



exclusively for

Virginia's Largest Furniture Store
Haynes®



NOVEMBER 2014

Why **J ROSS**?



Since 1930, family owned and operated Haynes Furniture has been at the forefront of the home furnishings industry, sharing their passion for high-end retail through their beautifully detailed showrooms and immaculately curated product offerings.

Naturally then, it makes sense that the family you've trusted to bring you the best in home furnishings for over 80 years would venture out to create their own premier line of bedding, tailored specifically to the needs and desires of their loyal customer base.

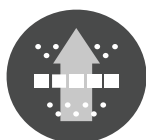
The **J ROSS Collection** exemplifies all of the high-end characteristics that you would expect to see from a show-stopper featured at Haynes.

Our designers have worked tirelessly to ensure that all **J ROSS** beds are timeless, high-quality sleep products that deliver the luxury, attention to detail, and unmatched comfort that our discerning customers deserve.

SLEEP and BELIEVE



Every product in the **J ROSS** line has been expertly engineered to specifically address the five most common causes of poor sleep. How?



Tossing and Turning

Our unique combination of high density latex and air flow visco cushioning, prevents nerve entrapment and promotes blood flow at the body's major pressure points like the shoulders and hips. This prevents the major causes of small awakenings in the night, allowing the body a calm, still night's sleep.



Poor Support

We address support with Progressive Zoning, a combination of conforming cores in the mattress married to actual active coil technology in the box spring. This union cradles the body, offering support in the curves of the lower back and sides which are essential for the proper support.



Too Hot at Night

All J ROSS products use a combination of GelTech cushioning with continuous air flow in all cushioning material, allowing the body to cool down to a natural temperature, promoting falling asleep and staying asleep.



Partner Disturbance

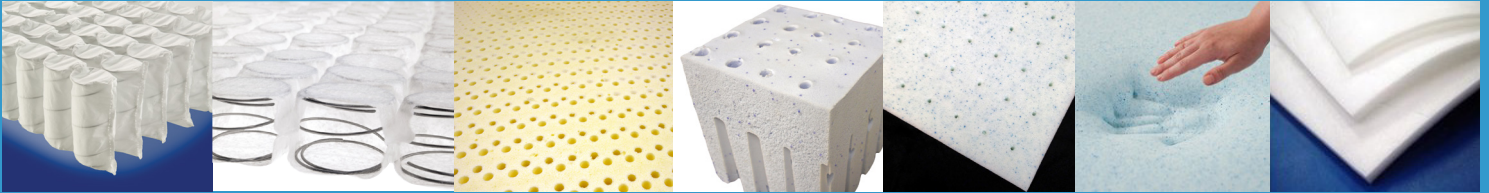
Whether a mattress uses the ComfoCoil individually wrapped coil design or ComfoFoam inner cores, all J ROSS products are designed so that the energy from a sleeper's movement and weight are directed vertically rather than horizontally, ensuring that one sleeping partner will not feel the movement of another.



Feeling of Rolling Out of Bed

We utilize a perfectly designed firm edge in all of our mattresses and box springs, engineered to allow the sleeper to sleep near the edge of the bed without a roll-out feeling, increasing the mattress' usable sleep surface by over 18%.

J ROSS' COMPONENTS



Our laundry list of innovative, **high quality**, *thoughtfully sourced* components includes:

- **CoolTex™ Gel-Infused Latex + Cool Breeze Gel™ Memory Foam + ActivFlo AirGel™** - *Our assortment of gel-based comfort layers offer a cooler sleep surface, naturally encouraging the body to sleep through the night without waking*
- **Soy Based Memory Foam** - *Relieves painful pressure points and creates a responsive, body-hugging sleep surface that is unique to each sleeper*
- **Silk and Wool Fibers** - *Luxuriously natural quilting insulation*
- **Soy Based ComfoFoams** - *Our assortment of firmnesses and densities offer the perfect level of comfort and support for almost any sleeper*
- **High-Grade Individually Wrapped Coil Cores and supplementary Wrapped Mini Coil Units** - *Offering some of the highest coil counts in the industry, providing unsurpassed motion isolation, body-conforming comfort, and natural spinal alignment*
- **High Density Soy-Based Foam Encasements and Base Foam** - *Creates sturdier edge support and increases the usable sleep surface by ~18%*



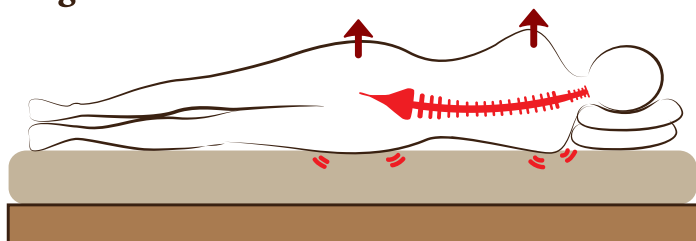
Always Expertly Handcrafted in the **USA**.



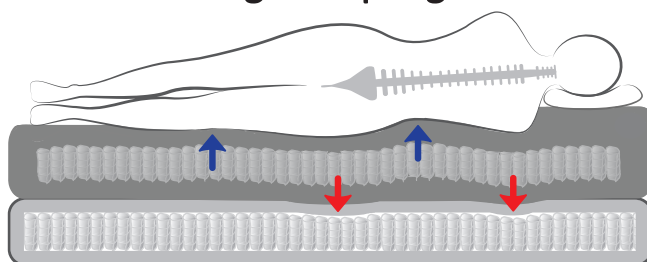
Our BOX SPRINGS

Unlike most other bedding brands, **J ROSS** proudly manufactures **real** box springs that utilize actual moving coil units. Our box springs not only provide superior, noticeable, differentiating feels, but they also have a hand in helping to extend the life and durability of the mattress.

Regular Static Foundation



J ROSS Working Box Springs



Our Wrapped Coil Box Spring

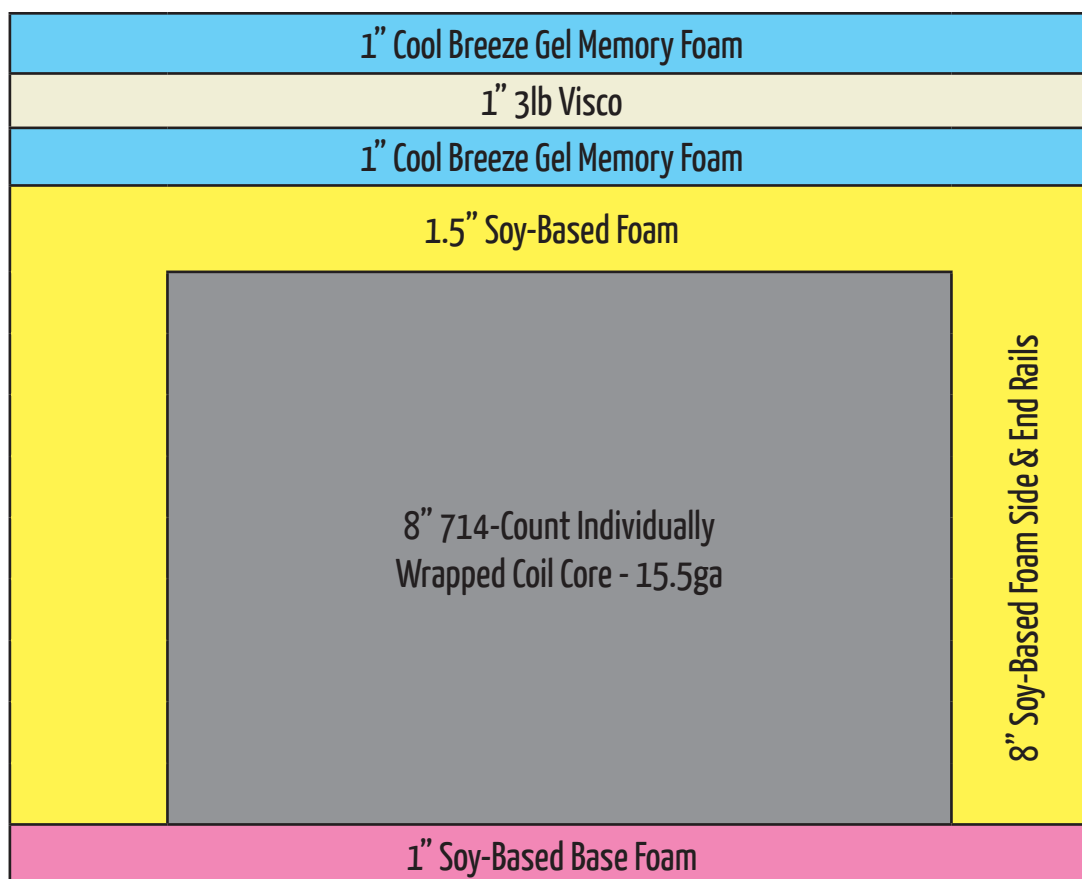
The Wrapped Coil model is a foam-encased, 744-Count, 14.5 gauge, individually wrapped coil, working box spring. This model offers superior motion-isolation benefits to the sleeper, as well as the pin-pointed support that their bodies need. The standard height Wrapped Coil Box Spring measures ~9" tall and also comes available in a ~5.5" tall Low Profile option.





Model **ONE**

Wrapped Coil Innerspring Mattress Set



Pairs With Foam Encased Wrapped Coil Box Spring Unit

Featuring **744** Coils in Queen and **930** Coils in King



Queen Set Cost: \$1,070 // MSRP: \$1,999

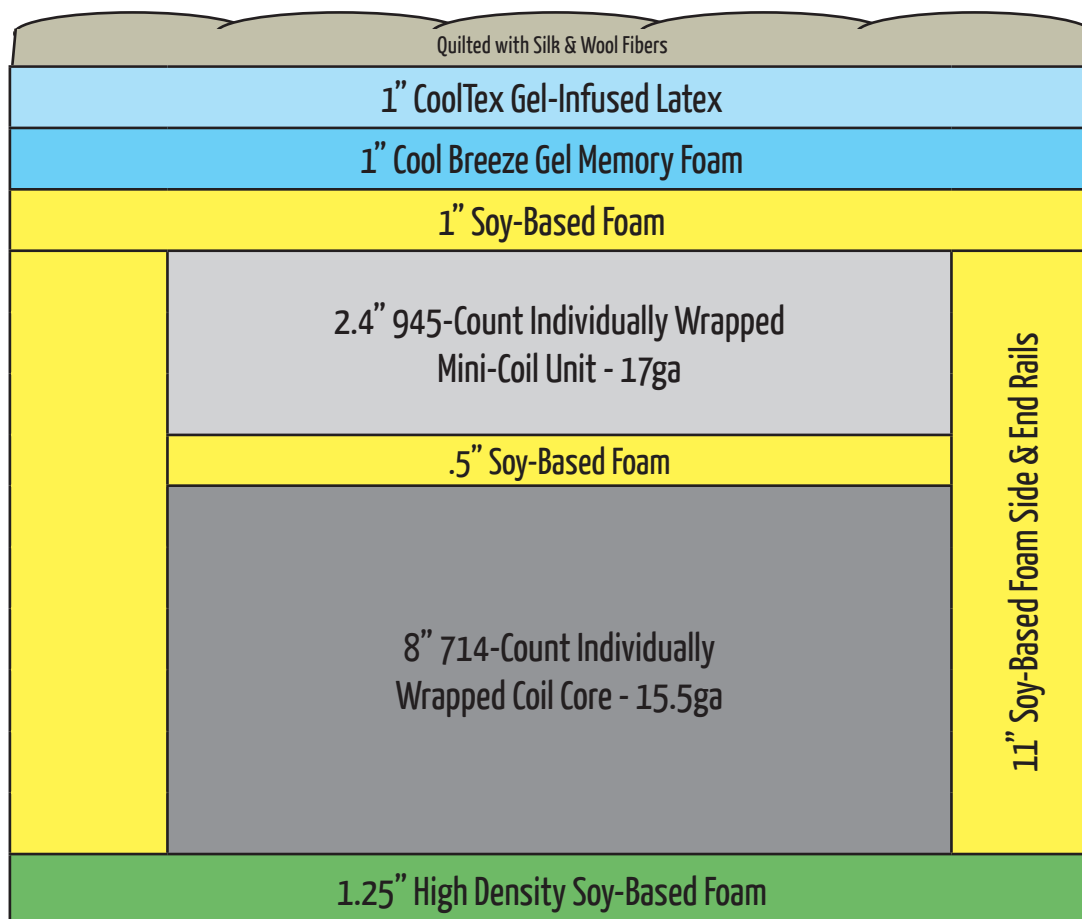
King Set Cost: \$1,350 // MSRP: \$2,699





Model **TWO**

Wrapped Coil Innerspring Mattress Set



Pairs With Foam Encased Wrapped Coil Box Spring Unit
Featuring **744** Coils in Queen and **930** Coils in King



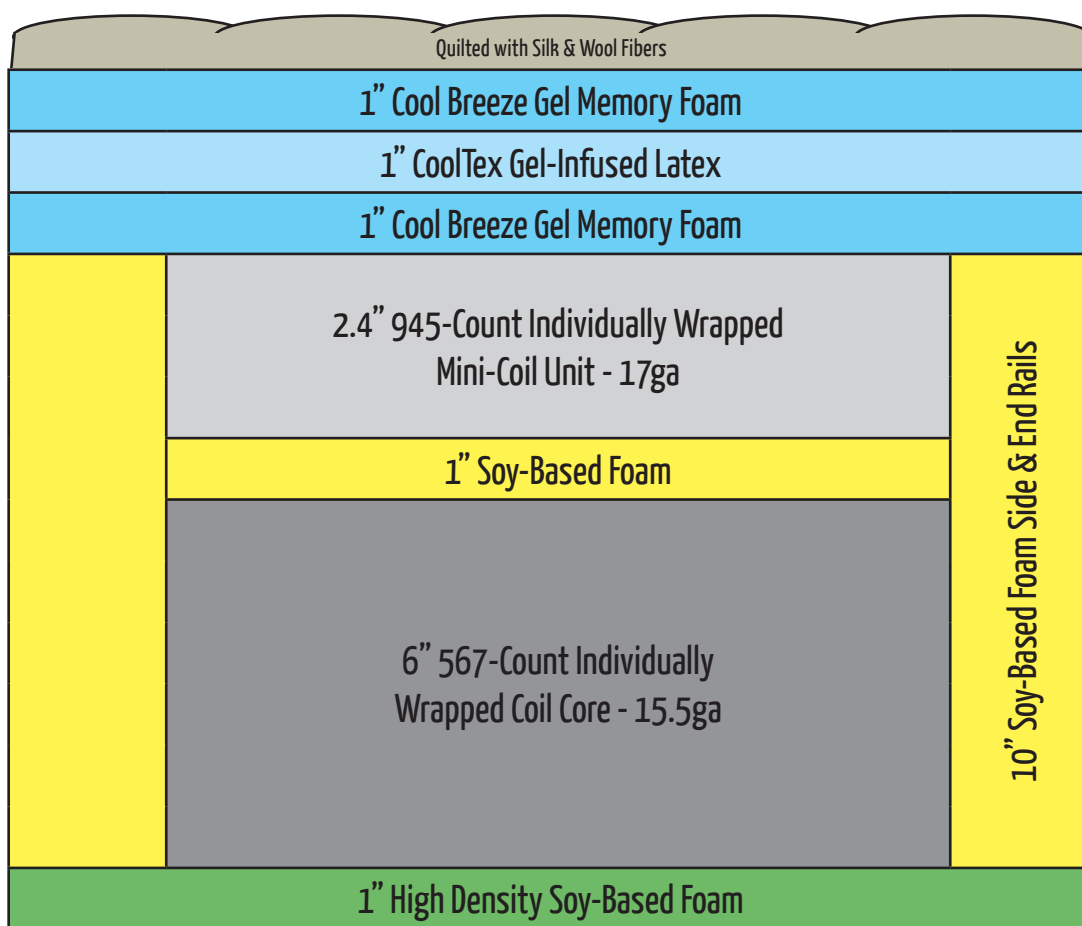
Queen Set Cost: \$1,270 // MSRP: \$2,999
King Set Cost: \$1,850 // MSRP: \$3,699





Model **THREE**

Wrapped Coil-on-Coil Innerspring Mattress Set



Pairs With Foam Encased Wrapped Coil Box Spring Unit
Featuring **744** Coils in Queen and **930** Coils in King



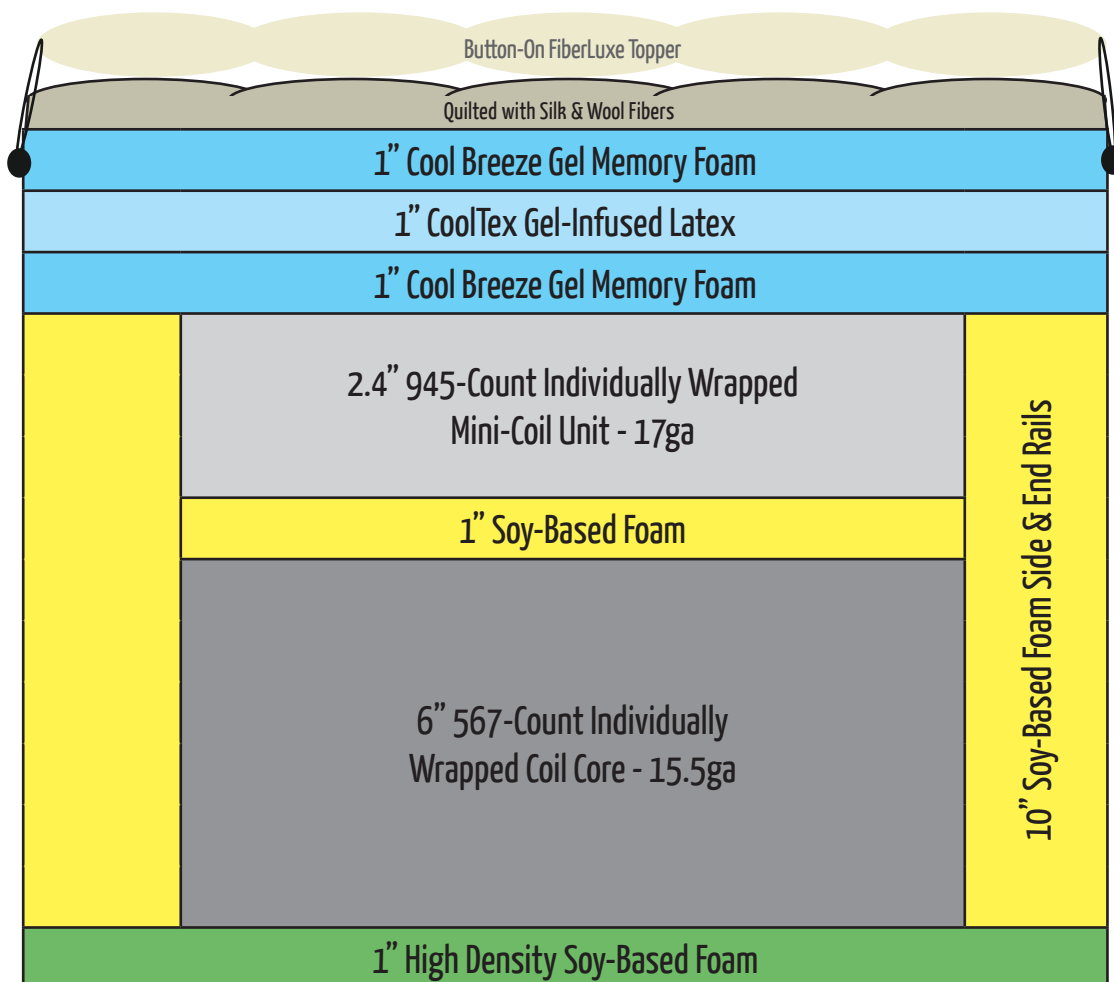
Queen Set Cost: \$1,470 // MSRP: \$3,499
King Set Cost: \$1,900 // MSRP: \$4,299





Model **FOUR**

Wrapped Coil-on-Coil Innerspring Mattress Set



Pairs With Foam Encased Wrapped Coil Box Spring Unit
Featuring **744** Coils in Queen and **930** Coils in King



Queen Set Cost: \$1,970 // MSRP: \$3,999
King Set Cost: \$2,300 // MSRP: \$4,999

