





2024
BUNDLE FOR PROFIT
PROGRAM

MATTRESS BY APPOINTMENT

GOOD \$200 RETAIL

MALOUF[™] MBA BUNDLES

AVAILABLE JANUARY 1ST - MARCH 31ST



SPLIT KING BUNDLE

SKU: MBA4PCBUNDLE-SK

- 2 King Gelled Microfiber Pillows
- 1 Split King Tencel Smooth Mattress Protector
- 1 Split King Soft-Knit Microfiber Sheet Set

\$ 115.00

CAL KING BUNDLE

SKU: MBA4PCBUNDLE-CK

- 2 King Gelled Microfiber Pillows
- 1 Cal King Tencel Smooth Mattress Protector
- 1 Cal King Soft-Knit Microfiber Sheet Set

\$ 110.00

KING BUNDLE

SKU: MBA4PCBUNDLE-KK

- 2 King Gelled Microfiber Pillows
- 1 King Tencel Smooth Mattress Protector
- 1 King Soft-Knit Microfiber Sheet Set

\$ 110.00

QUEEN BUNDLE

SKU: MBA4PCBUNDLE-QQ

- 2 Queen Gelled Microfiber Pillows
- 1 Queen Tencel Smooth Mattress Protector
- 1 Queen Soft-Knit Microfiber Sheet Set

\$ 95.00

FULL BUNDLE

SKU: MBA4PCBUNDLE-FF

- 2 Queen Gelled Microfiber Pillows
- 1 Full Tencel Smooth Mattress Protector
- 1 Full Soft-Knit Microfiber Sheet Set

\$ 90.00

1st bundle (any size) is 50% off with purchase of 2 at regular price (any size)

Find these items in the "Bedding" section with your Malouf Retailer Login

Shipping is free with your first Bundle order. Use code **"MBABUNDLE"** in the order notes to claim

To get your free display tray, please contact Dale at Malouf

BETTER

\$300 RETAIL



SLUMBERSHIELD[®]
Slumber Bundle[®]

BETTER - A

BETTER - B



Queen Bundle – Cost \$135



Queen Bundle – Cost \$152

Includes:

- Premium Soft 10 Year Mattress Protector
- Set of Sheets with Bonus Pillowcases
- 2 Nobility Pillows



- Premium Soft 10 Year Mattress Protector
- Set of Sheets with Bonus Pillowcases
- 2 Zenwave Pillows



BEST

\$400 RETAIL

LUNESSENCE

The Lunessence[™] Comfort Collection

12 PIECE BED BUNDLE | PACKAGING



Epic Bedding Bundle

Fall in love with sleep.

Queen Bundle – Cost \$199





- **First Order**
 - **Buy 2 get the Display at 50% Off**
- **After the first order, normal minimums apply**
- **All Sizes available**
- **Available through the Malouf ordering portal**

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SLUMBERSHIELD®
Slumber Bundle®

BETTER - A SLUMBERBUNDLE

Includes (1) Protector, (1) Set of Sheets with bonus Pillowcases, (1 Standard Queen) for Twin & Twin-XL (2 Standard Queen) for Full & Queen (2 Standard Kings) for King, Cal King & Split King Memory Foam Pillows (Nobility Pillow)

Queen Bundle - \$135

BETTER - B SLUMBERBUNDLE ICE

Includes (1) Tencel Protector, (1) Set of Sheets with bonus Pillowcases, (1 Standard Queen) for Twin & Twin-XL (2 Standard Queen) for Full & Queen (2 Standard Kings) for King, Cal King & Split King Memory Foam Pillows (Zenwave Pillow)

Queen Bundle - \$152



Includes:

- Premium Soft 10 Year Mattress Protector
- Set of Sheets with **Bonus** Pillowcases
- 2 Nobility Pillows



- Premium Soft 10 Year Mattress Protector
- Set of Sheets with **Bonus** Pillowcases
- 2 Zenwave Pillows



- **Normal minimum orders apply - \$450**

MATTRESS BY APPOINTMENT

WHITE ONLY



Luxury Home Bedding Made Simple.

Our **SLUMBERSHIELD® home** line of luxurious yet easy care machine washable sheets & blankets offer everyday luxury with home-care convenience & superior longevity. With a tasteful selection of color options to choose from, and features such as hypoallergenic products, wrinkle-free sheets & All-Season comfort, we are your final destination for the perfect luxuriously soft home bedding experience.

BRUSHED FIBER SHEET SET

Offers Bonus Pillow Cases with set

- 2 Pillow Cases with Twin/Twin XL
- 4 Pillow Cases with all other sizes available
- Hypoallergenic Microfiber
- Machine Washable
- Wrinkle-Free + Easy Care
- Set Includes: One Flat Sheet, One Fitted Sheet & Two Pillowcases
- Deep Pocket (Up to 18")
- 4 Modern Home Fashion Colors



CELESTIAL NAVY



IVORY DREAM



Charcoal Cloud



LUXURIOUS + SOFT



HYPOALLERGENIC



ALL-SEASON
COMFORT



BREATHABILITY +
MOISTURE-WICKING

SIZES AVAILABLE: Twin • Twin XL • Full • Queen • King • Split King • California King • Split California King



BETTER \$300 RETAIL

Queen Bundle - \$135

- Shredded Memory foam provides a down-alternative soft "feather" pillow feel, with the body contour support + durability/longevity of a memory foam
- Air-Permeable Jacquard Fabric for continuous breathability + moisture reduction
- Contours to your head, neck & spine more efficiently than any traditional down pillow
- Hypoallergenic + Antimicrobial



BETTER - A SLUMBERBUNDLE

Includes (1) Protector, (1) Set of Sheets with bonus Pillowcases, (1 Standard Queen) for Twin & Twin-XL (2 Standard Queen) for Full & Queen (2 Standard Kings) for King, Cal King & Split King Memory Foam Pillows (Nobility Pillow)



BETTER - B

SLUMBERBUNDLE ICE

WHITE ONLY



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CELESTIAL NAVY IVORY DREAM



Charcoal Cloud



LUXURIOUS + SOFT



HYPOALLERGENIC



ALL-SEASON
COMFORT



BREATHABILITY +
MOISTURE-WICKING

Includes (1) Tencel Protector, (1) Set of Sheets with bonus Pillowcases, (1 Standard Queen) for Twin & Twin-XL (2 Standard Queen) for Full & Queen (2 Standard Kings) for King, Cal King & Split King
Memory Foam Pillows (Zenwave Pillow)

Eco-Friendly Silk Touch Mattress Protectors & Pillow Protectors



Eco-Friendly Tencel® Fiber is derived from Eucalyptus in naturally sustainable tree farms certified by the International Forest Stewardship Council. Tencel® naturally regulates moisture for an optimal body microclimate, ensuring a cool, comfortable night's sleep.



Natural Antimicrobial + Hypoallergenic Protection from Irritants, Dust Mites, Mold + Bacteria • Softer than Silk, Cooler than Linen
Impermeable Yet Breathable Fluid-Proof Breathe-a-Barrier®
Machine Washable • Stain + Liquid Damage Protection



- Environmentally Friendly + Sustainably Produced Tencel® naturally regulates moisture
- Celsius Cool Spots create a refreshingly cool microclimate by effectively transferring heat away from the body, ensuring a cool, comfortable night's sleep
- Air-Permeable for a continuous, maximum cooling sensation
- Shredded Memory Foam contours to your sleep position
- Improves overall sleep quality by reducing snoring & stress
- Antimicrobial + Hypoallergenic Protection from Irritants, Dust Mites, Mold + Bacteria



TENCEL®



Featuring

CELSIUS
Sleep Optimization Fabric
+ Dynamic Cooling Spots



BEST

\$400 RETAIL

LUNESSENCE

The Lunessence™ Comfort Collection

Epic Bedding Bundle

Fall in love with sleep.

BEDDING BUNDLE BRAND/PRODUCT STRATEGY

Deluxe Option: 12 Pc Bedding Set

MSRP: \$800 / MBA RETAIL \$400

Sizes: Queen & King



Cost: \$199 / MSRP: \$400	Retail Ticket
Gusseted MF Pillows (Queen 16 x 28 x 5.5)	\$149
Gusseted MF Pillows (Queen 16 x 28 x 5.5)	\$149
Shredded foam pillow (Jumbo 18 x 28)	\$129
Shredded foam pillow (Jumbo 18 x 28)	\$129
Waterproof Mattress Protector	\$99
Molded Memory Foam U Neck	\$40
300TC Cotton Sheet Set w/4 pillow cases	\$99

NO MINIMUM ORDERS!



GIFT WITH PURCHASE
12 PIECE BED SET

LUNESSENCE

12 PIECE BED BUNDLE | PACKAGING



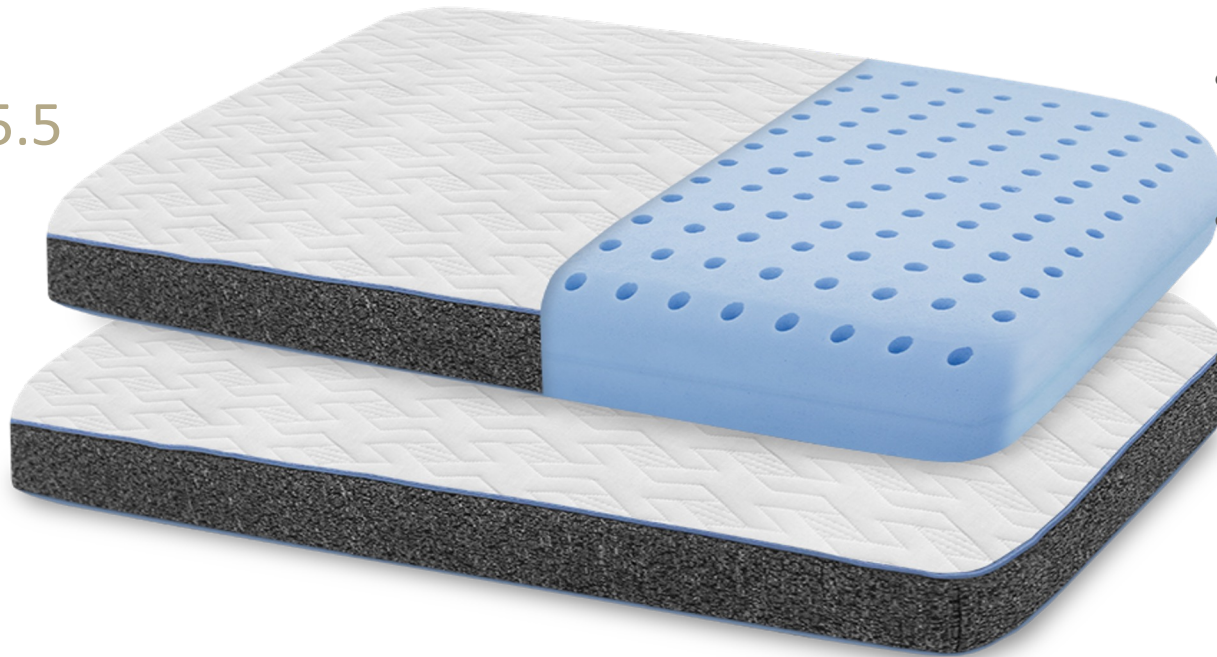
LUNESSENCE

GUSSETED MEMORY FOAM PILLOW X 2PCS

Size: Queen

Dims (cm): 70 x 40 x
14

Inches: 28 x 16 x 5.5



- GEL-INFUSED PRESSURE-RELIEVING MEMORY FOAM
- VENTILATED DESIGN FOR MAXIMUM AIR FLOW
- LUXURY CIRCULAR-KNIT FABRIC

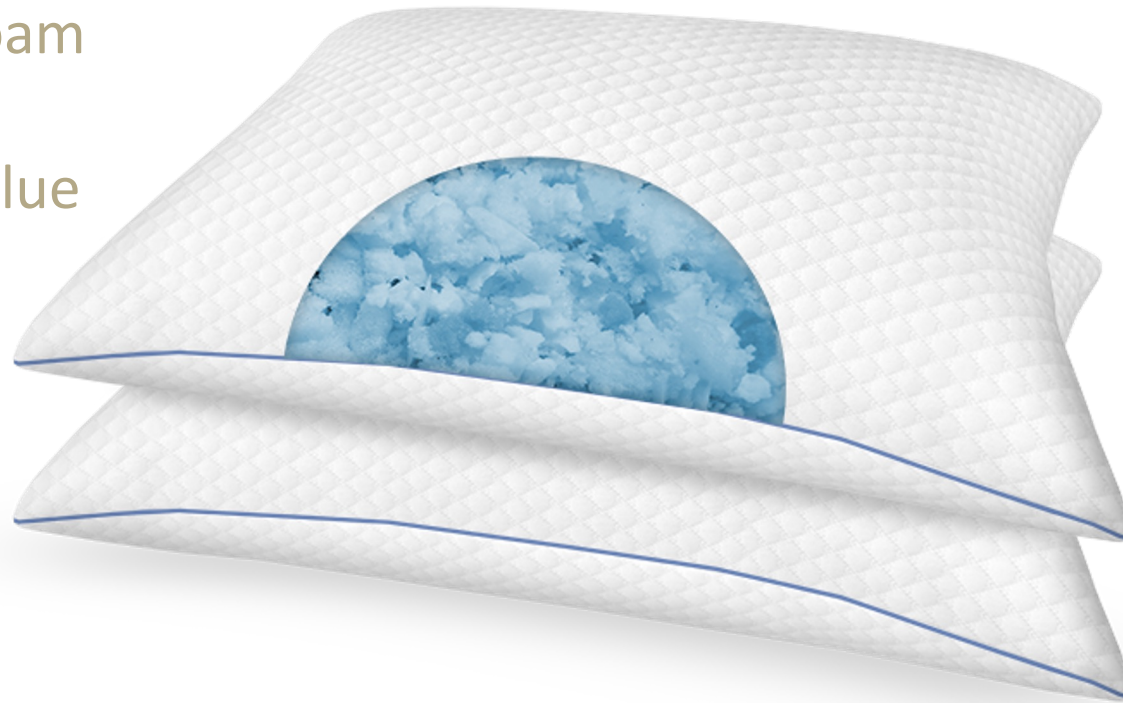
LUNESSENCE

SHREDDED FOAM GEL MEMORY FOAM PILLOWS X 2PCS

Size: Jumbo 18in x 28in

Fill: Gel Memory Foam
Clusters

Cording: Medium Blue



- GEL-INFUSED MEMORY FOAM CLUSTERS
- PRESSURE-RELIEVING SUPPORT
- LUXURY CIRCULAR-KNIT FABRIC

U-NECK MEMORY FOAM ACCESSORY PILLOW (1PC)



- LUXURY CIRCULAR-KNIT FABRIC
- EASY TO REMOVE COVER
- HELPS PROVIDE HEAD & NECK SUPPORT

WATERPROOF MATTRESS PROTECTOR (1PC)



- WATERPROOF PROTECTION
- WHISPER QUIET DESIGN
- STRETCH-TO-FIT BED SKIRT

LUNESSENCE

300 THREAD COUNT COTTON SHEET SET

Sizes: Queen & King



6 PIECE SHEET SET

- 1 FLAT SHEET
- 1 FITTED SHEET
- 4 PILLOWCASES

2024 BUNDLE FOR PROFIT "SELLING"

- 1. TWO Ways**
- 2. Worse Case – Step Down**
- 3. Warranty Value**
- 4. Merchandising Your Store**



BUNDLE FOR PROFIT PROGRAM

Merchandising Plan

	Good	Better - A	Better - B	Best
RETAIL	\$200	\$300	\$300	\$400
COST (Q)	\$95	\$135	\$152	\$199
PROFIT PER SALE	\$105	\$165	\$148	\$201

Merchandising Plan

Suggested Plan	X		X	X
I carry Malouf but only want 2	X			X
I don't carry Malouf and only want 2		X		X
Shipping Minimum	\$1800 all MLF	450 all Slumbershield	451 all Slumbershield	NO MINIMUM



2024 BUNDLE FOR PROFIT First Quarter Contest!

Development Dealers (Coaches Group)

- Highest % of bundle orders to overall sales
 - Example: 2,000 in bundle order / \$15,000 in sales = 13.33% (will carry out decimals as far as we need to for tie breakers. If still tied – largest volume wins tie breakers)
- \$2,000 Total Opportunity
 - 1st Place \$1,000
 - 2nd Place \$750
 - 3rd Place \$250
- Contest runs until March 31st
 - MLF orders must be shipped by that date
 - PTL is ordered by date
- Dealer must *average* \$4,500 in PTL+MLF sales per month to qualify (\$13,500 total)

Senior + Group

- Highest % of bundle orders to overall sales
 - Example: \$2,000 in bundle orders / \$15,000 in sales = 13.33% (will carry out decimals as far as we need to for tie breakers. If still tied – largest volume wins tie breakers)
- \$2,500 Total Opportunity
 - 2 Winners -\$1250 Each
 - 1 - Highest percentage out of all dealers with average purchases **\$9000 or more** per month for the contest period
 - 1 - Highest percentage out of all dealers with average purchases **under \$9000** but over the required minimum of \$4500 to qualify per month for the contest period
- Contest runs until March 31st
 - MLF orders must be shipped by that date
 - PTL is ordered by date
- Dealer must *average* \$4,500 in PTL+MLF sales per month to qualify (\$13,500 total)

HALF TIME INCENTIVE! Top qualifying dealer each group on 2/10 gets a \$250 gift card!