



**THE MARKET**

The bedding category has come a long way from the days when Rome imported goose feathers for bedding from Gaul during the height of the Roman Empire. For centuries afterward, farmers in Europe and Asia collected feathers from the ducks and geese they raised for food. As farmers began to raise larger numbers of birds to trade and sell to others, small regional enterprises formed to resell the collected down and feathers to shops where fabric cases were stuffed and sold for bedding. Out of this group of European enterprises came one fledgling German company that continued to grow over the course of 127 years, becoming the number-one national brand in down and feather bedding. Today, largely due to the efforts of Pacific Coast, the choices available to consumers are many — from pillows with specialized support to down comforters with unique sleeper benefits. The focus and market leadership that Pacific Coast has brought to improving sleeping comfort have helped differentiate their products and expanded the category overall.



Busy lifestyles, stressful jobs, and family demands mean overstressed consumers tend to toss and turn, finding it difficult to relax at bedtime. Comfortable, well-crafted bedding can make all the difference. Natural materials

like Pacific Coast down and feathers are particularly well-suited for cozy, breathable comfort — the kind that lets you sink in and go *Ahhh* at the end of a long day.

**ACHIEVEMENTS**

**Setting Industry Standards.** Pacific Coast is recognized as the leader in modernizing the bedding category. The company’s rigorous approach to cleaning, sorting, and selecting down and feather materials from which their bedding is crafted led to the creation of today’s industry standards. Their establishment of improved, consumer-based product features revolutionized how bedding is marketed and sold. And their efforts to champion down and feather pillows, comforters, and feather beds continue to drive category sales.

**Hospitality Channel.** Pacific Coast pioneered the “residential look” concept with hoteliers in the 1990s when the hotel sleeping experience left much to be desired. Their bedding provided guests with a home-away-from-home feeling they had not experienced before, and the irresistible comfort of down

resulted in a great night’s sleep. As guest satisfaction improved, a significant shift in focus dramatically changed the look of traditional hotel beds across the country; bedspreads were replaced by removable duvet covers with luxurious down comforters inside, and top-quality



pillows gave guests the support level they sought. Because of Pacific Coast, a new top-of-bed standard quickly took hold throughout the hospitality industry.

Today the Pacific Coast brand is the most represented down and feather brand in upscale hotel rooms worldwide.

**Improving the Sleep Environment.** Ongoing since 2005, Pacific Coast and the American Lung Association have participated in an educational partnership to help educate consumers on ways to improve air quality in their sleep environment.

For many consumers, dust mites and allergens are a concern in the bedroom. The Pacific Coast AllerRest® Collection, which uses specially woven fabric to prevent dust mites from penetrating into bedding, is the perfect solution.

**HISTORY**

As a family-owned business, the company’s European heritage dates back over 127 years to 1884, when the Cannstatter Bed Feather Company of Stuttgart, Germany, was founded by Joseph Hanauer, great-grandfather of present chairman Nick Hanauer. Pacific Coast still follows the uncompromising European traditions of craftsmanship that Joseph established so long ago — only the finest raw materials are used, and manufacturing adheres to exacting standards resulting in quality products that last for



Pacific Coast down and feathers are carefully selected to provide lasting comfort and resist going flat.



All Pacific Coast down and feathers are thoroughly washed and rinsed to assure their cleanliness.



Pacific Coast fabrics are 100 percent cotton and specially woven to prevent down and feathers from sneaking out.



First introduced by Pacific Coast, this warranty ensures that dust, dirt, and allergens have been removed.



A unique guarantee only offered by Pacific Coast. If you’re not completely comfortable — you may return.

years. Joseph's vision of providing supremely comfortable bedding continues to guide the company today.

As the company's flagship brand, Pacific Coast embodies this tradition of quality and is positioned in the marketplace as the number-one down and feather brand. The company recognized early on that despite the plethora of synthetic bedding advancements in the marketplace, nothing equals nature's down and feather materials for cozy, warm, naturally breathable comfort. This led to the decision to maintain singular focus on down and feather. The considerable body of knowledge built up over generations positions Pacific Coast as the down and feather expert versus the designer and lifestyle-brand extensions often seen in the bedding category.

## GREEN FOCUS

The company takes special care in minimizing its long-term environmental impact by engaging in eco-friendly practices while maintaining superior quality standards. Down and feathers are by their nature biodegradable and sustainable materials — and bedding production with these materials creates one-third the carbon footprint of polyester fills.



## THE PRODUCT

Pacific Coast—patented inner chamber pillows, extra fluffy comforters and blankets, and performance feather beds are distinctive in the marketplace. A few examples of their best-selling, consumer-driven innovations and designs include the following:

**Double DownAround® Pillows.** A fluffy and firm pillow-in-a-pillow design that is supportive yet wonderfully soft and inviting.



**The SuperLoft™ Collection.** Fluffier than any other bedding, these pillows, comforters, and blankets have a patented design that allows the down inside more room to expand. Each tufted chamber puffs out to create exceptional fluffiness for cozy comfort like no other.

**Lumbar Feather Beds.** Several patented designs not only cushion pressure points in soft, resilient comfort, but also provide added support for the lumbar region of the back.

## RECENT DEVELOPMENTS

The company is aggressively expanding to the Asia-Pacific market and European hotel industry. The launch in 2009 of business-to-business websites corresponded with the opening of sales and marketing offices in Beijing, Shanghai, Shenzhen, Hong Kong, New Delhi, and Singapore. The Pacific Coast London office opened later that year.

A new bilingual consumer e-commerce site, [pacificcoast.com.cn](http://pacificcoast.com.cn), launched in China in July 2011.

## PROMOTION

The comfort of down and feather bedding is perceived as an accessible luxury and a well-deserved pampering touch at the end of a long day. It's not surprising, then, that the company's advertising focuses on the irresistibly fluffy nature of down bedding to connect with consumers. Their "We Dare You Not to Oooh & Ahh!" challenge resonates with first-time users as

ahhhh...

well as down aficionados who often fondly recount down bedding experiences.

The successful Pacific Coast "You See Blissful Comfort" ad campaign strikes the same chord with consumers seeking a sanctuary of comfort at the end of the day. Leveraging the brand's heritage and expertise, the campaign also skillfully communicates



that Pacific Coast down bedding is more than "just fluff" by describing how their designs and features assure an unparalleled sleep experience.

## BRAND VALUES

Pacific Coast creates the highest-quality and most comfortable down and feather bedding available. The company's 127 years of heritage and expertise, handed down from family member to family member, remains a valuable and cherished foundation of the brand; however, consumer needs and their comfort experience are the true guides of current and future innovation for Pacific Coast.

## THINGS YOU DIDN'T KNOW ABOUT PACIFIC COAST®

- Pacific Coast bedding can be found in over 1 million hotel rooms in North America. At normal occupancy rates this translates to over 85 million annual opportunities to experience the comfort of Pacific Coast bedding.
- Sleepers can experience Pacific Coast cozy comfort in the four corners of the world — from the United Kingdom to Australia and Papua New Guinea to the United Arab Emirates.
- Many people have the common misconception that they are allergic to down and feathers. Those who experience symptoms are in fact allergic to the dust, dirt, and dander from the bird that adhere to poorly cleaned down and feathers. If properly cleaned, as are Pacific Coast down and feathers, these materials are allergy free.
- The average amount of down in a standard-size pillow (22 oz. of 550 fill power), if left unrestricted by the pillow tick, will fill a space equal to seven cubic feet — about the size of a small refrigerator.
- Down, unlike feathers, has no quill. The soft filaments burst forth in all directions from a single nucleus.