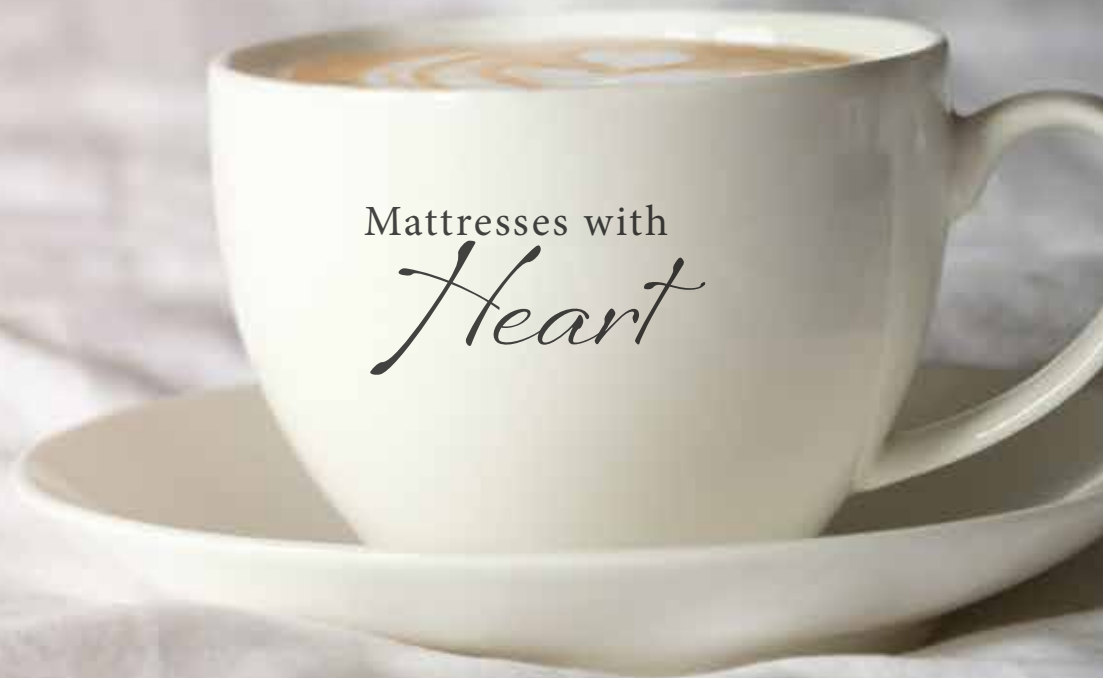




Quality built mattresses since 2009



Mattresses with
Heart

OUR STORY

Mervin Lehman first became interested in high-end mattresses after being laid off from his job at an RV company in 2008. He knew there was a need for handcrafted, high quality mattresses when speaking with a neighbor who was affiliated with the Northern Indiana Woodcrafters Association.

Mervin learned all he could about the industry, and he and his family started building mattresses out of their garage in Shipshewana, Indiana. Heartland Mattress LLC was born.

Now, Heartland Mattress has expanded into a large building and supplies mattresses to a nationwide audience including RV manufacturers. Mervin and his family still hold true to what they set out to do from the beginning: Create a premium, handcrafted mattress that will last.

FAMILY OWNED AND OPERATED

Mervin's family is still very much involved. His son-in-law, Jay, runs the day to day operations and Mervin's wife Naomi handles the bookkeeping. He even created a Signature Mattress Series that is named and signed by his three oldest granddaughters! (Heidi Ann, LeAnn Rose, and Amy Marie.)

HIGH-QUALITY MATTRESSES THAT LAST

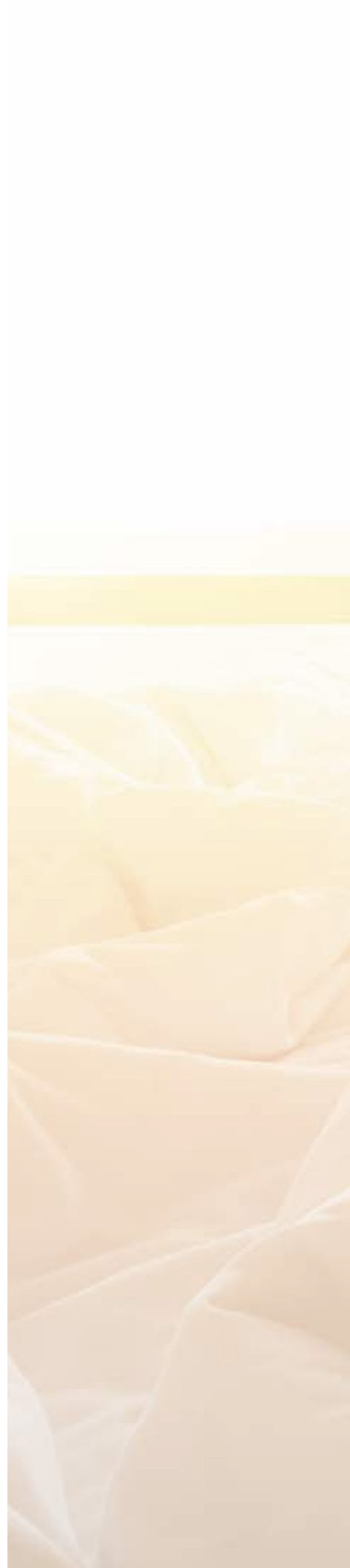
Heartland Mattress continues to build mattresses using only the best quality materials, from the foam to the coils. Each individual mattress is handcrafted and inspected prior to shipment. Heartland Mattress LLC is dedicated to maintaining a standard of excellence in quality and workmanship, with a goal to build a brand name that you can trust for generations.





Table of Contents

Gemstone Series	5
Signature Series.....	8
Grand Series.....	12
Premier Series	16
Legacy Series	19
Box Spring Information.....	23
Standard Sizes	24
Adjustable Beds	25
Shipping Options.....	26
Warranty	27
Mattress Component Index	28
Point-of-Sale Items.....	29



Gemstone Series

Our newest series featuring a 6" pocketed coil with edge support. This series is built with high-quality, durable components with an attractive price point. All Gemstone Series mattresses are adjustable bed compatible and can be roll-packed.



Models

Emerald

Sapphire



Emerald



MATTRESS STYLE // 2 Sided



HEIGHT // 11"



QUILTING // 1" Foam



COMFORT LAYER // 1" High **Density** Foam, per side



INNER SPRINGS // 6" **Pocketed Coils**



BOX SPRING // **Semi-Flex**



SHIPPING // Standard-Packed or Roll-Packed



COMPATIBLE

Gemstone Series



Sapphire



MATTRESS STYLE // 1 Sided, Non-flip



HEIGHT // 9"



QUILTING // 1" Foam



COMFORT LAYER // 1" High Density Foam



INNER SPRINGS // 6" Pocketed Coils



BOX SPRING // Semi-Flex



SHIPPING // Standard-Packed or Roll-Packed



COMPATIBLE

Gemstone Series



Signature Series

Still our old fashioned quality with next generation, contemporary styling. An all foam mattress that we can roll package. All Signature Series mattresses are compatible with the adjustable bed.



Models

Heidi Ann

Amy Marie

Leann Rose



Amy Marie



MATTRESS STYLE // All Foam Non-Flip



HEIGHT // 10"



QUILTING // Zippered Cover



COMFORT LAYER // 3" of *Serene*® Foam on Layered High *Density* Foam



INNER SPRINGS // None



BOX SPRING // *True-Flex*



SHIPPING // Standard or Roll-Packed



COMPATIBLE

Signature Series



Heidi Ann



MATTRESS STYLE // All Foam Non-Flip



HEIGHT // 10"



QUILTING // Zippered Cover



COMFORT LAYER // 3" of Gel Visco on Layered High Density Foam



INNER SPRINGS // None



BOX SPRING // True-Flex



SHIPPING // Standard or Roll-Packed



COMPATIBLE

Signature Series



Leann Rose



MATTRESS STYLE // All Foam Non-Flip



HEIGHT // 10"



QUILTING // Zippered Cover



COMFORT LAYER // 3" of **Latex** on Layered High **Density** Foam



INNER SPRINGS // None



BOX SPRING // **True-Flex**



SHIPPING // Standard or Roll-Packed



COMPATIBLE

Signature Series



Grand Series

This series features pocketed coil innersprings. These are very high coil count units with strategically positioned comfort zones that provide superior support to the hips, back, and shoulders. Pocketed coils are individually wrapped, allowing them to flex and conform to the contour of the body.



Models

Indulgence

Splendor

Siesta

Coil Counts

Zoned Pocketed Coil

Twin - 765

Full - 1016

Queen - 1130

King - 1414

Innersprings

Zoned pocketed coils customize zoning, change in coil diameter, geometry, and height result in greater density combines with ideal firmness, comfort, and support. Steel perimeter offers better support than foam, reducing the feeling of roll-off at the edge of the bed.

Splendor



MATTRESS STYLE // 2 Sided Tight Top



HEIGHT // 14"



QUILTING // 2" Foam



COMFORT LAYER // 1" High **Density** Foam, per side



INNER SPRINGS // 8" **Zoned Pocketed Coil**



BOX SPRING // 8" **True-Flex**



SHIPPING // Standard-Packed



Grand Series

Indulgence



MATTRESS STYLE // 2 Sided Pillow Top



HEIGHT // 16"



QUILTING // 2" Foam



COMFORT LAYER // 1" High **Density** Foam, 1" **Visco**, per side



INNER SPRINGS // 8" **Zoned Pocketed Coil**



BOX SPRING // 5" Low Profile **True-Flex**



SHIPPING // Standard-Packed

Grand Series



Siesta



MATTRESS STYLE // 2 Sided



HEIGHT // 12"



QUILTING // 1" Foam



COMFORT LAYER // 1" [Serene®Foam](#) , per side



INNER SPRINGS // 8" [Zoned Pocketed Coil](#)



BOX SPRING // 8" [True-Flex](#)



SHIPPING // Standard-Packed



COMPATIBLE



Grand Series

Premier Series

A mid-level price point, yet a value added unit for this level. The innerspring is a Lura-Flex coil unit. This has enhanced features with the helical coil run lengthwise to reduce motion transfer. A medium firm unit.



Models

Heirloom Pillow Top

Heirloom

Coil Counts

LURA FLEX // Inverted Coil

Twin - 462

Full - 660

Queen - 805

King - 1015

Innersprings

Open, unknotted coils are more flexible and sensitive to body contours. Smaller coil diameter creates greater surface coverage than normal offsets.



Heirloom



MATTRESS STYLE // 2 Sided Tight Top



HEIGHT // 13"



QUILTING // 1½" Foam



COMFORT LAYER // 1" High **Density** Foam, 1" Convoluted, per side



INNER SPRINGS // Lura-Flex Inverted



BOX SPRING // 8" **Semi-Flex**, Not Available in Low Profile



SHIPPING // Standard-Packed

FIRM also available



Premier Series

Heirloom Pillow Top



MATTRESS STYLE // 2 Sided Pillow Top



HEIGHT // 15"



QUILTING // 1½" Foam



COMFORT LAYER // 2" High **Density** Foam, 1" Convoluted, per side



INNER SPRINGS // Lura-Flex Inverted



BOX SPRING // 8" **Semi-Flex**, Not Available in Low Profile



SHIPPING // Standard-Packed

FIRM also available



Premier Series

Legacy Series

Featuring an all foam laminated core. The mattress starts with a firm base, a medium comfort layer, and is topped with 3" of different types of specialty foams. Compare these to big brand names that retail for \$2500 and up. All Legacy Series mattresses are compatible with the adjustable bed.



Models

Sweet Sensations

Sweet Dreams

Sweet Serenity



Sweet Dreams



MATTRESS STYLE // All Foam Non-Flip



HEIGHT // 12"



QUILTING // 1" Foam



COMFORT LAYER // 3" of **Latex** on Layered High **Density** Foam



INNER SPRINGS // None



BOX SPRING // **True-Flex**



SHIPPING // Standard or Roll-Packed



COMPATIBLE



Legacy Series

Sweet Sensations



MATTRESS STYLE // All Foam Non-Flip



HEIGHT // 11"



QUILTING // 1" *Visco*



COMFORT LAYER // 3" of *Gel Visco* on Layered High *Density* Foam



INNER SPRINGS // None



BOX SPRING // *True-Flex*



SHIPPING // Standard or Roll-Packed



COMPATIBLE

Legacy Series



Sweet Serenity



MATTRESS STYLE // All Foam Non-Flip



HEIGHT // 12"



QUILTING // 1" Foam



COMFORT LAYER // 3" of [Serene® Foam](#) on Layered High [Density Foam](#)



INNER SPRINGS // None



BOX SPRING // [True-Flex](#)



SHIPPING // Standard or Roll-Packed



COMPATIBLE



Legacy Series

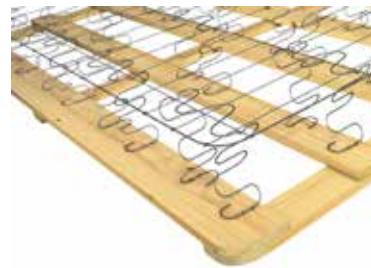
Box Springs

The box spring's role plays a big part in the life of a mattress. Here at Heartland, we are dedicated to only using top quality box springs. True-Flex and Semi-Flex box springs are both designed to properly support your mattress for many years.

TRUE-FLEX// 6 gauge spring steel border rod enhances edge support and resiliency.

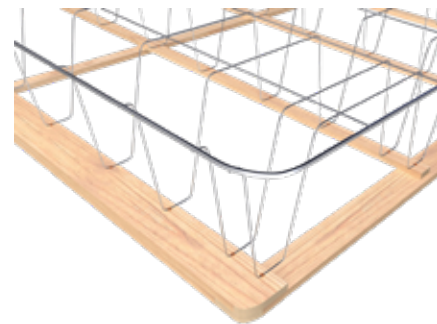
LOW PROFILE// Spring height is 3" Total height of box spring is 5".

STANDARD PROFILE// Spring height is 6". Total height of box spring is 8".



SEMI-FLEX// The unique grid/leg assembly is very efficient, firmer, durable and noiseless. Reinforced grid adds surface coverage and enhanced stability. The performance grid is 14% stronger than the original 3 gauge border. A complete one-piece steel foundation with no separate components. Passes all durability tests including Cornell, Rollator, and Impact.

STANDARD PROFILE// Grid height is 6". Total height of box spring is 8".



Standard Sizes

TWIN // 38" x 75"

QUEEN // 60" x 80"

TWIN XL // 38" x 80"

KING // 76" x 80"

FULL // 54" x 75"

CAL. KING // 72" x 84" // Not available
in Innerspring unit.

We can manufacture any custom size on most of our mattresses. Please keep in mind that due to federal regulations 1633 & 1632 and several other state and city laws, we cannot change the make-up of a mattress without testing a new prototype, UNLESS a one-time medical exemption is provided by a doctor.

Bed frames are available .

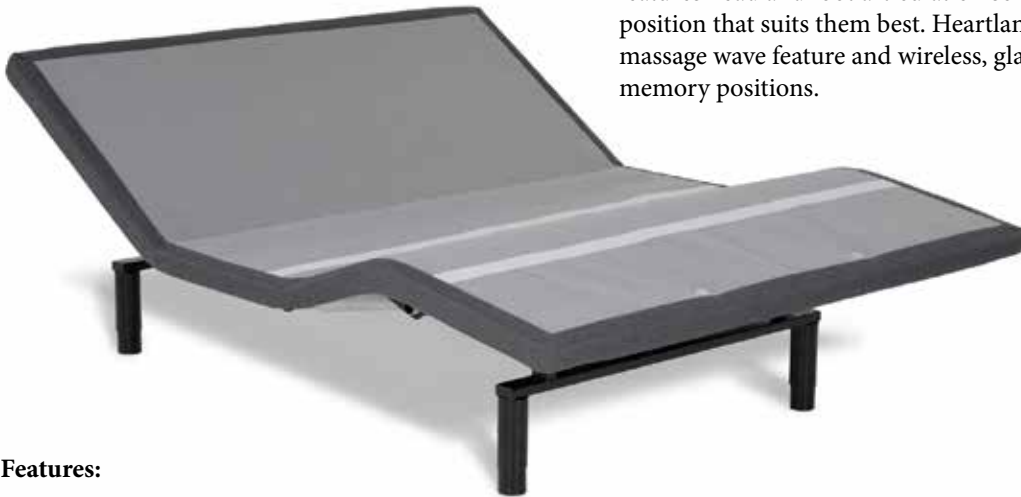
See our price list for warranty compliant bed frames .



Heartland Adjustable

**COMPATIBLE WITH:
SIESTA MATTRESS, SIGNATURE, LEGACY, & GEMSTONE SERIES**

Heartland Adjustable is a high-value, feature-focused adjustable base. It is a zero clearance base that pairs well with solid surface platforms and features head and foot articulation so the user can find the exact comfort position that suits them best. Heartland Adjustable also includes a dual massage wave feature and wireless, glass-top 18-button remote with memory positions.



Features:



HEAD AND FOOT ARTICULATION



ZERO CLEARANCE FOUNDATION compatible with most platform beds

FOUNDATION with 2" profile

CAPACITIVE-TOUCH WIRELESS REMOTE



850 LB WEIGHT CAPACITY

HEIGHT-ADJUSTABLE LEGS

PROGRAMMABLE ANTI-SNORE, ZERO GRAVITY, AND ONE CUSTOMIZABLE POSITION



REMOTE FLASHLIGHT AND UNDER-BED LIGHT

ONE-TOUCH FLAT BUTTON



DUAL USB PORTS (type A and C)



DUAL MASSAGE with wave technology

EMERGENCY POWER-DOWN

SAFETY LOCK

SYNC CABLE included for split sizes

Charcoal Gray Upholstery

Size

twin xl

queen

king



Shipping Options

For your convenience and competitive advantage we can roll pack and ship to you or your customer. We do plastic wrap or box. Don't forget to mention this when placing your order.

ROLL-PACKED

Available for Legacy and Signature Series.

STANDARD-PACKED

All mattress default to standard pack unless indicated.



Reduce shipping cost with our new roll-packed machine!

Warranty

10 YEARS

The quality and craftsmanship that are built into every Heartland mattress and foundation allows Heartland to offer a limited warranty against defects in workmanship or materials. This warranty extends only to the original purchaser.

Proof of purchase with date, place of purchase and purchase price is required to obtain service under this warranty.

If service resulting from any such defect is required during the non pro-rated year(s) after purchase, your Heartland mattress and/or foundation will be repairs, or - at the manufacturer's option - replaced without charge for labor and material, *exclusive of transportation costs*.

If service resulting from such defect is required during the remaining years of the applicable limited warranty, your Heartland mattress or foundation will be repaired, or - at the manufacturer's option - replaced at the charge for labor and materials calculated according to the warranty code of the model you purchased, *plus all transportation costs*. If identical materials are not available at time of service, manufacturer may substitute materials of comparable quality.

RETAIN YOUR PROOF OF PURCHASE: This Limited Warranty shall **NOT** apply under the following circumstances:

1. If bedding is found to be insanitary.
2. When product failure is due to cause other than defective workmanship or material.
3. Any larger size mattress and/or foundation that is used on a frame or bed rails without center support legs.
4. To any damage to the outer fabric of the cover, including wear and tear.
5. If this product is used for commercial purposes.
6. If purchaser does not present proof of purchase.
7. If the mattress is not used on a matching Heartland (or equivalent quality) box spring/foundation with a proper frame that has a rigid center support.

CONSUMER ADVISORY: All mattresses will show body impressions as the upholstery settles. This is not a structural defect covered by this warranty. The upholstery is intended to provide cushioning and body comfort. This body impression is unavoidable and is not an indication of any structural failure of your new mattress.

All implied warranties on this product, including any implied warranty of merchantability or fitness for a particular purpose, shall not exceed in duration the term of this limited warranty.

The remedies proved herein are the exclusive remedies provided under any warranty for this product, express or implied. Manufacturer shall not be liable for incidental or consequential damage arising out of the use of this product, and in no event shall its liability exceed the purchase price of the product.

To obtain performance under this Limited Warranty: (1) Contact the retailer from whom you purchased your Heartland product; (2) If your retailer is unavailable, telephone or contact the manufacturer.

Mattress Component Index

PREMIUM FOAMS // In all our premium mattresses, we use a high density foam to maintain a long-lasting comfort.

QUALITY BOX SPRINGS // Featuring heavy duty True-Flex springs.

CENTER SUPPORT // Featuring Ring Flex in our mattress centers. While all mattresses will eventually show some body impression, this feature helps alleviate this problem.

FULL EDGE SUPPORT // We use Edge Guard technology for full edge support to eliminate broken edges and border wire.

VISCO FOAM // Visco is a memory foam developed by NASA. Visco is sensitive to body heat. Hence the warmer it becomes, the softer it will be. Visco tends to sleep warmer. Heartland uses a brand using cool technology that sleeps 2° cooler than other memory foams. All our Visco beds feature a 4 lb. or better quality.

LATEX FOAM // Latex foam is a natural foam using sap from a rubber tree which is boiled down and poured into a form with pins, forming air holes, allowing it to breathe. Latex is a premium foam with a projected lifetime of 20-25 years. Latex is also a natural dust mite deterrent, so you will have less dust in your mattresses, hence better quality of air at night and less prone to allergies. Because all-natural Latex is extremely heavy and expensive, we used a blended version.

SERENE® // Specialty foam that self-adjusts to individual body contours.

POCKETED COILS // Our pocketed coil units feature individual coils, wrapped in fabric. This allows the coils to flex and conform to the individual contours of the body. This coil design is very unique and can be used on adjustable beds, and roll-packed without causing any harmful stress to the unit.

TRUE-FLEX // 6 gauge spring steel border rod enhances edge support and resiliency.

SEMI-FLEX // The unique grid/leg assembly is very efficient, firmer, durable and noiseless. Reinforced grid adds surface coverage and enhanced stability. The performance grid is 14% stronger than the original 3 gauge border. A complete one-piece steel foundation with no separate components. Passes all durability tests including Cornell, Rollator, and Impact.

CALIBER EDGE // Pocketed coils with a different diameter gauges that allow strength and stability around the perimeter of the mattress.

INNERSPRINGS // All our innerspring mattresses are manufactured using recycled domestic steel. We do not use any imports. Most of our premium line use a 13-gauge (heavy duty) innersprings. Our 660 coil (full size) features inverted

innersprings and the helical coil is run lengthwise. This also helps reduce motion transfer.

FOUNDATIONS // Heartland is committed to a quality box spring. Most mattress sags come from lesser quality bed frames or no center support and box spring failure. As a sales rep, this must be stressed. We require all bed frames to have a minimum of one center support leg to the floor (king size needs four).

QUALITY WORKMANSHIP // While we do not claim to build a perfect mattress, we strive to come as close as humanly possible. Each individual mattress is handcrafted and inspected prior to shipment. Heartland Mattress LLC is dedicated to maintaining a standard of excellence in quality and workmanship with a goal to build a brand name (Heartland) that you can trust for generations.

What is Foam?

IFD TEST (IDENTIFICATION FORCE DEFLECTION) //

This test (formerly termed ILD, or Indentation Load Deflection) is one of the most important for almost all foam applications. The test itself is a simple one. A fifty square inch disk compresses a standard size piece of foam (15"x15"x4" high). The foam is gradually compressed to 3" high (losing 25% of its original 4"), then down to 1.22" (losing 65% of its original height). Force readings (in lbs per fifty square inches) are taken at both points.

DENSITY & FIRMNESS //

In interpreting the results of IFD testing, we must remember the relationship between density and firmness in polyurethane foam. Density is weight per cubic foot, while IFD measures the firmness which results from a combination of the particular chemical formulation and the density (which is actually the weight of the chemicals used in the foam). A low rating at 25% IFD means a small amount of pressure produces a significant indentation - the foam is soft to the touch. If you want a foam with surface softness but with firmness at greater depth, you're looking for a foam with a low 25% IFD rating and a high 65% rating - a foam that initially compresses easily, but fights back more at greater compressions because of greater density.

The degree of firmness at different compressions is affected by density and the particular chemical formulation. A medium density foam can be made extremely firm through chemical formulation. Similarly, a high density foam (3½ lb/sq. ft.) can be manufactured to yield considerable softness.

The point is this: density describes the weight of the foam, while IFD ratings show how supportively the foam will function at different degrees of compression.

Point-of-Sale Items

FOOT PROTECTORS// Embroidered with Logo

PILLOWS// Embroidered with Logo

MINI SAMPLE MATTRESS



