

FOR IMMEDIATE RELEASE

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[GameChangerMattress](http://GameChangerMattress.com)TM, A Global Brand by Vrush Industries Inc.

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Game Changer Mattress, A Distribution Breakthrough

High Point, NC, Sept. 2, 2015 - A game changing mattress brand is being launched at the International High Point Furniture Market in the permanent Rush Furniture showroom located at 118 N. Wrenn St., High Point, NC. The 90 SKU offering will be revolutionary to the sales and distribution of mattresses.

With the **GameChangerBrand**TM, traditional and non-traditional mattress retailers will have the opportunity to enter and dominate the projected \$ 24.65 Billion Dollar global mattress market with OEM, Store, and Private Label Branding.

"**Let it Breathe**TM" branding and set-up in under a minute ([see it in action on YouTube here](#)) will change mattress industry distribution channels and consumer purchasing habits going forward. The technically advanced and innovative products, construction, and packaging offers up to 73% space savings and convenient transport. This process allows **GameChangerBrand**TM the ability to package a premium quality, 10" thick King size mattress into a 19" x 19" x 44" box. Coupling this with our proprietary manufacturing construction, pressure relieving technology and design elements results in a great sleep day or night.

The *Game Changer Mattress Category Domination Plan* allows our King size mattress to ship conveniently via UPS or Fedex. It also allows brick and mortar retailers who don't currently sell mattresses to enter this huge category, set to grow from \$ 24 Billion dollars in 2017 to \$ 37.9 Billion in 2020.

Cash & Carry will entice retailers to carry with new impulse sales and outstanding margins, and motivate consumers to buy. We are on the forefront of a product life cycle that will effect future merchants for generations to come.


GameChangerMattressTM is a global brand of quality mattresses by Vrush Industries Inc. that is dedicated to helping retailers succeed and grow. We offer compelling sleep products that give the retailer distinct competitive advantage, new channels of distribution, and packaging solutions that overcome challenges of logistics and handling. For additional information, please visit www.GameChangerMattress.com.

The Rush Furniture High Point showroom is open to merchants during Furniture Markets and by appointment year-round. To schedule a private appointment in-between markets please call 336-886-7700, ext. 23.

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<http://gamechangermattress.com/shop.html>


Game Changer Mattress trumps competition with the most comfort for the money and a better night's sleep. With our exclusive i-Tech™ foam we have created the perfect mattress, designed for complete comfort and convenience, that ships compactly for easy transportation and consumer handling. Once opened simply **Let it Breathe™**. Packaged for carry-home convenience, our mattresses are *efficiently handled at every level in the retail environment, require minimal floor space, and offer instant consumer gratification.*



New!

ALPS 1


The sensation of waking up on a fresh summer morning somewhere in the Alps, with a refreshing breeze caressing your skin and your batteries recharged so you can confidently face the day. In developing the ALPS COLLECTION, our team drew its inspiration from this very sensation.



New!

ALPS 2


The sensation of waking up on a fresh summer morning somewhere in the Alps, with a refreshing breeze caressing your skin and your batteries recharged so you can confidently face the day. In developing the ALPS COLLECTION, our team drew its inspiration from this very sensation.



New!

ALPS 3

The sensation of waking up on a fresh summer morning somewhere in the Alps, with a refreshing breeze caressing your skin and your batteries recharged so you can confidently face the day. In developing the ALPS COLLECTION, our team drew its inspiration from this very sensation.



New!

ALPS 4

The sensation of waking up on a fresh summer morning somewhere in the Alps, with a refreshing breeze caressing your skin and your batteries recharged so you can confidently face the day. In developing the ALPS COLLECTION, our team drew its inspiration from this very sensation.



New!

CASA 1

Happiness lies in simple things and having a cozy home is one of these. What is more important than having a great night's sleep in the comfort of your own home? This is why we developed the CASA COLLECTION.



New!

CASA 2

Happiness lies in simple things and having a cozy home is one of these. What is more important than having a great night's sleep in the comfort of your own home? This is why we developed the CASA COLLECTION.



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CASA 3

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New!

DOLCE 1

DOLCE COLLECTION: A good night's sleep is fundamental for a quality lifestyle. Stress and fatigue prevent us from fully enjoying the best moments of our days. We are well aware of this problem so we have developed a mattress collection that will give everyone the opportunity to live their own, special "dolce vita".



New!

DOLCE 2


DOLCE COLLECTION: A good night's sleep is fundamental for a quality lifestyle. Stress and fatigue prevent us from fully enjoying the best moments of our days. We are well aware of this problem so we have developed a mattress collection that will give everyone the opportunity to live their own, special "dolce vita".



New!

FRAGRANCE 1

All the colors and scents of the Mediterranean. It is a known fact that pleasant, non-aggressive fragrances contribute to our well-being, which is why our researchers have developed the FRAGRANCE COLLECTION products containing fine, delicate essences to echo the sense of sleeping in the midst of a gently perfumed Mediterranean night.



New!

FRAGRANCE 2

All the colors and scents of the Mediterranean. It is a known fact that pleasant, non-aggressive fragrances contribute to our well-being, which is why our researchers have developed the FRAGRANCE COLLECTION products containing fine, delicate essences to echo the sense of sleeping in the midst of a gently perfumed Mediterranean night.



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Toppers

Coming soon...Memory foam Toppers with options for density, firmness, get-in-the-foam, etc.



Pillows

Coming soon...Pillow collection, featuring memory foam molded or cut foams. Collection to include memory foam, high-resilience foam, latex like foam and standard foam.