

DENVER MATTRESS™

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Company Overview

Furniture Row

Furniture Row® is comprised of four specialized home furnishings and bedding retailers, including Sofa Mart, Oak Express, Bedroom Expressions, and Denver Mattress.

Since the opening of our first venture in 1974, our privately held companies have evolved into one of the fastest growing furniture retail operations in the country. With over 330 stores in 31 states, Furniture Row is currently the largest cash buyer of furniture, and the largest factory direct mattress retailer in the U.S. As a result, we employ over 2,800 staff members in our retail, warehouse, and manufacturing facilities nationwide.

At the Furniture Row Companies, we realize it's a big world out there. And everyone's competing for the same share. So how do we set ourselves apart? We bring more to the table by taking care of customers with the highest standards in service, selection, quality, and value; by providing career opportunities instead of just jobs; and by contributing to charitable efforts locally, across the United States, and around the world. We didn't invent the furniture superstore, we improved it. And, we do it in a way no other retailer can.

- Based in Denver, Colorado since 1974
- Operating over 350 stores in 31 states
- One of the busiest mattress manufacturing plants in the world
- One of the Largest Family-Owned Furniture Retail Operation in the U.S.
- America's Largest Cash Purchaser of Furnishings/Providing Unmatched Buying Power
- Four Types of Retail Environments



Our Factory

Just in Time Manufacturing (J.I.T.)

Scalability, nimbleness and the ability to adapt to any market conditions were key components in the design of our facility, featuring an infrastructure that can double production capacity literally overnight, cross dock flow and little to no warehousing of finished product, the new Denver Mattress manufacturing facility is the definition of efficiency.

The J.I.T. Process

Raw materials flow in on an on demand basis throughout the day ensuring the least amount of handling and a minimal amount of warehoused raw material.

State-of-the-Art & One-of-a-Kind

Affectionately known as “The Magic Carpet Ride”, the conveyor system employed at Denver Mattress is a one-of-a-kind system designed and built specifically for our factory’s needs. Plus, we’ve gone above and beyond the current federal mandates of tracking mattress products by tracking lot numbers of every spool of Kevlar thread and FR barriers.

Dreams Become Reality

Not only does our process create one of the most efficient assembly lines in the world, it also ensure that it is one of the most consistent. With the ability to send back into the production cycle any products for finishing that do not meet standards without the need for additional handling, more time and energy can be devoted to R&D, manufacturing innovation, and meeting consumer needs.

Quality Control

After manufacturing is complete, each piece is inspected to ensure it complies with FR 1633 regulations, then scanned to record both mattress and foundation serial numbers, and their eventual shipment locations.

Our Factory

A Smarter Way

Soy based foams, Recycled Steel, Ultra-Efficient Manufacturing and our Materials Recapture System isn't just good for the planet, it's good for business.



Recycled Materials

90% of the steel in our innerspring units comes from recycled steel.



Plant-Based Materials

Plant-based hybrid foams augment a portion of the foam's petroleum composition with renewable polyol's.



Recaptured Materials

Our Materials Recaptured System (Ma.R.S.) helps us cut down on waste, making our factory more efficient and reducing costs.



Less Waste

With our super-efficient manufacturing methods, we waste little time, energy and materials, producing high-quality products with amazing consistency.



To
reduce
our
footprint
even
further,
we've
consolidated
all of our
environmental
awards
onto
one
poster.

Recent Awards:

U.S. Environmental Agency
SmartWay Transport Partner

Minimal Waste Manufacturing Facility

CREE LED Lighting
Reducing Energy consumption
for lighting by 2.3 Million Watts

BOLYU
Purchase of 402,120 sq. ft. of tile produced
in a 100% Renewable Wind Energy facility

Colorado Air Pollution Control Division
Health & Environmental Stewardship Award

Energy Efficiency Award
from Mayor of Idaho Falls

DENVER MATTRESS CO.

Environmentally Aware.

Augusta Firm



Coil Wire

- 460* Coils
- 13.75 Gauge High Profile Coil Unit
- 6 Gauge Border Wire

Upholstery

- Heavy Duty Insulator Pad
- 1 Layer of High Density Poly Foam

Quilt

- 1 Layer of 1.8lb Super High Density Convoluted Poly Foam
- 1 Layer of Plant based Foam
- Natural Fire Barrier

Border

- Multi Needle Quilted to Fire Barrier

Bottom

- Heavy Duty Insulator Pad
- Fire Retardant Stratus

Miscellaneous

- 5 Year Non-Prorated Warranty
- Mattress Height: 9.5" +/- .5"
- Mattress comes with a standard 9" semi flex foundation

*All coil counts are based on Queen Size mattress coil counts. Please ask your salesperson for details.

With hundreds of heavy-duty coils, this sleep system is designed for years of trouble free use. The durable high profile coil unit offers firm support for proper sleeping posture, while a cushioning layer of 1.8lb convoluted foam increases comfort and extends the longevity of the mattress. This mattress is designed for the budget conscious consumer.

Augusta Deluxe



Coil Wire

- 650* Coils
- 14.5 Gauge Zoned Alternating Coil Unit
- 6 Gauge Border Wire
- Perfect Edge Support Technology™

Upholstery

- Heavy Duty Insulator Pad
- 1 Layer of High Density Poly Foam

Quilt

- 1 Layer of 1.8lb Super High Density Convoluted Poly Foam
- 1 Layer of 1.8lb Super Soft Plant based Foam
- Natural Fire Barrier

Border

- Multi Needle Quilted to Fire Barrier

Bottom

- Heavy Duty Insulator Pad
- Fire Retardant Stratus

Miscellaneous

- 5 Year Non-Prorated Warranty
- Mattress Height: 9.5" +/- .5"
- Mattress comes with a standard 9" semi flex foundation

*All coil counts are based on Queen Size mattress coil counts. Please ask your salesperson for details.

The Augusta Deluxe features a posturized coil unit that increases support in the center third of the mattress, where it receives the most wear. Alternating rows of coils reduce motion transfer between partners, while a cushioning layer of high-density, 1.8lb convoluted foam increases comfort and extends the life of the mattress.

Augusta Supreme



Coil Wire

- 858* Coils
- 14.5 Gauge Alternating Coil Unit
- 6 Gauge Border Wire
- Perfect Edge Support Technology™

Upholstery

- Heavy Duty Insulator Pad
- 1 Layer of High Density Poly Foam

Quilt

- 1 Layer of 1.8lb Super High Density Convoluted Poly Foam
- 1 Layer of 1.8lb Super Soft Plant based Foam
- Natural Fire Barrier

Border

- Multi Needle Quilted to Fire Barrier

Bottom

- Heavy Duty Insulator Pad
- Fire Retardant Stratus

Miscellaneous

- 10 Year Non-Prorated Warranty
- Mattress Height: 9.5" +/- .5"
- Mattress comes with a standard 9" semi flex foundation

*All coil counts are based on Queen Size mattress coil counts. Please ask your salesperson for details.

The Augusta Supreme features an exceptionally firm coil unit for superior support and longevity. Alternating rows of coils reduce motion transfer between partners, while a cushioning layer of high density, 1.8lb convoluted foam increases comfort and extends the life of the mattress.

Augusta Euro Top



Coil Wire

- 858* Coils
- 14.5 Gauge Alternating Coil Unit
- 6 Gauge Border Wire
- Perfect Edge Support Technology™

Upholstery

- Heavy Duty Insulator Pad
- 2 Layers of High Density Poly Foam

Quilt

- 1 Layer of 1.8lb Super Soft Plant based Foam
- Natural Fire Barrier

Border

- Multi Needle Quilted to Fire Barrier

Bottom

- Heavy Duty Insulator Pad
- Fire Retardant Stratus

Miscellaneous

- 10 Year Non-Prorated Warranty
- Mattress Height: 11" +/- .5"
- Mattress comes with a standard 9" semi flex foundation

*All coil counts are based on Queen Size mattress coil counts. Please ask your salesperson for details.

Measuring a full 11 inches thick, and with over 850 coils, the Augusta Euro Top offers an exceptionally firm coil unit for superior support and longevity. The alternating coils, Perfect Edge Support Technology™ and high density 1.8lb foam combine to create a system that is one of the most durable in the industry.

Eco Blend™ Supreme



Coil Wire

- 858* Coils
- 14.5 Gauge Alternating Coil Unit
- 6 Gauge Border Wire
- Perfect Edge Support Technology™

Upholstery

- Heavy Duty Insulator Pad
- 1 Layer of High Density Poly Foam

Quilt

- Eco Blend™
- Natural Fire Barrier

Border

- Multi Needle Quilted to Fire Barrier

Bottom

- Heavy Duty Insulator Pad
- Fire Retardant Stratus

Miscellaneous

- 10 Year Non-Prorated Warranty
- Mattress Height: 9.5" +/- .5"
- Mattress comes with a standard 9" semi flex foundation

*All coil counts are based on Queen Size mattress coil counts. Please ask your salesperson for details.

The Eco Blend™ Supreme features an exceptionally firm coil unit for superior support and longevity. Alternating rows of coils reduce motion transfer between partners, while a cushioning layer of Eco Blend™ makes it one of the best values in the industry.

Eco Blend™ Euro Top



Coil Wire

- 858* Coils
- 14.5 Gauge Alternating Coil Unit
- 6 Gauge Border Wire
- Perfect Edge Support Technology™

Upholstery

- Heavy Duty Insulator Pad
- 2 Layers of High Density Poly Foam

Quilt

- Eco Blend™
- Natural Fire Barrier

Border

- Multi Needle Quilted to Fire Barrier

Bottom

- Heavy Duty Insulator Pad
- Fire Retardant Stratus

Miscellaneous

- 10 Year Non-Prorated Warranty
- Mattress Height: 11" +/- .5"
- Mattress comes with a standard 9" semi flex foundation

*All coil counts are based on Queen Size mattress coil counts. Please ask your salesperson for details.

With over 850* coils, the Eco Blend™ Euro Top features an exceptionally firm coil unit for superior support and longevity. The alternating coils, Perfect Edge Support Technology™ and Eco Blend™ combine to make this sleep system one of the best values in the industry.

Van Buren Firm



Coil Wire

- 858* Coils
- 14.5 Gauge Alternating Coil Unit
- Full Foam Encasement Technology

Upholstery

- 2 Heavy Duty Insulator Pads
- 1 Layer of Ultra Firm layers of High Density Poly Foam

Quilt

- 1 Layer of 1.8lb Super High Density Convoluted Poly Foam
- 1 Layer of Plant based Foam
- Natural Fire Barrier

Border

- Multi Needle Quilted to Fire Barrier

Bottom

- 1 Layer of High Density Poly Foam
- Heavy Duty Insulator Pad
- Fire Retardant Stratus

Miscellaneous

- 10 Year Non-Prorated Warranty
- Mattress Height: 10" +/- .5"
- Mattress comes with a standard 9" semi flex foundation

*All coil counts are based on Queen Size mattress coil counts. Please ask your salesperson for details.

The Van Buren Firm is modeled after our most popular retail set, The Doctor's Choice®, which has retained the highest customer service rating for the past 10 years and continues to reign supreme. It features an alternating coil unit for maximum support and significantly reduced motion transfer. The full perimeter foam encasement technology eliminates side breakdown and offers guests full edge-to-edge support. Layers of 1.8lb high density foam help the Van Buren Firm retain its shape, comfort and resiliency for years to come.

Van Buren Deluxe



Coil Wire

- 858* Coils
- 14.5 Gauge Alternating Coil Unit
- Full Foam Encasement Technology

Upholstery

- Heavy Duty Insulator Pad
- 1 Layer of High Density Convuluted Poly Foam

Quilt

- 1 Layer of 1.8lb Super High Density Convuluted Poly Foam
- 1 Layer of 1.8lb Super Soft Plant based Foam
- Natural Fire Barrier

Border

- Multi Needle Quilted to Fire Barrier

Bottom

- 1 Layer of High Density Poly Foam
- Heavy Duty Insulator Pad
- Fire Retardant Stratus

Miscellaneous

- 10 Year Non-Prorated Warranty
- Mattress Height: 12" +/- .5"
- Mattress comes with a standard 9" semi flex foundation

*All coil counts are based on Queen Size mattress coil counts. Please ask your salesperson for details.

The Van Buren Deluxe is modeled after our most popular retail set, The Doctor's Choice®, which has retained the highest customer service rating for the past 10 years and continues to reign supreme. It features an alternating coil unit for maximum support and significantly reduced motion transfer. The full perimeter foam encasement technology eliminates side breakdown and offers guests full edge-to-edge support. Layers of 1.8lb high density foam provide a luxurious feel and help the Van Buren Deluxe retain its shape, comfort and resiliency for years to come.

Van Buren Euro Top



Coil Wire

- 858* Coils
- 14.5 Gauge Alternating Coil Unit
- Full Foam Encasement Technology

Upholstery

- Heavy Duty Insulator Pad
- 2 Layers of High Density Convuluted Poly Foam

Quilt

- 1 Layer of 1.8lb Super High Density Convuluted Poly Foam
- 1 Layer of 1.8lb Super Soft Plant based Foam
- Natural Fire Barrier

Border

- Multi Needle Quilted to Fire Barrier

Bottom

- 1 Layer of High Density Poly Foam
- Heavy Duty Insulator Pad
- Fire Retardant Stratus

Miscellaneous

- 10 Year Non-Prorated Warranty
- Mattress Height: 13" +/- .5"
- Mattress comes with a standard 9" semi flex foundation

*All coil counts are based on Queen Size mattress coil counts. Please ask your salesperson for details.

The Van Buren Euro Top is modeled after our most popular retail set, The Doctor's Choice®, which has retained the highest customer service rating for the past 10 years and continues to reign supreme. It features an alternating coil unit for maximum support and significantly reduced motion transfer. The full perimeter foam encasement technology eliminates side breakdown and offers guests full edge-to-edge support. Layers of 1.8lb high density foam provide an ultra luxurious feel and help the Van Buren Euro Top retain its shape, comfort and resiliency for years to come. This top selling euro top sleep system is sure to exceed expectations of even your most particular guests.

Van Buren PC Deluxe



Coil Wire

- 858* Pocketed Coils
- Full Foam Encasement Technology

Upholstery

- Heavy Duty Insulator Pad
- 1 Layer of High Density Convuluted Poly Foam

Quilt

- 1 Layer of 1.8lb Super High Density Convuluted Poly Foam
- 1 Layer of 1.8lb Super Soft Plant based Foam
- Natural Fire Barrier

Border

- Multi Needle Quilted to Fire Barrier

Bottom

- 1 Layer of High Density Poly Foam
- Heavy Duty Insulator Pad
- Fire Retardant Stratus

Miscellaneous

- 10 Year Non-Prorated Warranty
- Mattress Height: 12" +/- .5"
- Mattress comes with a standard 9" semi flex foundation

*All coil counts are based on Queen Size mattress coil counts. Please ask your salesperson for details.

The Van Buren Pocketed Coil Deluxe is modeled after our most popular retail set, The Doctor's Choice®, which has retained the highest customer service rating for the past 10 years and continues to reign supreme. Featuring individually wrapped coils nestled in a superior foam encasement, significantly reducing motion transfer. The full perimeter foam encasement technology eliminates side breakdown and offers guests full edge-to-edge support. Layers of 1.8lb high density foam provide a luxurious feel and help the Van Buren Pocketed Coil Deluxe retain its shape, comfort and resiliency for years to come.

Van Buren PC Euro Top



Coil Wire

- 858* Pocketed Coils
- Full Foam Encasement Technology

Upholstery

- Heavy Duty Insulator Pad
- 2 Layers of High Density Convuluted Poly Foam

Quilt

- 1 Layer of 1.8lb Super High Density Convuluted Poly Foam
- 1 Layer of 1.8lb Super Soft Plant based Foam
- Natural Fire Barrier

Border

- Multi Needle Quilted to Fire Barrier

Bottom

- 1 Layer of High Density Poly Foam
- Heavy Duty Insulator Pad
- Fire Retardant Stratus

Miscellaneous

- 10 Year Non-Prorated Warranty
- Mattress Height: 13" +/- .5"
- Mattress comes with a standard 9" semi flex foundation

*All coil counts are based on Queen Size mattress coil counts. Please ask your salesperson for details.

The Van Buren PC Euro Top is modeled after our most popular retail set, The Doctor's Choice®, which has retained the highest customer service rating for the past 10 years and continues to reign supreme. Featuring individually wrapped coils nestled in a superior foam encasement, significantly reducing motion transfer. The full perimeter foam encasement technology eliminates side breakdown and offers guests full edge-to-edge support. Layers of 1.8lb high density foam provide an ultra-luxurious feel and help the Van Buren PC Euro Top retain its shape, comfort and resiliency for years to come. This top selling euro top sleep system is sure to exceed expectations of even your most particular guests.

Elite Deluxe



Coil Wire

- 1080* Pocketed Coils
- 15.5 Gauge Coil
- Full Foam Encasement Technology

Upholstery

- Flex Net Insulator
- 1 Layer of 1.8lb Super High Density Poly Foam

Quilt

- 1 Layer of 1.8lb Super High Density Convoluted Poly Foam
- 1 Layer of 1.8lb Super Soft Plant based Foam
- Natural Fire Barrier

Border

- Multi Needle Quilted to Fire Barrier

Bottom

- 1 Layer of 1.8lb Super High Density Poly Foam
- Fire Retardant Stratus

Miscellaneous

- 10 Year Non-Prorated Warranty
- Mattress Height: 14" +/- .5"
- Mattress comes with a standard 9" semi flex foundation

*All coil counts are based on Queen Size mattress coil counts. Please ask your salesperson for details.

Featured in the most luxurious resorts in the nation, the unique design of the Elite Deluxe was created to be the premiere sleep system for the hospitality industry. Featuring layer upon layer of premium high density cushioning foam and individually wrapped coils nestled in a superior foam encasement, the Elite Deluxe is the perfect choice when discerning guests expect the very best.

Elite Euro Top



Coil Wire

- 1080* Pocketed Coils
- 15.5 Gauge Coil
- Full Foam Encasement Technology

Upholstery

- Flex Net Insulator
- 1 Supreme Layer of 1.8lb Super High Density Poly Foam

Quilt

- 1 Supreme Layer of 1.8lb Super High Density Convoluted Poly Foam
- 1 Layer of 1.8lb Super Soft Plant based Foam
- Natural Fire Barrier

Border

- Multi Needle Quilted to Fire Barrier

Bottom

- 1 Layer of 1.8lb Super High Density Poly Foam
- Fire Retardant Stratus

Miscellaneous

- 10 Year Non-Prorated Warranty
- Mattress Height: 14" +/- .5"
- Mattress comes with a standard 9" semi flex foundation

*All coil counts are based on Queen Size mattress coil counts. Please ask your salesperson for details.

Featured in the most luxurious resorts in the nation, the unique design of the Elite Euro Top was created to be the premiere sleep system for the hospitality industry. Featuring layer upon layer of premium high density cushioning foam and individually wrapped coils nestled in a superior foam encasement, the Elite Euro Top is the perfect choice when discerning guests expect the very best. This mattress offers the very highest sense of luxury.

Platinum



Coil Wire

- 1080* Individually Pocketed Coils
- 15.5 Gauge Tempered Steel
- Full Foam Encased Edge Support

Upholstery

- Flex Net Insulator
- 1¼" 1.8lb High Density Convuluted Foam
- 2" Talalay Latex

Quilt

- 1" Plant based Foam
- 1½" 1.8lb High Density Convuluted Foam
- Natural Fire Barrier
- Luxury Stretch Knit Cover

Border

- Multi-Needle Quilted to Fire Barrier

Bottom

- 2" 1.8lb High Density Foam
- Natural Fire Barrier

Miscellaneous

- 10 Year Non-Prorated Warranty
- Mattress Height: 15.5"

*All coil counts are based on Queen Size mattress coil counts. Please ask your salesperson for details.

Premium Talalay latex conforms perfectly to the natural curve of your body, for supreme comfort and support. Known for pressure point relief and long lasting resiliency, Talalay latex has an open cell structure that will help dissipate moisture, keeping your mattress cool and dry, for all night comfort. Hundreds of individually pocketed coils provide exceptional weight distribution and support, while creating a motionless feel that is especially beneficial for couples and light sleepers. Look no further, this sophisticated sleep system redefines the term "Sweet Dreams."

Placing an Order

What to Expect

1. All Purchase Orders must be faxed or emailed to your representative for processing. A contact name and phone number must be included on the proposal.
2. To make changes to an order, you must notify your representative in writing at least 10 days prior to delivery
3. The normal lead-time to receive your mattresses is 2-3 weeks. Custom size mattresses require 4-6 weeks.
4. Once your order is placed, the Denver Mattress Hospitality Controller will contact you directly to arrange and confirm your delivery date(s). You will receive confirmation of this delivery date from your representative.
5. A drop delivery service of 12 sets or more is provided Denver Mattress Hospitality at no charge, providing the location can accommodate a 53' trailer.
6. Orders totaling less than 12 sets incur a small order fee of \$100.00.
7. For your convenience, payments can be made by cash, check or credit card. We accept Visa, MasterCard, Discover and American Express.
8. Upon receiving your shipment, do not drag your mattresses during installation. Dragging a mattress can cause rug burns through the boarder fabric. This is not covered by the warranty.