

A young child with brown hair is captured mid-jump over a white line on a paved road. The child is wearing a bright orange t-shirt with the text 'JUST A ONE DAY' and a neon green jacket. They are also wearing dark pants with 'PJ MASKS' written on the leg and blue sneakers. The background shows a vast, arid landscape with rolling hills under a clear blue sky with some clouds. The child's shadow is cast on the road surface.

Kids Program Idea Deck

 **DIAMOND**
MATTRESS



Demographics of the *Mysterious Kid* and their Parents

Kid or child is defined as: a person under the age of 18 years old. A young person.

As of 2018 there are 74.1 million kids in the USA

0 to 4 : **27%** 19,810,275

5 to 11: **39%** 28,582,726

12 to 14 :**17%** 12,492,443

15 to17: **17%** 12,513,898

There are also **11 million parents** in the USA.

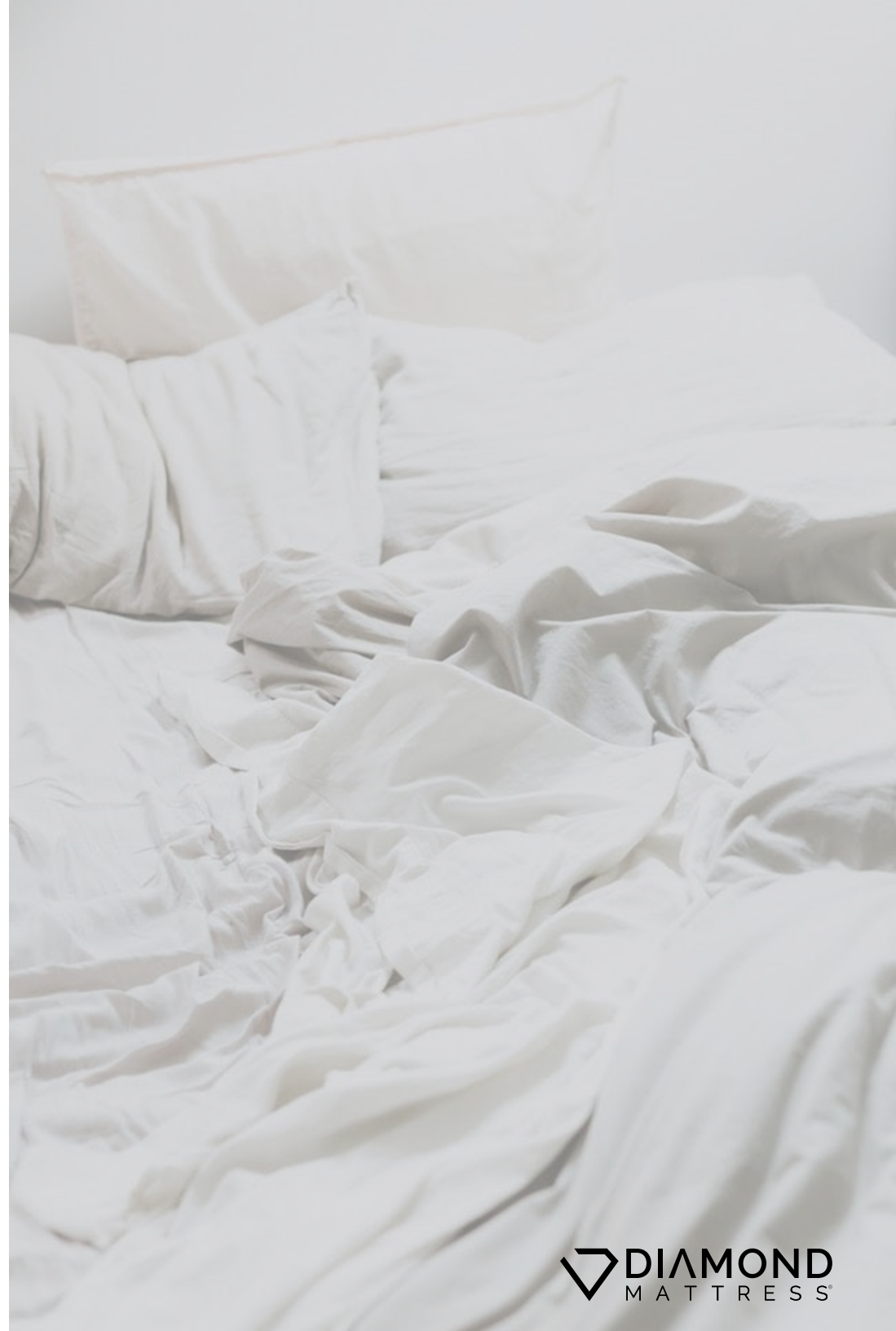
Mother's represent the spending power of **\$2.4 trillion** a year on **85%** of house-hold purchases.



Sleep Stats for Children's Development

| Age | Hours of Sleep Necessary |
|----------|--------------------------|
| 0 to 5 | 10-13 hours |
| 6 to 11 | 9-11 hours |
| 12 to 14 | 8-10 hours |
| 15 to 18 | 8-10 hours |

| Effects of a Good Night's Sleep | Effects of a Bad Night's Sleep |
|---------------------------------|--------------------------------|
| Improved attention span | Irritability |
| Easier time learning | Lack of motivation |
| Better memory | Forgetfulness |
| Overall mental development | Depression |



Inside the Mind of the 5 to 11-Year-Old...

STAT: 5-11: **39%** 28,582,726

- Attention span: 30-45 min
- Form opinions – speak out
- Path of self identity and independence
- Puppy love
- Hormones kicking in body changes
- More sleep needed (growth spurts)
- Group identities (cliques form)
- Sleep overs group outings no longer a playdates.
- Hobbies emerge



I have left out the 5-7 because children are less interested in decisions

Inside the Mind of the 12 to 14-Year-Old...

STAT: 12 to 14 :17% 12,492,443

- Attention span: 1 hour +
- More concerned about appearance, body image and clothes
- Strong sense of right and wrong
- Believe they are right and know everything
- Mood swings/school becomes challenging
- Parents are embarrassing to be seen with
- Anxious to be liked, large social groups and strong interest in romantic relationships



Inside the Mind of the Parent's Mind...

STAT: 11 million parents

- Safety – spend 5 hours and 18 minutes a day worrying about their kids
- Flexibility children are always changing and adapting
- Finances – how am I going to support my child through each development.
- Mobile (always busy with kids activities, playdates and school)
- Constantly on - stage (meaning having to watch their actions being seen by their children)



Parents Mind (Buyers)

- Time conscious (they are busy)
- Mobile (on the move)
- Price – conscious (they value, value)
- Interested in bundling – aka are shrew traders (The more perks and bundling of features less concerned with higher cost)
- Research brands and standards before buying (not an impulsive buyer)
- Parents build loyalty with brand they like, and their children like

VS

Kid/Tween (Influencers)

- Is it cool? Or make me look cool? All about identity
- Do my friends have it?
- Does it represent a character or image I am trying to emulate?
- Is it comfortable?
- Can I use it to build a fort?

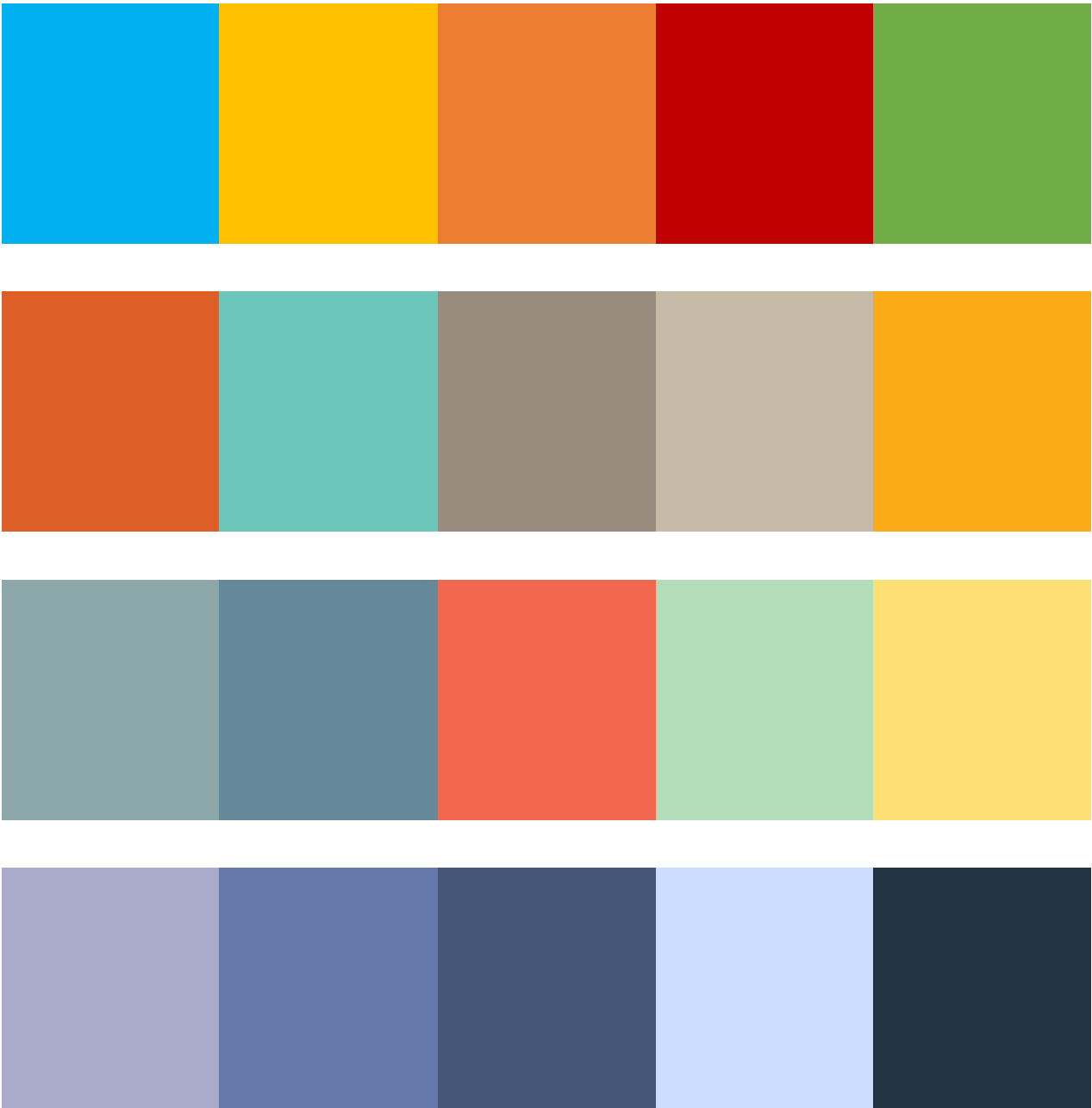


Gender Neural Pallets

Bright/Warm Pallet



Cool Pallet



5-11 Ages Trends in Shoes



12- 14 Ages Trends in Jan Sport Backpacks



Revolutionary Idea...for the Future

New material that is **in-kid-structible**.



**Market Youth Bed Examples
High End – Low End
(Prices reflected in twin size)**



**Saatva Youth Duel
Organic Sided
Ages 5-12 \$499**

<https://www.saatva.com/>

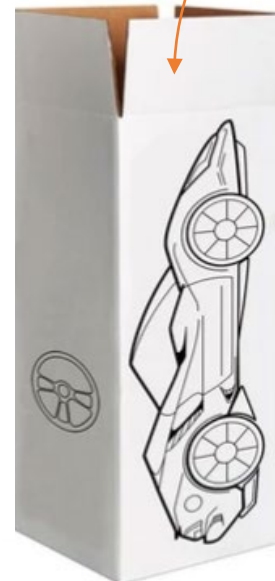


Beautyrest Bunk Mattress Pottery Barn \$399

<https://www.potterybarnkids.com/products/beautyrest-bunk-mattress/>



Isn't this box cool?
Designed/marketed
for kids. After
opening the box
you can fold/cut
box to look like you
are driving a car.



**BKB Big Kid's Bed
Nest Bedding
\$299**

<https://www.nestbedding.com/products/big-kids-bed-1>



Jeromes Laguna Beach \$248

<https://www.jeromes.com/furniture/kids-and-teens/mattresses>



Jeromes Venice Mattress \$247

<https://www.jeromes.com/furniture/kids-and-teens/mattresses>



**Chime – 12” Hybrid Youth Mattress
(Ashley Furniture/Wallmart) \$204**

<https://www.ashleyfurniture.com/c/mattresses/>



Sleepy's 8.25" Innerspring Mattress- \$169

<https://www.mattressfirm.com/sleepys/basic-8.25-inch-firm-innerspring-mattress/mfi126879.html>



Linden Spa Dreamer 8" Mattress \$99

<https://www.walmart.com/ip/Linenspa-Dreamer-8-Inch-Gel-Memory-Foam-Hybrid-Mattress-Twin/932735676?selected=true>



Jeromes Dana Point Mattress \$98

<https://www.jeromes.com/furniture/kids-and-teens/mattresses>

Diamond Youth Bed Proposals



Target Audience

8 to 11 year old's who can continue to use twin beds into 12 -14.

I propose a three-bed line up that are merchandised **good, better, best.**

I'd like to propose thinking about the revolutionary fabric to be used in the future for larger clients.

Key Stakeholders

- Kid's who think it's cool
- Mom and dad who think it's practical and long lasting.



Proposed Builds/Merchandising:

Good Bed Hybrid 1.

\$199 retail

Tight Top or Full Wrap

- 8" Profile
- 1" Quilt Package
- 6" 660 Spring Unit
- 1" Base Foam

Features:

No specialty foams

Base Model

Better Bed Hybrid 2.

\$299 retail

PGWF

- 10" Profile
- 1" Swirl Gel or 1" Copper MF
- 8" dynamic edge coil
- 1" Base Foam

Features:

Cooling specialty foam

Stronger coil unit

Best Bed Hybrid 3.

\$399 retail

Fake Euro Top/ PGWF (add transition)

- 10" Profile
- 1" Quilt package
- 2" Copper MF
- 1" Possible Transition Layer
- 6" 660 Spring Unit
- 1" Base Foam

Features:

Cooling top panel/

Specialty foam

Stronger coil unit

Natural Bed 4. Hybrid

\$499 retail

Tight top/PGWF (add transition)

- 8"-10" Profile
- 1" Quilt package
- .5 Latex
- 2" Medium HD
- 4-6" 4" PC or 660 PC

Features:

Organic Top panel,

Natural internal materials (latex)

Certi-PUR

Double Sided-Bed (coil/foam) 5.

\$499?

Tight Top

- 8" Profile
- 1" swl gel
- 1" HD firm Foam
- 4" Pocketed Coil
- 1" HD med Base Foam
- 1" swl gel

Features:

Filp-able bed (Duel feels – siblings)

\$499?

Tight Top

- 8-10" Profile
- 1-2" Firm Foam
- 6-8" 36180
- 1-2" Soft Foam

Features:

Filp-able bed (Duel feels – siblings)

Natural Bed (all Foam) 6.

\$599 retail

Tight top/PGWF (add transition)

- 8"-10" Profile
- 2" Quilt Package
- 2" Latex
- 2" Medium HD
- 4" 36180 foam

Features:

Organic Top panel, Natural internal materials (latex)

Certi-PUR

Aesthetic Options for Beds

The plan is to bring in one new fabric and possibly one new tape and use existing diamond fabric for the rest of the bed.



Kids Bed Colorful 1.

TT or FET

Top Panel: Gem TK190 - \$ 4.79

Border: Solar Arctic Blue- **\$5.00**

Tape: AEC Blue – **\$0.067**





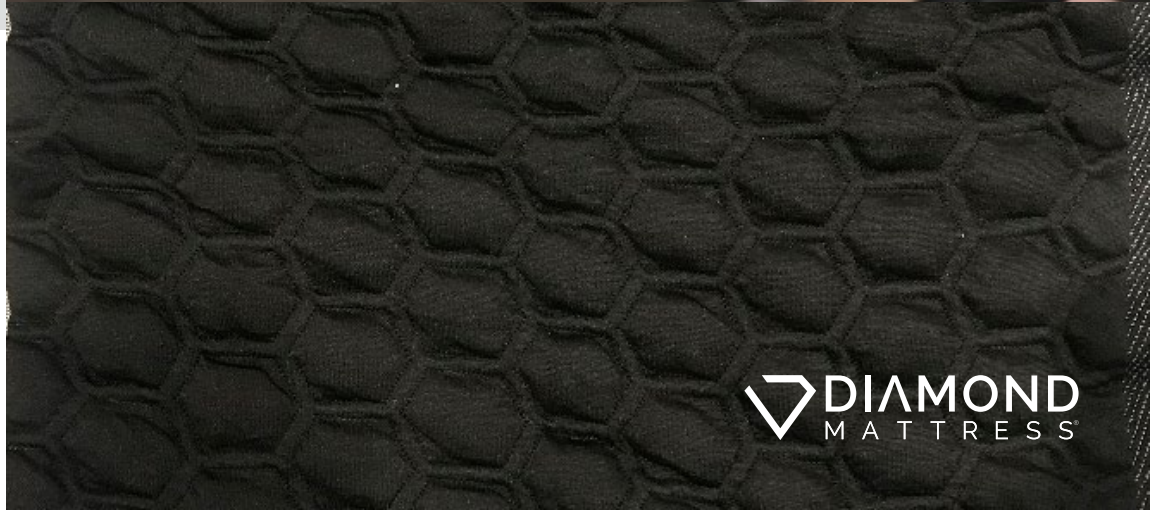
Kids Bed Colorful 2.

WF, TT, or FET

Top Panel: Gem TK190 - \$ 4.79

Border: Widow TK289 - \$6.25

Tape: AEC Green – \$0.067 or
TP132 Orange - \$0.05



Kids Bed Colorful 3.

WF,FET

Top Panel: Maxime **\$5.50**

Border: Seattle TK343 - **\$3.70**

Tape: AEC Purple Tape –
\$0.067



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Kids Bed Colorful 4.

TT, Full Wrap, or FET

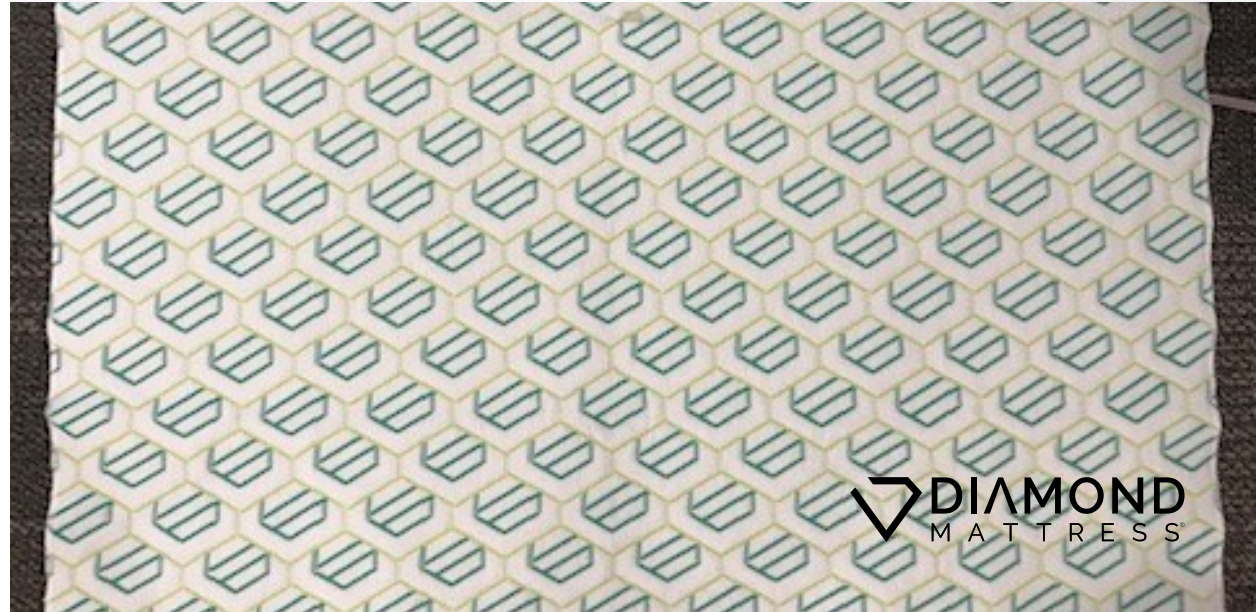
Top Panel: Milk TK347 - **\$1.88**

Border: Maxime Knit border -

\$5.50

Tape: Navy TP016 - **\$0.05**

**Alternative Safe Kids bed
design-** full wrap milk fabric
with TP016



Kids Bed Colorful 4.5

TT, Full Wrap, or FET

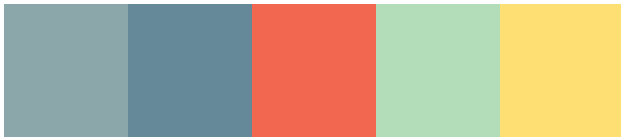
Top Panel: Border: Maxime

Knit border - **\$5.50**

Tape: Navy TP016 - **\$0.05**



**TRY DAR BLUE CHANNEL BORDER WITH COLORED
TAPE – YELLOW / GREEN**



Kids Bed Colorful 5.

TT or Full Wrap

Top Panel: Sweatshirt TK212 - **\$11.65**

Full Wrap or Milk TK347 - **\$1.88**

Border: Sweatshirt TK212 - **\$11.65**

Tape: TP132 Orange - **\$0.05**

SP: Feels like Panel & Border
should be different



DIAMOND
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Kids Bed Colorful 6.

WF or Full Wrap

Top Panel: Maxime Ghost

Red Top Panel- **\$6.85**

Border: Black hole – TK376

\$3.70

Tape: Black Tape TP016 -

\$0.046



Kids Bed Natural Look 1

TT

Top Panel: Mike TK102 - \$9.95

Border: Ethos Border – (yet to be chosen)

Tape: Brown Tape TP006-
\$0.052



Kids Bed Natural Look 2

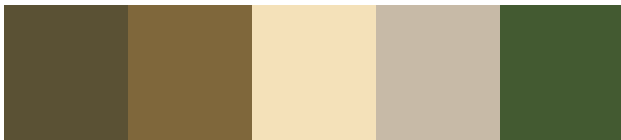
TT

Top Panel: White Organic

Top Panel (Sourcing)

Border: Ethos Border – (yet to be chosen)

Tape: Brown Tape TP006-
\$0.052 or use a green tape
(need to source)



Kids Beds TT Or Full Wraps With Tapes

TK298 - \$12



Anti-Microbial/Organic Fabrics Info From Beakert/ Estimate Prices

| Fabric Finish | Technology | Example Price of Tick + Finish |
|------------------------------------|--|----------------------------------|
| Argent | Silver | \$5.15 – 265 grm |
| Purotex | Active Probiotics | \$6.20 – 260 grm |
| Hycare | Anti-dust | \$5.00 – 265 grm |
| Sanitize | Creates a seal against bugs | \$6.05 – 275 grm |
| Water Repellency/ Stain Resistance | Repels water and stains | \$6.00 Top Panel \$8.00 Woven |
| Pima Cotton (organic) | Organic Cotton | \$10.40 – 300 grm |
| 30% Cotton and 70% Polyester | Cotton blend (water resistant qualities) | \$5.60 - 265 grm |
| | | |

More info here:

<https://www.bekaertdeslee.com/en/brands>




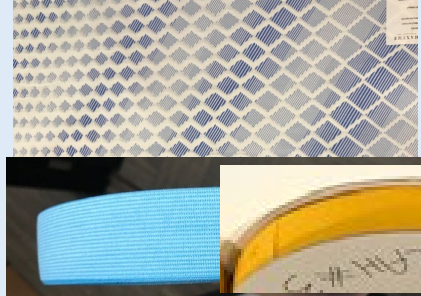
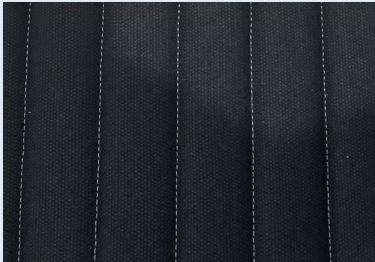
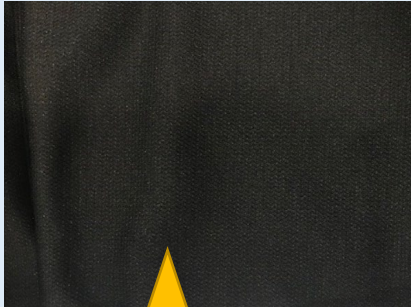
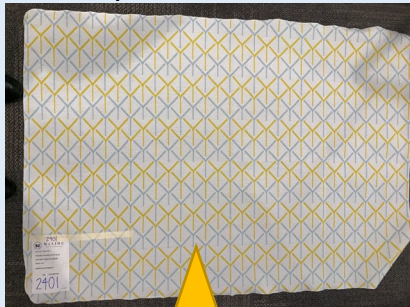
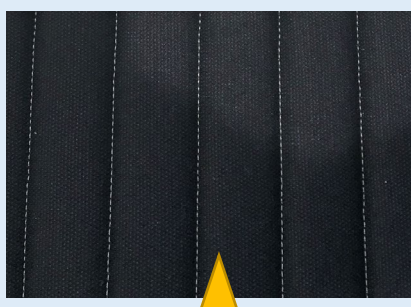
Actions

- **Label:**
 - How do we want label to look?
- **Box:** 15x15x40?
- **PC Rail Compression:**
Test current 4" Kids
core compression
- Choose Ticks & Put
under the version on
below Sheet

Proposed Builds/Merchandising:



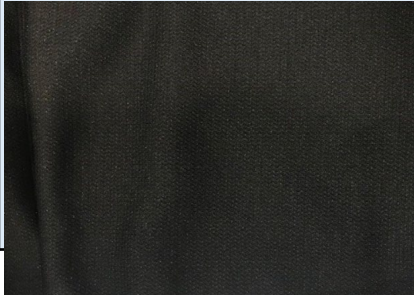

| | DM KID V1 | DM KID V2 | DM KID V3 | DM KID V3.5 |
|--|--|---|---|---|
| Style | 6" Foam Quilted TT | 7" Foam Quilted TT | 7" Foam Waterfall 2.5" WF | 7" Foam Waterfall 2.5" WF |
| Fabrics, Cording, Quilt Patterns | Milk / DM Grey or Blue Quilted / Colored Tap | Maxime Colorful Pane / Navy Lam Brdr/ Colored Tape | Maxime Colorful Pane' / Navy Lam Brdr/ Colored Cord | Present Options |
| Build | 1" Quilt 15120 5" <u>23</u> 150 Core | 1" Quilt 15120 1" Gel MF 5" <u>28</u> 150 Core | 1" Copper MF 1" 23150 5" 28150 | 2" Copper MF 5" 23150 |
| Features | | | | |
| PANEL | TK347 Milk Top Panel  | TK347 Milk Top Panel  | SMP 2401 + Electric Blue Tape  | SMP 2401 + Nolah 3 Sample Tape (Dyed)  |
| BORDER & TRIMS Midnight here- not channeled, laminated | SEATTLE LAMINATED  | Tk300 Midnight  | Tk300 Midnight  | Tk300 Midnight  |

Proposed Builds/Merchandising: REVISED

| | DM KID V1 | DM KID V4 | DM KID V5 | DM KID V6 |
|---|--|---|---|---|
| Style | 6" Foam Quilted TT | 7" Foam Quilted TT | 7" Foam Waterfall 2.5" WF | 7" Foam Waterfall 2.5" WF |
| Fabrics, Cording, Quilt Patterns | Milk / DM Grey or Blue Quilted / Colored Tap | Maxime Colorful Pane / Navy Lam Brdr/ Colored Tape | Maxime Colorful Pane' / Navy Lam Brdr/ Colored Cord | Present Options |
| Build | 1" Quilt 15120 5" 23150 Core | 1" Quilt 15120 1" Gel MF 5" 23150 Core | 1" Copper MF 1" 23150 5" 23150?? | 2" Copper MF 5" 23150 |
| Features | | | | |
| PANEL | TK347 Milk Top Panel  | SMP 2406 + Orange Tape  | TK190 GEM + Nolah Tape  | SMP 2402 Blue Sample Tape  |
| BORDER & TRIMS Midnight here- not channeled, laminated | Tk300 Midnight + Orange Sample Tape  | TK376 Black Hole  | SMP 2401 border + Electric Blue Tape  | Tk300 Midnight  |





Proposed Builds/Merchandising: Continued

| | DM KID V4 (Option 2) | | DM KID V7 Double Sided | DM KID V7 |
|--|---|--|---|-----------|
| Style | 7" PC Quilted TT | | 8" 2-Sided PC Mattress TT | |
| Fabrics, Cording, Quilt Patterns | Present Options | | Present Options | |
| Build | 1" Quilt 15120 1" 23150 4" FE PC Coil 1" 23150 | | 1" Quilt 1" 23150 4" FE PC 1" 50150 1" Quilt | |
| Features | | | | |
| PANEL | TK347 Milk Top Panel + Self Cording  | | TK190 Gem + AEC purple sample tape + Neon Green sample tape  | |
| BORDER / TRIMS Black Hole Border or Full wrap? | TK376 Black Hole – laminated  | | Seattle Laminated  | |

Proposed Builds/Merchandising: REVISED

| | DM KID V4 | DM KID V8 | DM KID V6.5 | DM KID V9 |
|---|---|--|---|--|
| Style | 7" PC Quilted TT | 8" PC Quilted TT | 8" 2-Sided PC Mattress TT | 7" Organic |
| Fabrics, Cording, Quilt Patterns | Present Options | Present Options | Present Options | Organic Cotton Panel w/Wool + Border (same as Wella) / Green Tape |
| Build | 1" Quilt 15120 1" 23150 4" FE PC Coil 1" 23150 | 1" Quilt 15120 1" Gel MF 6" PC | 1" Quilt 1" 23150 4" FE PC 1" 50150 1" Quilt | 1" Latex 6" PC |
| Features | | | | Handles |
| PANEL | SMP 2403 + AEC Orange Sample Tape  | SMP 2405 + Nolah 3 Sample Tape (Dyed)  | TK190 Gem + Purple Tape + Orange Tape  | Mike TK102 or White Organic Sourced for ethos? + Bo Buck Green Tape  |
| BORDER / TRIMS | TK376 Black Hole – laminated  | TK376 Black Hole – laminated   | TK289 Widow- laminated  |   |

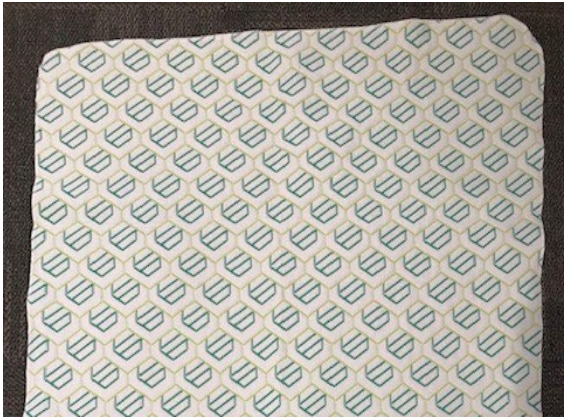
Proposed Builds/Merchandising:

| | DM KID V4 | DM KID V4.5 | DM KID V6.5 | DM KID V7 |
|---|---|--|---|---|
| Style | 7" PC Quilted TT | 8" PC Quilted TT | 8" 2-Sided PC Mattress TT | 7" Organic |
| Fabrics, Cording, Quilt Patterns | Present Options | Present Options | Present Options | Organic Cotton Panel w/Wool + Border (same as Wella) / Green Tape |
| Build | 1" Quilt 15120 1" 23150 4" FE PC Coil 1" 23150 | 1" Quilt 15120 1" Gel MF 6" PC | 1" Quilt 1" 23150 4" FE PC 1" 50150 1" Quilt | 1" Latex 6" PC |
| Features | | | | Handles |
| PANEL | SMP 2405 + AEC Orange Sample Tape  | SMP 2405 + Nolah 3 Sample Tape (Dyed)  | TK190 Gem + AEC purple sample tape + Neon Green sample tape  | Mike TK102 or White Organic Sourced for ethos? + Bo Buck Green Tape  |
| BORDER / TRIMS | TK376 Black Hole – laminated  | TK376 Black Hole – laminated  | TK289 Widow- laminated  |  |

Prices on new ticks:



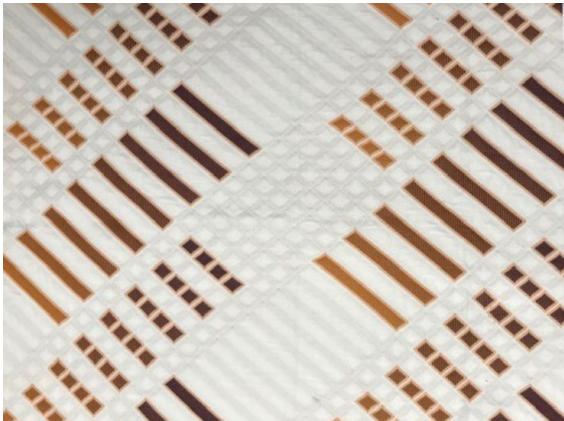
\$5.95



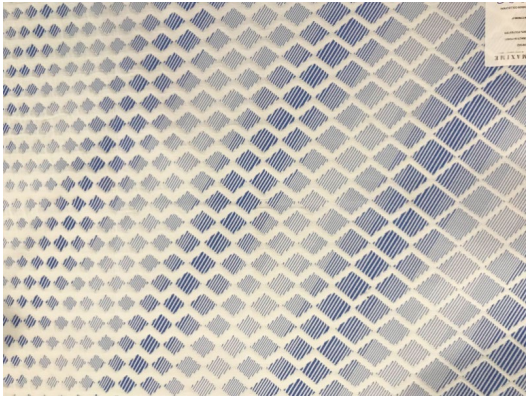
\$5.50



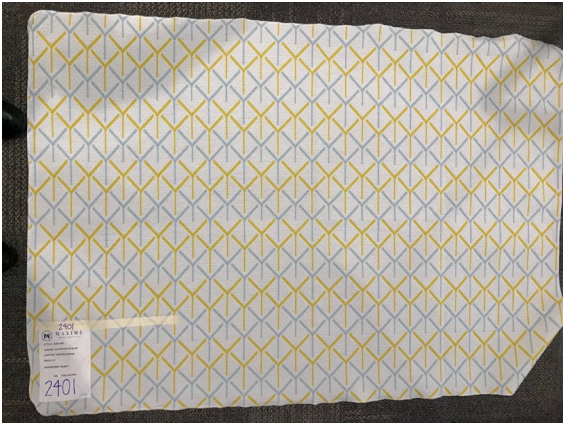
\$6.85



\$6.60



\$5.35



\$5.00

Citations

Information:

<https://www.cdc.gov/chronicdisease/resources/infographic/children-sleep.htm>

<https://www.sleepfoundation.org/articles/children-and-sleep>

<https://www.webmd.com/children/features/good-sound-sleep-for-children#1>

<https://www.cdc.gov/ncbddd/childdevelopment/positiveparenting/middle2.html>

<https://www.understood.org/en/learning-thinking-differences/signs-symptoms/developmental-milestones/developmental-milestones-for-typical-fourth-and-fifth-graders>

<https://www.mottchildren.org/health-library/abo8758>

<https://www.childtrends.org/indicators/number-of-children>

<https://datacenter.kidscount.org/data/tables/101-child-population-by-age-group#detailed/1/any/false/37,871,870,573,869,36,868,867,133,38/62,63,64,6,4693/419,420>

Images:

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<https://www.diamondmattress.com/>