



**For Immediate Release**

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## **More than Just Pillow Talk: New Sleep Survey Reveals Americans have a Love Affair with Their Pillows**

*Survey results coincide with National Better Sleep Month*

**May 11, 2010 (Albany, NY)** -- A recent sleep survey released to coincide with the Better Sleep Council's "Better Sleep Month" (May) reveals that many Americans have a deep affection for their pillows.

The survey, conducted for PrimaLoft®, *The Luxury Down Alternative™*, reveals that nearly all respondents (99%) report sleeping with at least one pillow and more than half of respondents (54%) claim that aside from their mattress, their pillow plays the biggest role in ensuring a good night's rest.

In fact, over one-third of Americans (42%) claim it's nearly impossible for them to fall asleep without a comfortable pillow, and 30% of respondents report they've taken their pillow with them on trips and travel.

The pillow is so crucial to personal comfort that one quarter (25%) of respondents admit they can sleep practically anywhere – on a floor, or outdoors – as long as they have a comfortable pillow.

Owning a comfortable pillow that suits your personal sleep style is crucial for getting a good night's rest. The PrimaLoft sleep survey reports that over half of Americans (54%) prefer to sleep on their sides rather than on their stomach or back.

"Given the importance of sleep to one's health, relationships and workplace productivity, it's crucial to recognize the direct connection between a comfortable pillow and a restful night's sleep," said Wendy Thayer, Garnet Hill's Public Relations Manager. "There are many pillow options available to consumers, and it helps to select a pillow that suits your individual sleeping style."

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According to the Better Sleep Council, side sleepers should select a fairly firm pillow to provide extra head and neck support, while back sleepers should use a medium-firm pillow to cradle the head, and stomach sleepers should choose a soft, flat pillow to lessen strain on the neck.

Specialty retailers such as Garnet Hill offer a variety of pillows that are specifically designed to complement an individual's personal sleep preferences. The *Wall Street Journal* named Garnet Hill's PrimaLoft Side Sleeper Comfort Pillow the "Best Overall Down-Free Pillow," reportedly leaving testers "refreshed and ache-free," and testers thought the pillow "felt authentically down-like and was just supportive enough."

The Garnet Hill PrimaLoft Side Sleeper Comfort Pillow (\$45-65 retail) is recommended by 80% of the company's online customers for its comfort and easy care (machine wash and dry). Available at [garnethill.com](http://garnethill.com), it will be the focus of a special "Buy One, Get One Free" promotion from August 4 through September 14, 2010 – just in time for customers to upgrade their pillows for the Fall/Winter season.

Despite the importance of having a comfortable pillow to ensure a good night's sleep, the average American has been using the same pillow for four years, and 25% of the nation reports they've had their pillow for five years or more – far longer than most sleep experts recommend hanging on to a pillow.

So how do you know if it's time for your pillow to go? "If your pillow has lost its resiliency, is too lumpy or flat, or if you'd be embarrassed to remove the pillowcase and bare it all, it's probably time to replace your pillow," says Eileen Berner, Director of Sales & Marketing, PrimaLoft.

Twenty percent of survey respondents indicate they know they need a new pillow but haven't gotten around to purchasing one, and 24% of those surveyed rarely think about replacing their pillows until they see something that reminds them, such as a pillow sale or promotion.

### **Survey Methodology**

The PrimaLoft Pillow Survey was conducted by Kelton Research between April 19 and April 26, 2010, via email invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the total U.S. population ages 18 and over. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

### **About PrimaLoft®**

PrimaLoft® - *The Luxury Down Alternative™*, is the synthetic insulation of choice for the world's leading bedding and home manufacturers. It's incredibly soft and lightweight, antimicrobial and hypoallergenic, and machine washable and dryable for easy care. PrimaLoft was developed by Albany International Corp. under contract to the U.S. Army to mimic the properties of down while maintaining the performance aspects of a synthetic. It is a unique microfiber polyester fill that is as

soft and warm as down. PrimaLoft bedding and home furnishing products can be found in fine specialty stores, department stores, and catalogs, including Garnet Hill.

**About Garnet Hill**

Renowned for superior quality, fine fibers and original design, Garnet Hill has provided distinctive merchandise and services of the highest caliber for more than 30 years. The company began as an importer of English flannel sheets and has grown into a distinguished brand and multichannel marketer, offering unique home furnishings, women's apparel and children's clothing online and in its catalogs.