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Jamison Spices Up Online Presence

November 4, 2010

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[Jamison Bedding](#) has revamped its Web site making it more consumer-directed by remarketing its online presence under the theme Sleep Made Different.

The new site details and compares the company's seven mattress collections on a single page, and offers three new FAQ sections along with a mattress selector function to help consumers understand the company's products.

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"Our objective was to develop a site that would speak to the consumer in new ways, strongly differentiate our brand and emphasize the business values we've promised and

delivered on for 128 years," said [Ken Hinman](#), senior vice president of sales and marketing. "We also wanted to bring into better focus for consumers and hoteliers our position as the country's fourth largest provider of quality mattresses to fine hotels, resorts and spas worldwide."

The Web site also incorporates Facebook and Twitter.

Visitors can opt to review the company's mattress core designs, components and their benefits, or to explore Jamison's offerings by collection, including Arbor, Crest, Equalizer, Oceania, Resort, TLC or Vita Pedic. Either option provides a list of specific Jamison models that apply.

A "Mattress Comparison" feature on the home page enables consumers—at a glance—to contrast Jamison's product lines in three ways: By identity/function, comfort components and support system. Another home page link uses a prescription theme to address common sleep concerns and prescribe the right Jamison mattress.

The site features as many as 22 Q&As dealing with product issues and mattress shopping, customer care/service, and lodging/hospitality products. The site also offers consumers sleep tips, testimonials and ongoing company news. "To reinforce our identity, we included for the first time extended information on our storied history," Hinman said. "In differentiating ourselves, it was critical to emphasize that our mission is not to be the biggest bedding producer, but to be the very best in value, quality and service."

Jamison's site also features a new "Green Dreams" link that spells out the company's current conservation and recycling programs, as well as its specific plans to step up environmental protections in the future.

Finally, the new site includes an expanded hospitality section that highlights the company's longstanding alliances with [Marriott](#), [Best Western](#), [Choice Hotels](#) and the [Intercontinental Hotels Group](#), among many other major hotel/resort names.

Photos



Jamison Bedding launches new Web site.

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Featured in the section are the five product lines under Jamison's Hotel Collection, including the company's exclusive Hypnos-branded Stadia line.

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