



Product Guide

JAN 2021



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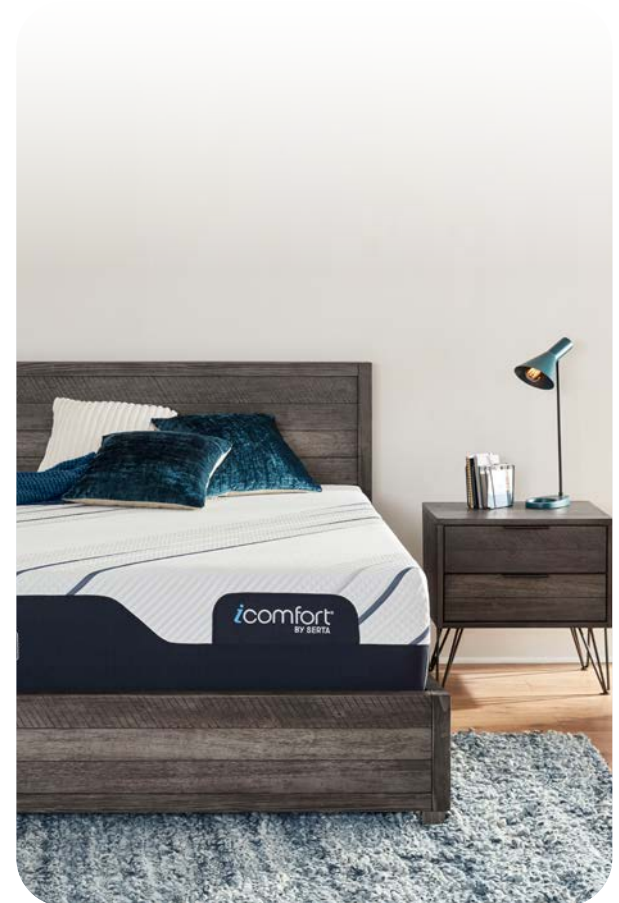
Always Comfortable.



**World's Most
Comfortable Mattress.**



**Intelligent
Comfort™**







Always Comfortable.



Cool Twist® Gel Foam

Cooling gel is swirled directly into a breathable foam designed to promote airflow and heat dissipation.



805 Individually Wrapped Coil System

In addition to providing contouring, cradling support, this system of up to 805 individually wrapped coils features **Serta's BestEdge® Foam Encasement technology** – an extra-deep foam rail to help reduce edge roll-off and extend the sleep surface.

ADDITIONAL KEY FEATURES



Serta® PillowSoft® Foam

This extra-soft foam gently contours the body to provide enhanced cushioning comfort.



Serta® Balanced Support Foam

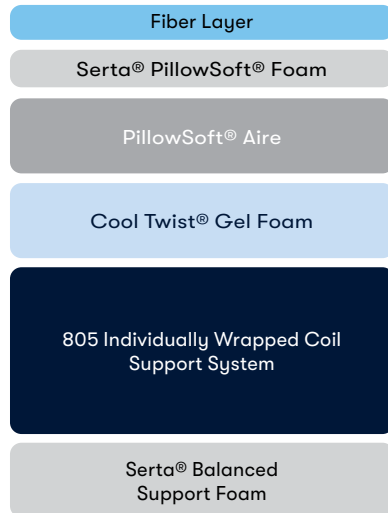
Think of this as the wingman of the foam world. Balanced Support Foam is used to strike the ideal balance of cushioning and support, no matter how firm or plush you prefer your mattress.

Serene Sky™



Always Comfortable.

Serene Sky™
Plush
Profile: 11"



Serene Sky™
Firm
Profile: 12"



Serene Sky™
Plush Pillow Top
Profile: 12"



EZ TOTE MATTRESS- IN-A-BOX

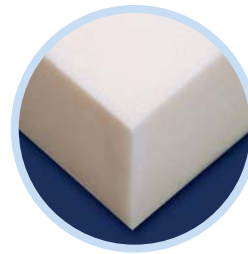


Always Comfortable.



Serta® Gel Memory Foam

This unique gel memory foam contours to the body for cradling comfort and allows airflow to keep you cool and comfortable throughout the night.



Serta® Foam Support Core

Our new and improved Serta Foam Core provides durable support for any sleep position. With consistent support from edge to edge, you'll be comfortably supported all night long.

ADDITIONAL KEY FEATURES



Serta® Transitional Support Foam (Available in select models)

This foam support layer provides all-over body support and long-lasting comfort.



**EZ TOTE
MATTRESS-
IN-A-BOX**



Always Comfortable.

Sheer Slumber™
Medium Firm
Profile: 8"



Sheep Retreat™
Medium
Profile: 10"



**2020 Display
Collection**



Always Comfortable.

Pillow Wraps
& Foot Protectors





LUXE EDITION

Armisted Plush Euro Top

- 11.5" Mattress Profile
- Cool Twist® Gel Foam
- 825 Edition Support® Coil System
- BestEdge® Foam Encasement



Brookton Plush

- 13.5" Mattress Profile
- Cool Twist® Gel Memory Foam
- 825 Edition Support® Coil System
- BestEdge® Foam Encasement



Chamblee Firm

- 12.5" Mattress Profile
- Cool Twist® Gel Memory Foam
- 825 Edition Support® Coil System
- BestEdge® Foam Encasement



Grandmere Plush Pillow Top

- 14" Mattress Profile
- Cool Twist® Gel Memory Foam
- 825 Edition Support® Coil System
- BestEdge® Foam Encasement



**Display
Collection**

Serta **LUXE**
EDITION

Pillow Wraps &
Foot Protectors





perfectsleeper®

World's Most Comfortable Mattress.

All-new Perfect Sleeper provides more than **40% BETTER PRESSURE RELIEF***



*Average of new Perfect Sleeper versus average of previous Perfect Sleeper flat models.



perfect sleeper®

World's Most Comfortable Mattress.

All-new Perfect Sleeper provides more than **40% BETTER PRESSURE RELIEF***



(Available in select models)

An exclusive, anti-microbial technology found on the surface of the mattress kills 99.9% of bacteria on contact, keeping your mattress fresh and clean.



HexCloud™ Gel Memory Foam

(Available in select models)

Serta's exclusive gel memory foam boasts unique geometric cut outs to deliver cool, contouring pressure relief for oh-so-relaxing sleep.

ADDITIONAL KEY FEATURES



HexCloud™ Gel Foam

(Available in select models)

This exclusive gel foam features unique geometric cut outs that help relieve pain from pressure points.



WonderCloud™ Memory Foam

(Available in select models)

This exclusive, contouring foam gently cradles your body for the ultimate comfort experience - like sleeping on a cloud!



BubbleCloud™ Foam

(Available in select models)

This exclusive pillow-peaked foam delivers the cushioning support you need to feel energized when you wake up the next morning.

Renewed Sleep™ Plush Pillow Top Model shown above

*Average of new Perfect Sleeper versus average of previous Perfect Sleeper flat models.

**Cozy
Escape™**



perfect sleeper®

World's Most Comfortable Mattress.

All-new Perfect Sleeper
provides more than
**40% BETTER
PRESSURE RELIEF***



Firm
Profile: 12"



Plush
Profile: 13"



Plush Pillow Top
Profile: 15"



*Average of new Perfect Sleeper versus average of previous Perfect Sleeper.

**Renewed
Night™**



perfectsleeper®

World's Most Comfortable Mattress.

All-new Perfect Sleeper
provides more than
**40% BETTER
PRESSURE RELIEF***



**Extra Firm
Profile: 13"**

**Medium
Profile: 14"**

**Plush
Profile: 14"**

**Firm Pillow Top
Profile: 16"**

**Plush Pillow Top
Profile: 16"**

HeiQ V-Block™

CoolFeel™ Fabric

Fiber Layer

PillowSoft® Aire

Serta® Support Foam

HexCloud™ Gel Memory Foam

Serta® Support Foam

1000 Edition Custom Support Coil System

Serta® Balanced Support Foam

HeiQ V-Block™

CoolFeel™ Fabric

Fiber Layer

Serta® PillowSoft® HD Foam

PillowSoft® Aire

HexCloud™ Gel Memory Foam

Serta® Balanced Support Foam

1000 Edition Custom Support Coil System

Serta® Balanced Support Foam

HeiQ V-Block™

CoolFeel™ Fabric

Fiber Layer

Serta® PillowSoft® HD Foam

PillowSoft® Aire

HexCloud™ Gel Memory Foam

Cool Twist® Gel Foam

1000 Edition Custom Support Coil System

Serta® Balanced Support Foam

HeiQ V-Block™

CoolFeel™ Fabric

Fiber Layer

Serta® PillowSoft® HD Foam

PillowSoft® Aire

Serta® Comfort XD™ Foam

HexCloud™ Gel Memory Foam

1000 Edition Custom Support Coil System

Serta® Balanced Support Foam

HeiQ V-Block™

CoolFeel™ Fabric

Fiber Layer

Serta® PillowSoft® HD Foam

PillowSoft® Aire

CushionGel™ Foam

HexCloud™ Gel Memory Foam

1000 Edition Custom Support Coil System

Serta® Balanced Support Foam



*Average of new Perfect Sleeper versus average of previous Perfect Sleeper.

**Renewed
Sleep™**



perfectsleeper®

World's Most Comfortable Mattress.

All-new Perfect Sleeper
provides more than
**40% BETTER
PRESSURE RELIEF***



**Extra Firm
Profile: 13.5"**

**Medium
Profile: 15"**

**Plush
Profile: 15"**

**Firm Pillow Top
Profile: 17"**

**Plush Pillow Top
Profile: 17"**

HeiQ V-Block™

CoolFeel™ Fabric

Fiber Layer

QuiltLoft™ Memory Foam

Serta® Support Foam

HexCloud™ Gel Memory Foam

WonderCloud™ Memory Foam

Serta® Support Foam

1000 Edition Custom Support Coil System

Serta® Balanced Support Foam

HeiQ V-Block™

CoolFeel™ Fabric

Fiber Layer

Serta® PillowSoft® HD Foam

QuiltLoft™ Memory Foam

Serta® Support Foam

HexCloud™ Gel Memory Foam

WonderCloud™ Memory Foam

Serta® Balanced Support Foam

1000 Edition Custom Support Coil System

Serta® Balanced Support Foam

HeiQ V-Block™

CoolFeel™ Fabric

Fiber Layer

Serta® PillowSoft® HD Foam

QuiltLoft™ Memory Foam

Serta® PillowSoft® Foam

HexCloud™ Gel Memory Foam

WonderCloud™ Memory Foam

Cool Twist® Gel Foam

1000 Edition Custom Support Coil System

Serta® Balanced Support Foam

HeiQ V-Block™

CoolFeel™ Fabric

Fiber Layer

Serta® PillowSoft® HD Foam

QuiltLoft™ Memory Foam

Serta® Support Foam

Serta® Comfort XD™ Foam

HexCloud™ Gel Memory Foam

WonderCloud™ Memory Foam

1000 Edition Custom Support Coil System

Serta® Balanced Support Foam

HeiQ V-Block™

CoolFeel™ Fabric

Fiber Layer

Serta® PillowSoft® HD Foam

QuiltLoft™ Memory Foam

Serta® PillowSoft® Foam

CushionGel™ Foam

HexCloud™ Gel Memory Foam

WonderCloud™ Memory Foam

1000 Edition Custom Support Coil System

Serta® Balanced Support Foam



*Average of new Perfect Sleeper versus average of previous Perfect Sleeper.

**Luminous
Sleep™**

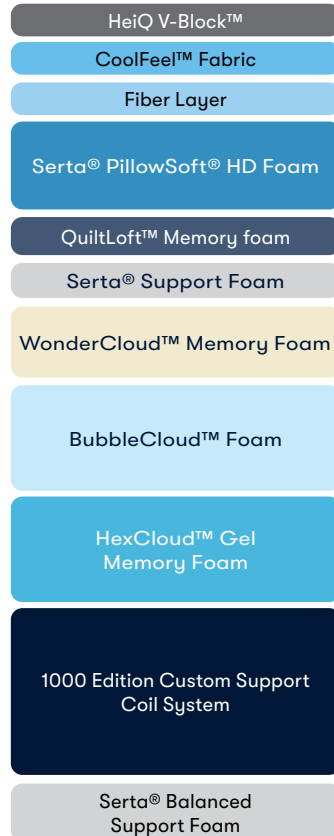


perfectsleeper®

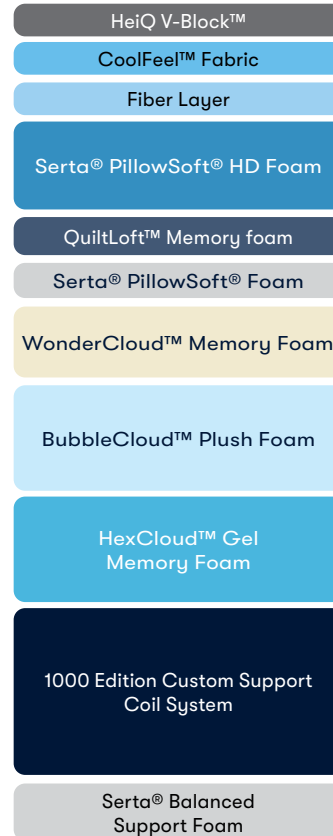
World's Most Comfortable Mattress.

All-new Perfect Sleeper
provides more than
**40% BETTER
PRESSURE RELIEF***

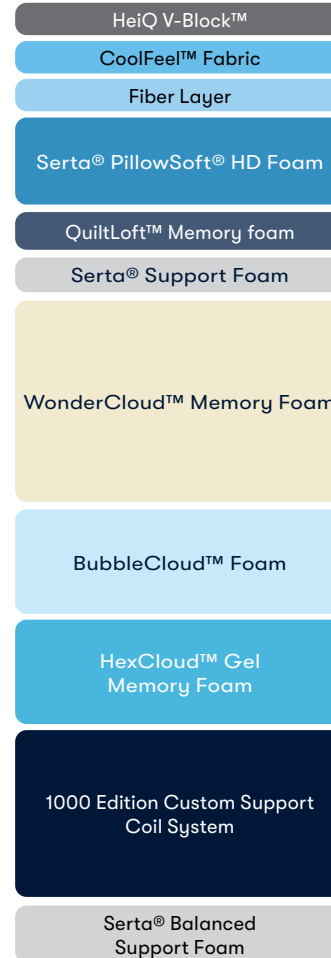
**Medium
Profile: 15"**



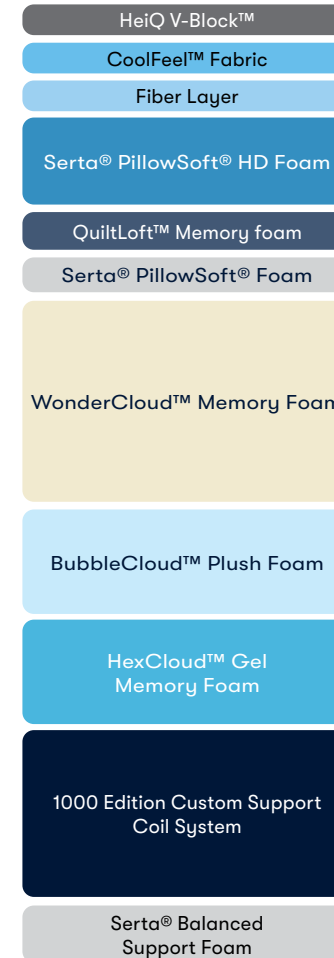
**Plush
Profile: 15"**



**Medium Pillow Top
Profile: 17.5"**



**Plush Pillow Top
Profile: 17.5"**



*Average of new Perfect Sleeper versus average of previous Perfect Sleeper.

**MATTRESS-
IN-A-BOX**



perfectsleeper®

World's Most Comfortable Mattress.



(Available in select models)

An exclusive, anti-microbial technology found on the surface of the mattress kills 99.9% of bacteria on contact, keeping your mattress fresh and clean.



HexCloud™ Gel Memory Foam

(Available in select models)

Serta's exclusive gel memory foam boasts unique geometric cut outs to deliver cool, contouring pressure relief for oh-so-relaxing sleep.

ADDITIONAL KEY FEATURES



CradleGel™ Foam

(Available in select models)

Gel-infused foam offers all-around cooling comfort and cushioning support.



Serta® Foam Support Core

Our new and improved Serta Foam Core provides durable support for any sleep position. With consistent support from edge to edge, you'll be comfortably supported all night long.



825 Edition Custom Support Coil System

(Available in Hybrid models)

This system of up to 825 individually wrapped coils provides contouring, cradling support from edge-to-edge, minimizing the impact of your partner's movements.

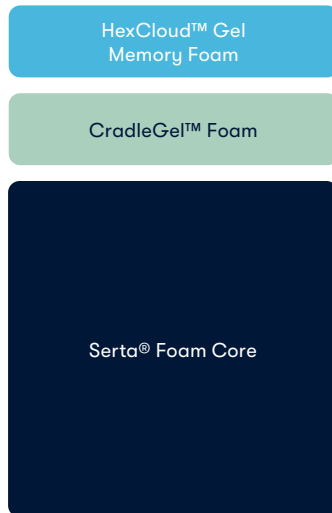
**MATTRESS-
IN-A-BOX**



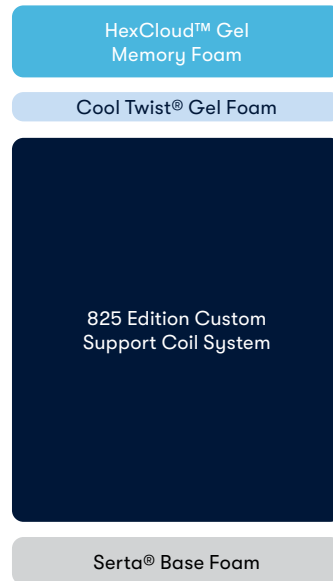
perfectsleeper®

World's Most Comfortable Mattress.

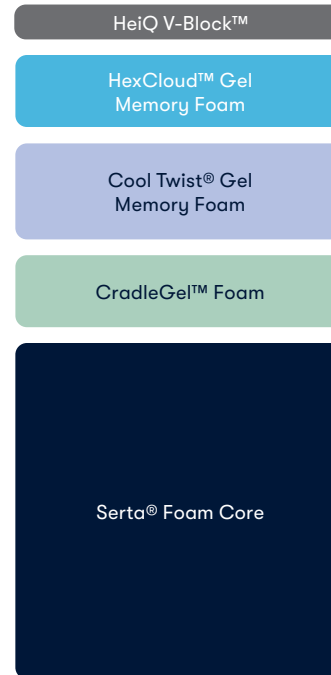
Nestled Night™
Medium Firm
Gel Memory Foam | EZ Tote
Profile: 10"



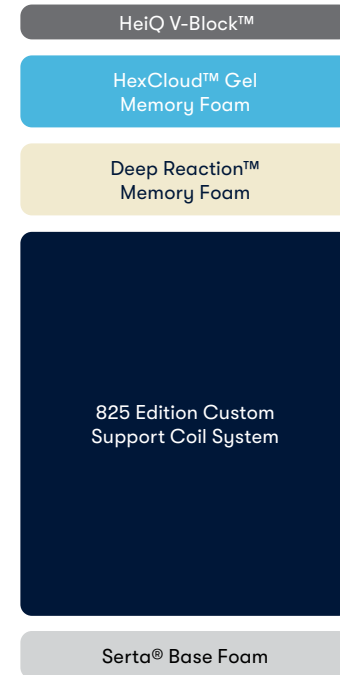
Tranquil Wave™
Medium
Hybrid
Profile: 11"



Splendid Slumber™
Medium
Gel Memory Foam
Profile: 12"



Renewed Relief™
Plush
Hybrid
Profile: 12"



2020 Display Collection



perfectsleeper®

World's Most Comfortable Mattress.



Headboard

Pillow Wraps & Foot Protectors



Coil Demo Unit

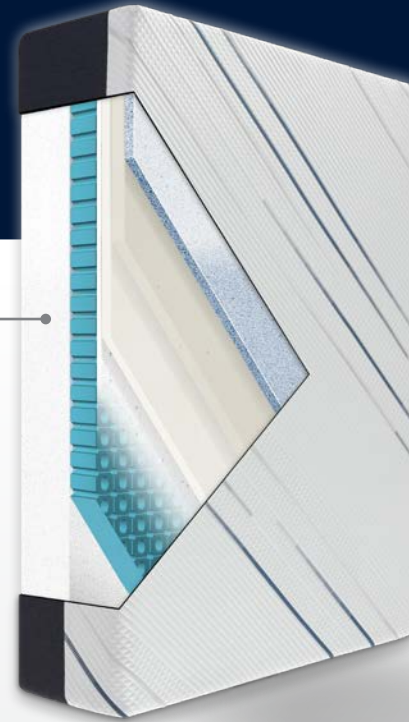


Memory Foam Demo Unit



icomfort[®]
BY SERTA





With iComfort, cool, comfortable sleep is the priority. Multiple layers of cooling technology and groundbreaking carbon fiber-infused memory foam make for the coolest, most comfortable sleep ever.



Carbon Fiber Memory Foam

Every iComfort mattress is made with our exclusive Carbon Fiber Memory Foam. This system channels heat away from your body and provides exceptional strength for back and neck support.



Gel Active[®] Max Memory Foam

This open celled memory foam helps promote airflow, so you don't have that hot, stuffy feeling when falling asleep.



UltraCold System[™]

This layer of extra-cool Carbon Fiber Memory Foam is engineered to work hard at absorbing excess heat from your body, then channel it away, all while you sleep comfortably.



Air Support[™] Foam

This exclusive air-cushion technology moves with your body and smartly contours around it to help alleviate aches and pains caused by pressure points.

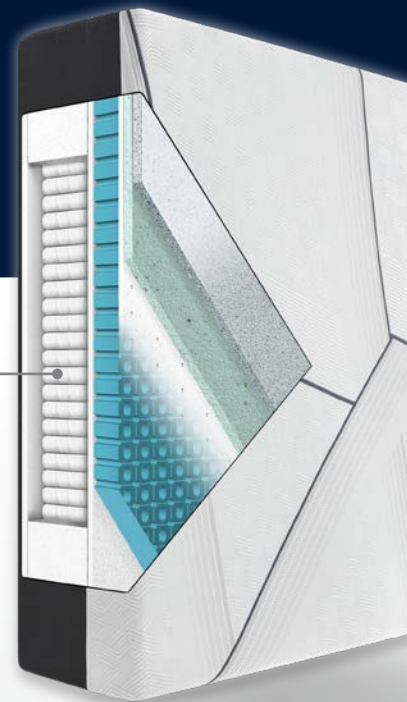


	CF1000 Medium Profile: 10"	CF2000 Firm Profile: 11.5"	CF3000 Medium Profile: 12"	CF3000 Plush Profile: 12.5"	CF3000 Ultra Plush Profile: 12.5"	CF4000 Firm Profile: 13.5"	CF4000 Plush Profile: 13.5"	CF4000 Ultra Plush Profile: 13.5"
	Cold Touch™ Cover	Cold Touch™ Cover	Max Cold™ Cover	Max Cold™ Cover	Max Cold™ Cover	Max Cold™ Cover	Max Cold™ Cover	Max Cold™ Cover
	Carbon Fiber Memory Foam	Carbon Fiber Memory Foam	UltraCold System™	UltraCold System™	UltraCold System™	UltraCold System™	UltraCold System™	UltraCold System™
	EverCool® Fuze Gel Memory Foam	Carbon Fiber Memory Foam	Carbon Fiber Memory Foam	Carbon Fiber Memory Foam	Carbon Fiber Memory Foam	Carbon Fiber Memory Foam	Carbon Fiber Memory Foam	Carbon Fiber Memory Foam
	Serta® Balanced Support Foam	Deep Reaction™ Max Memory Foam	EverCool® Fuze Gel Memory Foam	EverCool® Fuze Gel Memory Foam	EverCool® Fuze Gel Memory Foam	Deep Reaction™ Max Memory Foam	EverCool® Supreme Memory Foam	EverCool® Supreme Memory Foam
	Serta® Foam Core	Serta® Foam Core	Deep Reaction™ Max Memory Foam	EverCool® Supreme Memory Foam	EverCool® Supreme Memory Foam	Serta® Support Foam	Air Support™ Foam	Air Support™ Foam
	Serta® Foam Core	Serta® Foam Core	EverCool® Fuze Gel Memory Foam	EverCool® Supreme Memory Foam	EverCool® Supreme Memory Foam	Air Support™ Foam	Air Support™ Foam	Air Support™ Foam
	Serta® Foam Core	Serta® Foam Core	Serta® Foam Core	Serta® Foam Core	Serta® Foam Core	Serta® Foam Core	Serta® Foam Core	Serta® Foam Core

10 YEAR LIMITED WARRANTY • 100% USA ASSEMBLED • ADJUSTABLE COMPATIBLE

icomfort[®]
BY SERTA
HYBRID





- The iComfort Hybrid is the perfect blend of groundbreaking foam technology and an advanced coil system. With carbon fiber-infused memory foam in every bed and an innerspring system of individually wrapped coils, your sleep will be more comfortable than ever.



Carbon Fiber Memory Foam

Every iComfort mattress is made with our exclusive Carbon Fiber Memory Foam. This system channels heat away from your body and provides exceptional strength for back and neck support.



Gel Active[®] Max Memory Foam

This open celled memory foam helps promote airflow, so you don't have that hot, stuffy feeling when falling asleep.



UltraCold System[™]

This layer of extra-cool Carbon Fiber Memory Foam is engineered to work hard at absorbing excess heat from your body, then channel it away, all while you sleep comfortably.



Air Support[™] Foam

This exclusive air-cushion technology moves with your body and smartly contours around it to help alleviate aches and pains caused by pressure points.



1025 iComfort[®] Hybrid Support[™] System with BestEdge[®] Foam Encasement

In this advanced innerspring system, individually wrapped coils work independently to conform to every curve of your body and provide durable support.

icomfort[®] BY SERTA HYBRID



CF1000 Hybrid Medium Profile: 12"



Cold Touch™ Cover

Carbon Fiber
Memory Foam

EverCool® Fuze
Gel Memory Foam

1025 iComfort®
Hybrid Support™ System
with BestEdge®
Foam Encasement



CF2000 Hybrid Firm Profile: 12.5"



Cold Touch™ Cover

Carbon Fiber
Memory Foam

Gel Active® Max
Memory Foam

EverCool® Fuze
Gel Foam

1025 iComfort®
Hybrid Support™ System
with BestEdge®
Foam Encasement



CF3000 Hybrid Medium Profile: 13"



Max Cold™ Cover

UltraCold System™

Carbon Fiber
Memory Foam

EverCool® Supreme
Memory Foam

Deep Reaction™ Max
Memory Foam

1025 iComfort®
Hybrid Support™ System
with BestEdge®
Foam Encasement



CF3000 Hybrid Plush Profile: 13.5"



Max Cold™ Cover

UltraCold System™

Carbon Fiber
Memory Foam

EverCool® Fuze
Gel Memory Foam

EverCool® Supreme
Memory Foam

1025 iComfort®
Hybrid Support™ System
with BestEdge®
Foam Encasement



CF4000 Hybrid Firm Profile: 14"



Max Cold™ Cover

UltraCold System™

Carbon Fiber
Memory Foam

Serta® Balanced
Support Foam

Air Support™ Foam

1025 iComfort®
Hybrid Support™ System
with BestEdge®
Foam Encasement



CF4000 Hybrid Plush Profile: 14"



Max Cold™ Cover

UltraCold System™

Carbon Fiber
Memory Foam

EverCool® Fuze
Gel Memory Foam

Air Support™ Foam

1025 iComfort®
Hybrid Support™ System
with BestEdge®
Foam Encasement



















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icomfort[®]

BY SERTA

HYBRID



<p>CF1000 Quilted Hybrid Firm Profile: 13"</p> <p></p> <p>Cold Touch™ Cover</p> <p>Carbon Fiber Memory Foam</p> <p>EverCool® Fuze Gel Memory Foam</p> <p>Serta® Balanced Support Foam</p> <p>1025 iComfort® Hybrid Support™ System with BestEdge® Foam Encasement</p> 	<p>CF2000 Quilted Hybrid Plush Profile: 13.25"</p> <p></p> <p>Cold Touch™ Cover</p> <p>Carbon Fiber Memory Foam</p> <p>Gel Active® Max Memory Foam</p> <p>EverCool Fuze™ Gel Memory Foam</p> <p>1025 iComfort® Hybrid Support™ System with BestEdge® Foam Encasement</p> 	<p>CF3000 Quilted Hybrid Medium Profile: 14.25"</p> <p></p> <p>Max Cold™ Cover</p> <p>UltraCold System™</p> <p>Carbon Fiber Memory Foam</p> <p>Deep Reaction™ Max Memory Foam</p> <p>EverCool Fuze™ Gel Memory Foam</p> <p>1025 iComfort® Hybrid Support™ System with BestEdge® Foam Encasement</p> 	<p>CF3000 Quilted Hybrid Plush Profile: 14.25"</p> <p></p> <p>Max Cold™ Cover</p> <p>UltraCold System™</p> <p>Carbon Fiber Memory Foam</p> <p>EverCool® Fuze Gel Memory Foam</p> <p>1025 iComfort® Hybrid Support™ System with BestEdge® Foam Encasement</p> 	<p>CF3000 Quilted Hybrid Plush Pillow Top Profile: 14.75"</p> <p></p> <p>Max Cold™ Cover</p> <p>UltraCold System™</p> <p>Carbon Fiber Memory Foam</p> <p>EverCool® Fuze Gel Memory Foam</p> <p>EverCool Fuze™ Gel Memory Foam</p> <p>1025 iComfort® Hybrid Support™ System with BestEdge® Foam Encasement</p> 	<p>CF4000 Quilted Hybrid Extra Firm Profile: 14.75"</p> <p></p> <p>Max Cold™ Cover</p> <p>UltraCold System™</p> <p>Carbon Fiber Memory Foam</p> <p>Air Support™ Foam</p> <p>1025 iComfort® Hybrid Support™ System with BestEdge® Foam Encasement</p> 	<p>CF4000 Quilted Hybrid Medium Profile: 15"</p> <p></p> <p>Max Cold™ Cover</p> <p>UltraCold System™</p> <p>Carbon Fiber Memory Foam</p> <p>Air Support™ Foam</p> <p>1025 iComfort® Hybrid Support™ System with BestEdge® Foam Encasement</p> 	<p>CF4000 Quilted Hybrid Medium Pillow Top Profile: 17"</p> <p></p> <p>Max Cold™ Cover</p> <p>UltraCold System™</p> <p>Carbon Fiber Memory Foam</p> <p>EverCool® Fuze Gel Memory Foam</p> <p>Air Support™ Foam</p> <p>1025 iComfort® Hybrid Support™ System with BestEdge® Foam Encasement</p> 
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10 YEAR LIMITED WARRANTY • 100% USA ASSEMBLED • ADJUSTABLE COMPATIBLE



Pillows, Shams & Foot Protectors

Headboards



Air Support Demo Unit



Lightbulb Demo Unit



Coil Demo Unit
(Only applies to iComfort by Serta® Hybrid)



Memory Foam Demo Unit



**2020 Motion
Collection®**



Always Comfortable.



**Customizable Comfort & Style from
Serta that Moves With You!**

2020 Motion Collection®



Always Comfortable.



Motion Air™

Head/foot, retainer bar and wireless remote



Motion Essentials®

Now Upgraded with massage and USB ports



Motion Perfect®

EasySeat™ technology and auto-head tilt

Deck Design	Single Deck	Single Deck	Double Deck
Zero Pinch Point Design		✓	✓
Wireless Remote	✓	✓	✓
Head and Foot Adjust	✓	✓	✓
Retainer Bar	✓	✓	✓
Convenient Flat Button	✓	✓	✓
Pre-Set Position(s)		✓	✓
Zero Clearance Design		✓	✓
Massage		✓	✓
Adjustable Leg		✓	✓
USB Charging Ports		✓	✓
Headboard Brackets			✓
Zero Gravity			✓
Head Tilt			✓
EasySeat™			✓
Snore Relief			✓
Underbed Lighting			✓
Lift Capacity	750 lbs	650 lbs	850 lbs
Warranty	10 Year	20 Year	20 Year

Adjustable bases are available in the following sizes: Twin XL, Full, Queen, Divided King, Split Cal-King. Cal-King must be ordered as a quantity of 2 to complete the set.