

# CREATIVE COMFORT VS NATIONAL BRAND

CREATIVE COMFORT	NATIONAL BRAND	THE CREATIVE COMFORT DIFFERENCE
4 Function Ergonomic Controls	Available Only with Premium Upgrade	Featuring 4 primary functions, including sleep memory and bed made ready auto fill mode at the touch of a button, elegant and ergonomically designed Luxury Support Ultra dual controls are user friendly with easy to read LED digital readouts.
LED Digital Readout	Not Available	Versus hard to read black LCD digits displayed on a grey background offered on competitive models, the Luxury Support LED (Light Emitting Diode) design allows you to clearly see a read-out of the firmness level you have selected even in a darkened room.
Scientific Measurement	Not Available	The mm/Hg (millimeters of Mercury) scientific measurement used for the Luxury Support Digital Air Ultra readout is used by scientists worldwide for mapping pressure points on sleep surfaces. Luxury Support digital readings are incredibly accurate and are actually relative to scientific measurement rather than competitive models that often use arbitrary and irrelevant readouts.
50 Comfort Settings	20 Settings	While most competitive hand wands offer 20 or fewer arbitrary and often irrelevant set point options dual Luxury Support Ultra hand controls offer 50 scientifically accurate comfort set points.
Automatic Bed Fill	Available Only with Premium Upgrade	The Luxury Support Ultra Digital Air controller features an automatic bed fill mode that allows you to give your bed that made ready look at the touch of a button.
Pneumatic Pump	Available Only with Premium Upgrade	Versus competitive models using unsophisticated electric blower pumps that are underpowered and less efficient, CREATIVE COMFORT® pneumatic air processors facilitate inflation of Luxury Support air chambers to much firmer levels and provide you the broadest spectrum of adjustability.
Air-Lock System Pump Fitting	Not Available	For convenience with cleaning or moving, Luxury Support Pumps come standard with CREATIVE COMFORT® Air-Lock compatible fittings to facilitate detachment of Air-Lock Luxury Support air chambers from the pump without the chambers deflating.
Genuine European Vulcanized 25 Gauge Latex with Cotton Canvas Cover	24 Gauge Rubber	Thicker and more durable, the original Euro design of the CREATIVE COMFORT Chamber provides a full 6" of air suspension for pressure reduced sleep. The vulcanized process is similar to that of tire manufacturing and virtually eliminates all seams. The material actually flows together and becomes a one-piece construction. The natural cotton material is adhered chemically to the latex offering a soft texture and eliminating air leakage through the pores.
Double Sealed Borders	Lap Seam Construction	The Chamber borders are constructed with a 1.25" seam and reinforced with another 1.25" seam for maximum strength. Double sealing creates a more reliable support system for years of proven longevity and trouble free use.
Double I-Beam Design	Single Reinforced I-Beam	While other "I" Beam construction offers only one side sealing, the CREATIVE COMFORT "I" Beam is actually two layers of canvas with two layers of rubber bonded together joining the top and bottom of the Air Chamber. Where this "I" Beam meets the top or bottom, the canvas/latex layer flairs out each way offering twice the holding power for extra strength and years of durable use.
Multi-Directional Box Baffle Design	Transverse Horizontal Chambers	Designed for maximum air flow in all directions, the CREATIVE COMFORT chamber creates the proper spinal alignment required for pain free sleep. Competing designs allow only horizontal air flow, which when releasing air to create a softer feel can actually cause a cupping effect leading to improper support. CREATIVE COMFORT air suspension chambers feature a "square pillow surface" to evenly support the body from head to toe, side to side, and at the edges of the chamber regardless of inflation level for the ultimate in comfort. This design also allows sleeping in the center of the dual models without the need of a foam wedge and with no sensation of rolling to either the middle or edge.
Uni-Bonded Chamber/Hose Assembly	Two Stage Attachment Of Air Hose	By sealing the air hose with special flexible rubber at the time of chamber manufacturing, the entire assembly is a single unit with no external connections to eliminate the concern of air loss, yet retains the full range of movement.
Steel Reinforced Kink Free Air Deployment Hose	Standard PVC Tubing	The addition of the imbedded surgical steel coil provides a quieter and more responsive inflation process. The kink free design improves pump life and offers precise comfort adjustment.
Brass Connection Boot	Plastic Fitting	Engineered to assure zero air loss at critical hose/connection juncture.
Barrel Twist N' Lock Inflator Connector	Snap-On Clip	Easy to use barrel connector locks in place to prevent accidental disconnect during use and is not rendered ineffective by dust or pet hair commonly associated with clip on connections.
Pressure Activated Internal Seal	None	The Twist N' Lock connector houses the unique seal that prevents the back flow of air allowing the bed to be moved without the need to deflate the chambers.
Quality Assured Individually Tested	Unknown	Before shipping, all air chambers are put through an extensive battery of quality control tests checking overall construction, with direct focus on all connections to ensure trouble free use, not only the first night, but every night.