

FILL STATION® PILLOW KIOSK BENEFITS



Benefits for Bedding, Mattress and Furniture Retailers

- **Ten times** more sales per square foot than a mattress set or unused space
- Build Pillows in less than five minutes while the customer watches
- Build over 100 styles of pillows without the cost and space required for traditional inventory
- Increased goodwill and word of mouth referrals by customers who are happy to get a better night's sleep.
- Regular customers are curious and may inquire about the Fill Station® Pillow Kiosk
- Creates a returning customer base to build, refill or remake their pillow
- The eGift card program makes it easy for customers to share with friends
- The Medical Partners program sends you pre-sold customers
- Your kids pillow building event increases store traffic and helps you build relationships with new pillow customers

Marketing Strategy Behind the Fill Station® Pillow Kiosk

- Customers come in your store to custom build their very own pillow
- The customer tests the various pillow feels on your beds

- The customer has their pillow shell filled with any combination of the following:
 - Super Soft Poly Foam
 - Buckwheat Hulls
 - Shredded Memory Foam
 - Shredded Latex
 - Goose Down Feathers
- The customer has the option to step up with an assortment of pillow protectors (increasing your sale)
 - Twill Feather Barrier Cover (Moisture Barrier Protector)
 - Plush Comfort Enhancement Protector (Moister Barrier Protector)
 - Outlast® Cooling Cover
- After having their pillow built, the customer goes back and tries out their pillow on your bed.
- By this time you have planted the seed for the customer to think about purchasing a new mattress set/ adjustable base.
- The customer registers their pillow for a FREE 5-Year Re-fluffing and Adjustment Guarantee® which allows them to come back to have their pillow re-fluffed. This gets them back in your store so you can build on your relationship with the customer.
- We email the customer three times a year about their FREE 5-Year Re-fluffing and Adjustment Guarantee®. Reminding them to come back in your store.
- We brand every pillow shell with your logo so the customer will remember their experience every time they change their sheets.
- We run social media marketing campaign and events in your area weekly to promote the Fill Station® in your area.

