



# INDUSTRY SUPPLIERS

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## Advertising *Sample Services*

- **Trade Advertising**

How do we make our products and services better known to mattress manufacturers *and* separate ourselves from competitors at the same time?

We want to increase our mattress customer base. How do we build our name and reputation without spending a fortune?

What should be our industry message, and what's the best way to communicate it?

- **Trade Media**

What advertising vehicle(s) would best reach mattress manufacturers? How often should I advertise to make an impact, and what are the media costs involved?

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## Branding *Sample Services*

- **Company**

As a component producer, we want to represent ourselves as more than just another supplier of commodities to the industry. How do we accomplish that?

- **Product**

We need help launching a new component to the industry.

If we create identities for the products and services we offer mattress producers, will that help us market them more successfully?

We have a component brand that has consumer recognition. We want to know what its perceived value is among mattress manufacturers and retailers.

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## FR Solutions *Sample Services*

**LMG is the acknowledged leader in all aspects of mattress flammability and compliance. The company has developed specialized programs that enable FR suppliers to offer qualified barrier and filler cloth solutions to mattress producers.**

- **1633 Compliance**

We have an FR barrier (or FR bottom cloth) that we'd like to have tested, qualified and offered through your program. How does your program work and how will it benefit me?

We were a supplier in your first 1633 program and now we've developed a new, more cost-effective FR solution. How does the **FR/PRO2** program differ from the first one, and will you need to test the same number of beds?



The next generation of LMG's original **FR/PRO™ Prototyping Program**, **FR/PRO2** offers industry suppliers the opportunity to have either new or untested FR solutions qualified under the 1633 regulation. Because of LMG's extensive burn-test database, new FR solutions require fewer sample-builds and tests, costing suppliers substantially less.

### **Key Benefits**

- Prototypes containing the supplier's FR solution are built, tested, qualified and documented. Participating suppliers have the advantage of selling their FR solutions with the confidence that it has been qualified and documented in **strict accordance with the CPSC regulation**. *No shortcuts have been taken that may jeopardize a mattress manufacturer's compliance status.*
- LMG's prototypes cover virtually *any* mattress a manufacturer-customer makes today.
- Mattress manufacturer customers may purchase the solution(s) or their choice from LMG or may work directly with a supplier as the supplier's customer.
- Manufacturers using FR solutions qualified by LMG can change solutions without performing more confirmation burns.
- LMG provides guidance to both suppliers and manufacturers in understanding the standard and controlling the cost of compliance.
- Participating suppliers receive **Prototype Specifications, Reasonable Criteria** and **Burn-Test Documentation**, plus **FR Quality Assurance, Record-Keeping Guidance** and an easy-to-read **1633 Summary**.
- **FR/PRO™ Prototyping** has been reviewed by the **CPSC** and confirmed by **UL**.

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## **Manufacturer Customers** *Sample Services*

- **Knowing your Target**

As a diversified supplier that's new to the mattress category, we want to understand the industry better. What do manufacturers respond to, how do they evaluate suppliers and products, and what drives their buying decisions?

We've been unsuccessful selling to mattress makers. Can you provide insight into how we can break through, or why we can't?

Our company has questions about the industry supply chain. How are manufacturers affected by retailers, and who and what drives the business?

- **Industry Projections**

As part of our planning process, we need realistic projections for mattress industry units and dollars for the next five years. Can you also provide market share projections by mattress construction and size, by distribution channel, imports vs. domestic products, etc.?

## Marketing to Manufacturers

- We need a marketing strategy for increasing our customer base.
  - We make chemical products currently used in several mattress components. What industry forces will affect demand for those components in the future?
  - Our objective is to drive volume at current or higher prices. What market and economic factors do you see influencing mattress industry expectations now and in the future?
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## News Coverage/PR

- We'd like to get in front of mattress manufacturers more often through exposure in industry publications or other means. Can you help us with that?
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## Product

- What are mattress producers looking for to generate more sales?
- What's the best way to introduce a new product to the mattress industry?
- We've developed a component that we think has real potential in mattress products, but we need guidance on applications and pricing.

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**For more information, contact Lilly Management Group: 800.409.0976 or 630.377.2424**

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