

# history of purple mattress

**The history of Purple Mattress** is a fascinating journey that intertwines innovation in sleep technology, marketing ingenuity, and a commitment to consumer comfort. Founded in 2015, Purple has quickly become a household name in the mattress industry, thanks to its unique products and effective use of digital marketing. This article will delve into the origins of Purple Mattress, the innovative technologies behind its products, and its evolution in the competitive bedding market.

## Origins and Founding

Purple Mattress was co-founded by brothers Tony and Terry Pearce, along with their friend, a former engineer named Greg D. S. Goehring. The Pearce brothers, who had previously developed a hyper-elastic polymer for use in medical devices, saw an opportunity to apply their knowledge of materials science to the mattress industry.

## The Idea Behind Purple

In their quest to create a superior sleep experience, the founders aimed to address common issues faced by mattress users, such as:

- Heat retention: Traditional memory foam mattresses often trap heat, leading to uncomfortable sleep.
- Pressure points: Many mattresses fail to provide adequate support, causing discomfort in areas like the hips and shoulders.
- Durability: The life expectancy of many mattresses is relatively short, leading to frequent replacements.

With these challenges in mind, the Pearce brothers developed a unique mattress design that combined a hyper-elastic polymer grid with traditional foam layers. This innovation not only solved the problems they identified but also created a mattress that offered unparalleled comfort and support.

## Innovative Technology

Purple Mattress is best known for its innovative use of materials and design. The company's signature hyper-elastic polymer is a game changer in the mattress industry.

## Hyper-Elastic Polymer

The hyper-elastic polymer grid is the core component of the Purple mattress. Its unique properties include:

- Flexibility: The polymer can stretch and adapt to the body's shape, providing personalized support.
- Breathability: The grid design allows for increased airflow, reducing heat retention and ensuring a cooler sleep environment.
- Durability: Unlike traditional materials, the hyper-elastic polymer is resistant to sagging and degradation, giving the mattress a longer lifespan.

This innovative material not only sets Purple apart from competitors but also directly addresses the common complaints associated with conventional mattresses.

## Product Range Expansion

Since its inception, Purple has expanded its product range to cater to a wider audience. The company initially launched its flagship Purple mattress, but over the years it has introduced various models and accessories, including:

1. Purple Hybrid: A combination of the original Purple mattress and pocketed coils for added support and bounce.
2. Purple Hybrid Premier: Features a thicker layer of hyper-elastic polymer for enhanced comfort and pressure relief.
3. Purple Kids Mattress: Designed specifically for children, offering the same comfort and support as the adult models.
4. Mattress Protectors and Pillows: Complementary products designed to enhance the overall sleep experience.

These additions reflect Purple's commitment to innovation and meeting the diverse needs of its customers.

## Marketing and Brand Growth

The growth of Purple Mattress can largely be attributed to its unique marketing strategies. The company adopted a bold and unconventional approach that resonated with consumers.

## Effective Use of Digital Marketing

Purple leveraged social media and digital advertising to reach a broader

audience. Some of their successful marketing tactics include:

- Humorous Advertising: Purple's commercials often feature humor, making them memorable and shareable.
- Influencer Partnerships: Collaborating with influencers in the sleep and wellness space helped the brand gain credibility and visibility.
- Customer-Centric Campaigns: Purple focused on customer testimonials and reviews, showcasing real-life experiences to build trust and attract new buyers.

## **Direct-to-Consumer Model**

Purple adopted a direct-to-consumer (DTC) model, allowing it to sell mattresses online without involving traditional retail channels. This strategy has multiple advantages:

- Cost Savings: By cutting out the middleman, Purple can offer high-quality products at competitive prices.
- Convenience: Customers can easily order their mattress online and have it delivered directly to their homes.
- Risk-Free Trials: Purple offers a 100-night risk-free trial, allowing customers to test the mattress and return it if they are not satisfied.

This DTC approach not only streamlined the purchasing process but also enhanced customer satisfaction.

## **Challenges and Competitors**

Despite its rapid growth, Purple Mattress has faced challenges in a highly competitive market. The mattress industry is crowded, with numerous brands vying for consumer attention. Some notable competitors include:

- Casper: A pioneer in the online mattress space, known for its foam mattresses and effective branding.
- Leesa: Offers a range of foam and hybrid mattresses, with a strong emphasis on social impact.
- Tuft & Needle: Known for its simplicity and affordability, appealing to budget-conscious consumers.

To remain competitive, Purple has continually innovated its product offerings and marketing strategies.

## **Adapting to Market Trends**

The mattress industry is constantly evolving, and Purple has adapted to

emerging trends to maintain its market position. Some of the trends Purple has embraced include:

- Sustainability: With growing consumer interest in eco-friendly products, Purple has made efforts to source sustainable materials and reduce its carbon footprint.
- Smart Technology: As the smart home market expands, Purple has explored incorporating technology into its products, such as sleep tracking features and adjustable bases.
- Customization: Consumers increasingly seek personalized products, prompting Purple to consider custom mattress options to cater to individual preferences.

## **Conclusion**

The history of Purple Mattress is a testament to innovation, creativity, and a consumer-focused approach. From its inception in 2015 to becoming a leader in the mattress industry, Purple has successfully addressed common issues that plague traditional mattresses while establishing a unique brand identity through effective marketing.

As the company continues to adapt to market trends and consumer preferences, it is poised to remain a key player in the bedding industry for years to come. With its commitment to innovation and customer satisfaction, Purple Mattress is not just a brand; it represents a new era in sleep technology that prioritizes comfort, support, and affordability.

## **Frequently Asked Questions**

### **When was the Purple mattress company founded?**

The Purple mattress company was founded in 2015 by brothers Tony and Terry Pearce.

### **What innovative material did Purple introduce in their mattresses?**

Purple introduced a hyper-elastic polymer material, which is designed to provide support and breathability while also being responsive to body pressure.

### **How did Purple mattresses gain popularity quickly?**

Purple gained popularity through viral marketing campaigns, including humorous advertisements and a strong online presence that connected with a

younger demographic.

## **What is the significance of the 'Purple Grid' in their mattress design?**

The 'Purple Grid' is a unique design feature that allows for optimal airflow, support, and pressure relief, setting Purple mattresses apart from traditional foam mattresses.

## **Has Purple expanded its product line beyond mattresses?**

Yes, Purple has expanded its product line to include pillows, bed bases, and bedding accessories, catering to a wider range of sleep needs.

## **What role does customer feedback play in Purple's product development?**

Customer feedback is crucial for Purple, as the company actively uses it to refine their products and ensure they meet the needs and preferences of consumers.

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