high visibility national brands. Every component from top to bottom features third-party certification of its positive impact on the environment. A mattress that is "Great for you & great for our environment!"
- ★ Infinitely adjustable: with a touch of a button, you can find that perfect level of Air Support, so you can enjoy a great night's sleep.
- ★ Beautifully Designed Ultra-Stretch Cover: Assists in moisture evaporation and management - eliminating bacterial growth for a healthier sleeping environment.
- ★ Three Compression Flex Zones: Provide high performance body fit and support alignment for maximum pressure relief and comfort.
- ★ Multi-Zoned Balance & Posturized Mid-Body Support: Optimizes support physics and provides separately designed zones for head-to-toe comfort, stand tall - sleep tall posture alignment.
- ★ Wool Moisture Barrier: Assists in moisture management and temperature control. Wicks away moisture in either a warming or cooling manner - allowing it to maintain warmth in the winter and coolness in the summer. Also inhibits allergens & bacterial growth for a healthier sleeping environment.
- ★ Replaceable Smart Top: Removable top cover is replaceable and refreshable for years of healthy sleep.
- ★ Specially Formulated Comfort Layer: For added full body contouring and progressive head-to-toe support.
- ★ Double Self Mending Zipper: Maximizes a mattresses accessibility and durability. If a zipper happens to separate, just rezip to repair.
- ★ Memory Weave Wrapped Power Edge Support: Edge support offering comfort & support whether sitting on the side or lying on the mattress. The Memory Weave provides our Power Edge with a "no bow" design increasing the durability & longevity by not allowing oxidation of the foam.
- ★ Durable Top Enclosure: Encases all the internal components while adding style and beauty in your bedroom.
- ★ Air Support Systems contour to the shape of the body, providing even weight distribution while reducing pressure points!
- ★ Each partner has the freedom to customize their individual side! The Air Support System can be made as SOFT or as FIRM as you or your partner prefer with the touch of a button!
- ★ Fully Assembled Foundation: Both K & Q are split for additional strength, stability and convenience when moving.
- ★ This Mattress Meets All Consumer Products Safety Commission Standards.
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<ul style="list-style-type: none"> ★ Cotton Fiber Blend Pillow Top Cover Material: Skin friendly top cover stretch material is breathable & provides low tension contoured tailoring. ★ Pillow Flex: New age foam has a contouring plush feel of fiber while resisting the body impressions associated with fiber. ★ Super Soft Contouring Comfort Layer: Contours to the body for even weight distribution to eliminate pressure points. ★ 3-Zone Convuluted 1.5" Foam (Air Only): Manufactured with extra-thick, high-density polyurethane, convuluted foam. Formed with a unique combination of 3 distinctive zones to reduce stress on the pressure points and provide customized support for your entire body. ★ Memory Weave Wrapped Power Edge Support: Edge support offering comfort & support whether sitting on the side or lying on the mattress. The Memory Weave provides our Power Edge with a "no bow" design increasing the durability & longevity by not allowing oxidation of the foam. 				<ul style="list-style-type: none"> ★ Moisture Barrier Backing: Protects internal components for long trouble free life and a healthier sleeping environment. ★ Durable Top Enclosure: Encases all the internal components while adding style and beauty in your bedroom. ★ Air Support Systems contour to the shape of the body, providing even weight distribution while reducing pressure points! ★ Each partner has the freedom to customize their individual side! The Air Support System can be made as SOFT or as FIRM as you or your partner prefer with the touch of a button! ★ Fully Assembled Foundation: Both K & Q are split for additional strength, stability and convenience when moving. ★ This Mattress Meets All Consumer Products Safety Commission Standards. ▶ Available In: W/King, E/King, Queen, Full, Twin & Twin-XL

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Air mattress

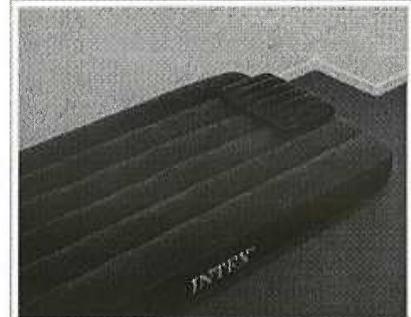
From Wikipedia, the free encyclopedia

An **air mattress** is an inflatable mattress/sleeping pad.^[1]

Due to its buoyancy, it is also often used as a water toy/flotation device, and in some countries, including the UK, is called a **lilo** ("Li-lo" being a specific trademark).^[2]

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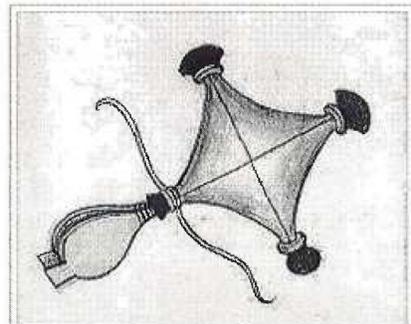


An air mattress as might be used for temporary guest accommodation

For sleeping

An **air mattress**, also known as an airbed, is an inflatable mattress, the majority of which are usually made of polyvinyl chloride (PVC), although recently developed textile-reinforced urethane plastic or rubber versions exist. The deflated mattress can be rolled up or folded and carried or stored relatively easily, making them a popular choice for camping trips and for temporary bedding at home for guests. They are inflated either orally by blowing into a valve, or with a manual foot-powered or more commonly inflated via an electric pump. Some are even automatically inflating (up to a certain pressure—some additional inflation is also needed) just by opening the valve.

The three main categories for use of air mattresses are camping, temporary home use (guests) and full-time permanent use (in the bedroom). Some air mattresses are specifically designed to perform both functions (camping and guest



Early air mattress by the German engineer Konrad Kyeser (ca. 1405)

use) while others are specifically designed for one purpose alone (permanent use in the home or RV). Other air mattresses are designed in shapes with wheel well cutouts specifically intended for use in vehicles such as pickup trucks or SUVs.

Lightweight, reduced-size and reduced-thickness air mattresses specifically intended for camping and backpacking are sometimes called sleeping pads, especially when a layer of foam insulation is added under the air chambers. Better quality air chambers, that are designed for permanent use in the home, are constructed of vulcanized rubber, covered in canvas or of polyurethane. These chamber(s) are then installed into a cloth shell or tick(ing). Permanent air beds will look almost like conventional beds with the exception of having a hose (one air chamber) or hoses (two air chambers) coming out of the head of the bed. These hoses will be connected to an air inflation device, with two outlet valves, that will have a remote control(s) so that each person can adjust the firmness of his or her side to his/her own exact needs. The firmness can be adjusted up or down, with the simple push of a button, on the remote(s).

A USA government safety agency has warned against letting infants sleep on air mattresses, because they can be too soft and suffocate smaller children (especially those below the age of 8 months) within folds or while entrapped between the mattress and the bed base.^[3] Additionally there have been several recent (USA?) governmental studies and regulations enacted due to the poisonous nature of the phthalates and dioxins contained within all PVC vinyl air beds and other soft vinyl products.^[4] The European Union has made similar efforts to prevent the use of vinyl materials in toys and bedding.^[5]

Air beds

Larger, more elaborate air mattresses ("air beds") have come on the market in recent years that are intended for guest use or as permanent beds in the bedroom. Bed sizes for temporary air beds range from twin to king size, but few guest bed manufacturers offer king size as most guest air beds are sold outside the United States where king-size mattresses are not standard. Most permanent air beds use easy-to-find conventional sheets and bedding. California King (or Western King) sheets and bedding may be more difficult to find as this size was originally conceived for the waterbed industry.

Raised guest or temporary beds are typically raised off the ground to keep users away from the floor and offer a more traditional mattress experience. Though 'raised' air beds are off the ground, they are not designed for full-time use, as the base of the bed is an air chamber and not a solid foundation.

Health benefits

Air mattresses can also improve the quality of life (and potentially provide some measure of relief) for people who suffer with back pain.^[6] Having the ability to adjust the firmness of a mattress to accommodate different body shapes, sizes, and weights, can be a factor in the healing process. Additionally, air mattresses manufactured without the use of materials that may release VOCs or other toxic compounds from the manufacturing process (which can exacerbate allergies in children or other sensitive individuals) are available.^{[7][8][9]}

For recreation

As a water toy

The term **air mattress** may also refer to a certain inflatable swimming pool or beach toy, which has an air-sac "pillow" and several (usually four or five) tubes running its length. Also called a "lilo" (UK, AUS), "pool air mat", "air mat", "pool lounge", or "float(ing) mat(tress)", it is used to recline on the water surface. The lilo was invented by Frank Masterson in 1961. Although it bears some resemblance to an air mattress, it is typically not built as strongly and may not reliably stay inflated all night long, making it impractical for use as a bed.



An air mattress in the shape of a mobile phone.

Liloing

In Australia, many bushwalkers go "liloing" down canyons, creeks, and rivers. The attraction of liloing is that a lilo can easily be carried to the head of a river, and portages over otherwise impassable blockages are far easier with a lilo than with a canoe or a packraft. Liloing also allows canyoners who have abseiled through tight rock squeezes to enjoy long pools at the base of the canyon.

For longer trips, a backpack with waterproofed contents is wedged / tied to the 'neck' of the lilo (i.e. the junction between the body of the lilo and its pillow), and the liloer sits with the small of their back supported by the backpack so that only their seat and their upper hamstrings are submerged. In this position a small paddle assists manoeuvrability through rapids, but a more versatile approach is to use light hand-paddles. Note that if the liloer falls off in a rapid, they will instantly need to use their hands for survival (so as to avoid getting a foot trapped and having their face pushed underwater), so hand-paddles are best made of light plastic (e.g. cut from the sides of a sturdy plastic container) and loosely looped over the liloer's wrists. Many liloers wear helmets, as falling off and knocking oneself unconscious against a rock is a common danger. Fewer liloers wear buoyancy vests, as water in rapids is often too aerated to allow anything to float, and sometimes sinking to the bottom of a (hopefully snag-free) stopper is the only way of being flushed downstream. A wetsuit over the legs protects against abrasions, and can somewhat cushion bumps to shins, knees, and the coccyx. Wetsuit booties or elasticised ankle supports or lightweight basketball shoes that cover the ankle are particularly welcome over the ankles, which can otherwise become tender due to repeated bumps. (If wearing lace-up shoes that cover the ankles, lacing only the lower eyelets may assist escape from drowning if a foot becomes trapped in rocks.) Bulky boots or any loose clothing (such as untucked pants) that increase drag in the water can dangerously impede agility when attempting to wade through swiftly flowing water. New liloers should seek advice on what footwear grips best, as most running shoes give sub-optimal grip. In Australia, the cheap Dunlop Volley tennis shoe remained essentially unaltered for many decades until 2012, and **was** regarded as essential by many river hoppers, roofers, and bushwalkers.

Many liloers consider that lilos need to be of sturdy rubberised cotton to withstand abrasion and snagging against sand, rocks, and partially submerged fallen timber. However, some liloers have discovered that very finely woven synthetic plasticised fabrics and even vinyl fabrics tend to *slide* over snags instead of *catching* on snags. Liloers have done week-long trips over grade-3 rapids with lilos weighing 1.2 kg or less; such lilos dry much faster and are much lighter to carry than rubberised cotton lilos weighing 3 kg. Some liloers smear glue over parts of the lilo that experience a lot of abrasion, such as the base of the corners at the foot of the lilo.

Most rips or punctures to a lilo can be easily repaired using contact glue and spare fabric. Some liloers use a portable stove to speed up drying the lilo for initial application of glue; heat also assists drying the applied contact adhesive ready for joining. If a lilo is left unwetted in the sun, the expanding heated air in the lilo may pop a seam. A lasting repair to a seam-pop requires 2-stage surgery to repair: first the repairer slits open the fabric adjacent to the popped seam (to gain access to the internal seam tape), secondly (from inside the lilo) the repairer re-glues the seam *and the internal tape that stops it from peeling apart*, and then lastly the repairer repairs the slit that was made for the surgery.

Lilos allow considerable versatility for people travelling by water in wilderness areas. Older-style inflatable rafts that do not have a built-in inflated-floor allow the rafter to wedge in a suitably sized lilo at the bottom that provides comfortable and versatile buoyant flooring. Lilos made of synthetic material dry quickly, and lilos are the most comfortable way of sleeping on a bank of large rounded rocks. (In colder weather the sleeper will need insulation between the sleeper and the lilo, as traditional lilos provide negligible insulation.) Lilos can be used in combination with rafts, with half the party paddling supplies in a raft, with the other half of the party paddling alongside on their lilos - rafts are a faster and more comfortable mode of transport, but are far heavier to carry in to a distant river head. Backpacks can float through the water with surprisingly little drag, and can be easily towed (with a 3 metre cord, in still water) by a liloer who has not lost their paddles. A short tape attached to a backpack makes it easier to tug along the backpack when walking in shallow water.

In Australia, in early 2013 it was difficult to find air mattresses suitable for liloing, because improvements in mattress technology have supplanted the lilo. Light-weight campers are likely to prefer a self-inflating sleeping pad, while campers who do not care about weight are likely to favour a large thick flocked air mattress with no built-in pillow. (Lilos suitable for liloing have a substantially sized pillow to provide extra support for the upper body / back pack.) Thus the once-common recreation of liloing was impeded by a poor supply of suitable lilos. However, by late 2013 some heavy (2.3 kg) rubberised cotton lilos with separate pillows^[10] had become available. As well, the spread of packrafting and slackrafting provides a close equivalent to liloing.

See also

- List of inflatable manufactured goods

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External links

-  Media related to Air mattresses at Wikimedia Commons
-  The dictionary definition of lilo at Wiktionary

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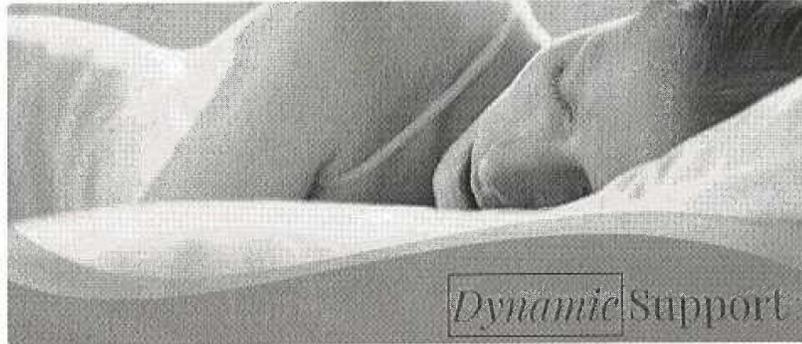
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