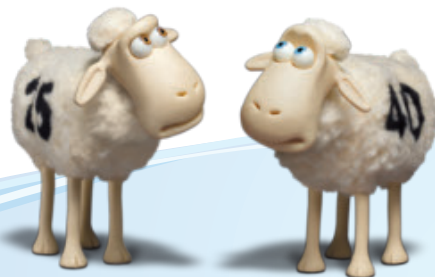


# Our Assurance Of Quality

**Congratulations on the purchase of your new Serta® mattress.** Our goal is to provide the highest product quality and durability, assuring you of the most comfortable and healthful night's sleep.



Designed and Built  
in the U.S.A.



So Comfortable, You'll Never  
Count These Guys Again.™



**Always Comfortable.™**



So Comfortable, You'll Never  
Count These Guys Again.™

To register your product, please visit our website at  
[www.serta.com](http://www.serta.com) or call us at 888-55-SERTA

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**Always Comfortable.™**

## Set Up and Care Information



So Comfortable, You'll Never  
Count These Guys Again.™



# What To Expect

**A great night's sleep is only 3 steps away.**

## What to Expect:

- It may take up to 24/48 hours for the mattress to fully expand and recover to its original shape. It is fine to sleep on your mattress during this process as your body heat will actually promote recovery. Do not use a hairdryer to help the product recover.
- The edges of the mattress may appear crimped. This is normal and the edges will regain their natural form during the recovery process.
- You may notice an odor when the package is opened. This is normal for "fresh foam" and will gradually dissipate within a few days.
- Most customers feel comfortable on the first night with their new memory foam mattress. Others may take a few weeks to fully appreciate the comfort and support of the pressure-relieving memory foam, especially if accustomed to sleeping on hard surfaces.



# Set Up Instructions

## Opening your Serta® mattress



### Step 1 – Unpack

Once you have taken your mattress home, lay the box on it's side and remove the mattress. Place the bag containing mattress on your platform foundation or solid surface bed frame before opening. See bed support requirements below.



### Step 2 – Unroll

Using the enclosed opening tool, carefully cut open the bag and remove it – please be careful not to cut the cover or the foam. Gently unfold your mattress allowing time for the foam to expand and recover its original shape. While the foam recovers, do not pull or tear at the product and do not put anything on top of it to try to hold down the corners. Allow it to recover naturally to it's original shape.



### Step 3 – Unwind

Get a great night's sleep on your new mattress. It can take up to 24/48 hours to reach it's full height, however, you can sleep on it right away.



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## Product Use and Care

Cover is not washable. Do not remove cover to clean. Spot clean only with damp cloth. If the mattress cover is removed, the mattress warranty is void.

There is no need to flip your mattress. We do recommend periodic flat rotation of your product to ensure even wear.

Follow the care instructions, as labeled on your mattress. Not following the manufacturer's care instructions will void the product warranty.

To be used with a standard foundation, slatted or well ventilated platform bed – not for use on the floor.

## CertiPUR-US certified foams are:

- Made without ozone depleters
- Made without PBDEs, TDCPP or TCEP ("Tris") flame retardants
- Made without mercury, lead, and other heavy metals
- Made without formaldehyde
- Made without phthalates regulated by the Consumer Product Safety Commission
- Low VOC (Volatile Organic Compound) emissions for indoor air quality (less than 0.5 parts per million)



## BED FRAME REQUIREMENTS

- Bed frame, if used, must include a solid surface and a center support that extends to the floor.
- Slatted platform bed frame may be used, however the platform is required to offer center support that extends to the floor.

