

RETAILER LOCATOR URL APPROVAL



TEMPUR+SEALY

Tempur Sealy reserves the right to update these requirements at any time without notice.

INTRODUCTION

As an authorized Tempur Sealy Retailer in good standing, you may be eligible to have your retail address(es) featured in our brand.com retailer locator address listings.

These listings:

- Help the customer simplify their purchase journey.
- Reduce shopper frustration as they are directed straight to the product they want to learn more about.
- Establish credibility and may help drive customers in-store.

To determine eligibility, Tempur Sealy brand landing pages and product description pages on your website must be reviewed and meet the criteria outlined in the following pages.

Requesting a review is easy. Simply reach out to your TSI rep to initiate the process. You will be asked to provide URLs for all Tempur Sealy brand landing pages within your site. Your TSI rep will be notified of approval or items not in compliance in writing within 10-15 business days, and will work with you to make any necessary updates.

Available now for Tempur-Pedic.
Sealy and Stearns & Foster coming soon.




Did you know?

The Tempur-Pedic Retailer Locator averages 7K monthly unique visits to those retailers linked to our locator.

BRAND LANDING PAGES

Your brand landing pages must be in accordance with the guidelines set forth in this amendment and feature:


- Clear and compelling “Why Buy” brand message
- Current collections
- Proper TSI logos and trademarks
- Proper and current photography
- Approved national promotional offers and event dates (when applicable)





WHY IS A SEALY® MATTRESS RIGHT FOR YOU?

At Sealy®, we're committed to delivering a restful night to every sleeper, regardless of their shape, size, sleep style, or budget.

[SHOP NOW](#)



Every day. Every mattress. Every sleeper. For 140 years, Americans have chosen Sealy® for comfort and quality they can trust.


**EXPERTLY ENGINEERED.
THOROUGHLY TESTED.
INCREDIBLY COMFY.**

Every Sealy Posturepedic® mattress is tested above and beyond industry standards to ensure you get the support you need to get better sleep for years to come.

[SHOP POSTUREPEDIC®](#)

STEARNS & FOSTER®
uncover exceptional

STEARNS & FOSTER 175th
1858 - 2024



LIVE BETTER. SLEEP COMFORT.


Award-Winning Comfort

Hand-crafted by Stearns & Foster, the Lux Estate Hybrid is a masterpiece of design, comfort, and quality craftsmanship in every collection.


IT'S ALL IN THE Details

Design, Comfort, and Quality Craftsmanship in every collection.


RESERVE
The legendary mattress that's been around for 140 years.




LUX ESTATE HYBRID
The comfort of a hybrid, the luxury of a hybrid.



LUX ESTATE
The best that luxury indulgent comfort has to offer.



ESTATE
The classic mattress, reimagined to fit your style.



TEMPUR-PEDIC

WHY TEMPUR-PEDIC®? THERE'S NOTHING LIKE IT.

EASIER
Tempur-Pedic® mattresses gently absorb the force of your body and its pressure points to reduce tossing and turning - so you can sleep more fully into your sleep.

FASTER
Tempur-Pedic® mattresses adapt and conform to your body's unique needs throughout the night, so you fall asleep faster and stay asleep longer.

DEEPER
Tempur-Pedic® mattresses dramatically reduce motion transfer between you and your partner, so you can rest undisturbed - and wake up more rested.

COOLER
Tempur-Pedic® mattresses are designed with cooling edge technology to create a cooler sleeping environment - so you can get the comfort you need in the heat of summer.

OUR OWNERS HAVE SPOKEN

95% of Tempur-Pedic® owners would recommend their mattress.*

SLEEP BENEFITS

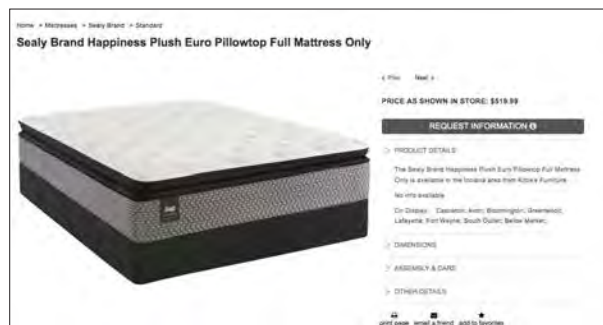
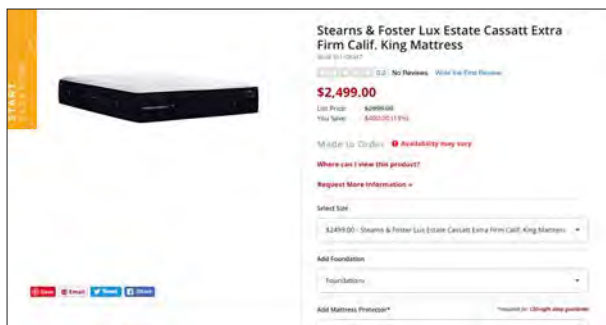
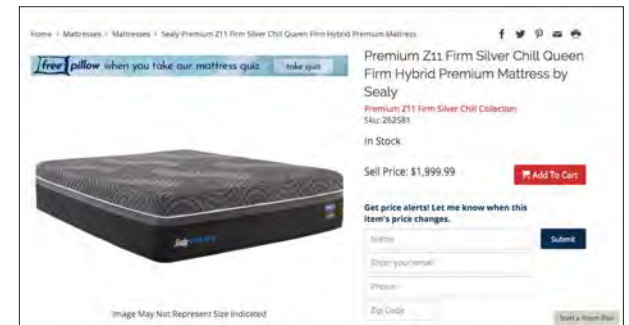
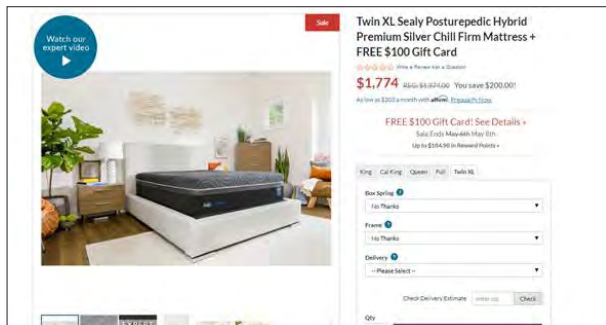
Tempur-Pedic® mattresses dramatically reduce motion transfer between you and your partner while adapting and conforming to your body's unique needs throughout the night. So you fall asleep faster, stay asleep longer - and wake up feeling rejuvenated.



PRODUCT DETAIL PAGES

Your product detail pages must be in accordance with the guidelines set forth in this amendment and feature:

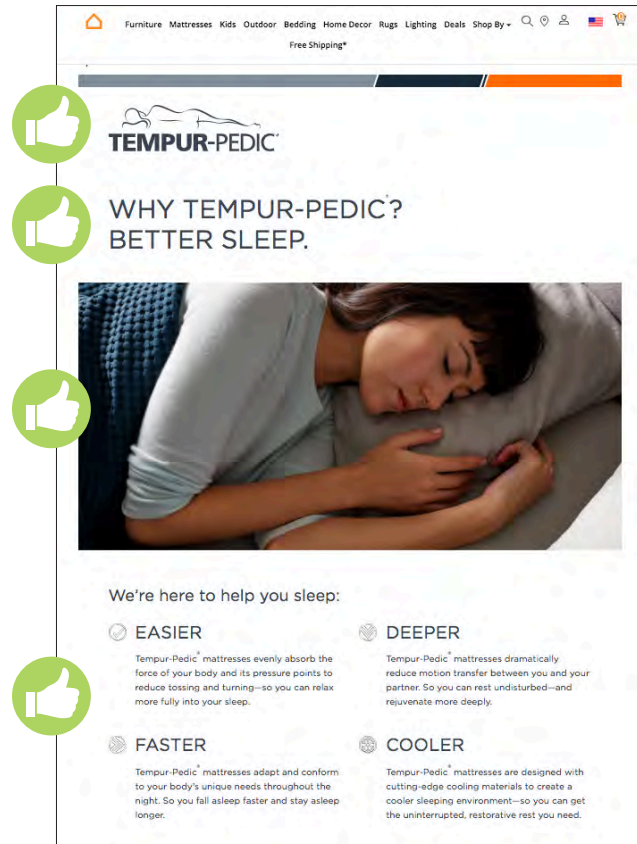
- Current photography
- Current feature/benefit copy
- Accurate product specs
- Proper TSI logos and trademarks
- Product review capability
- Clearly listed and compliant pricing



LANDING PAGE EXAMPLES

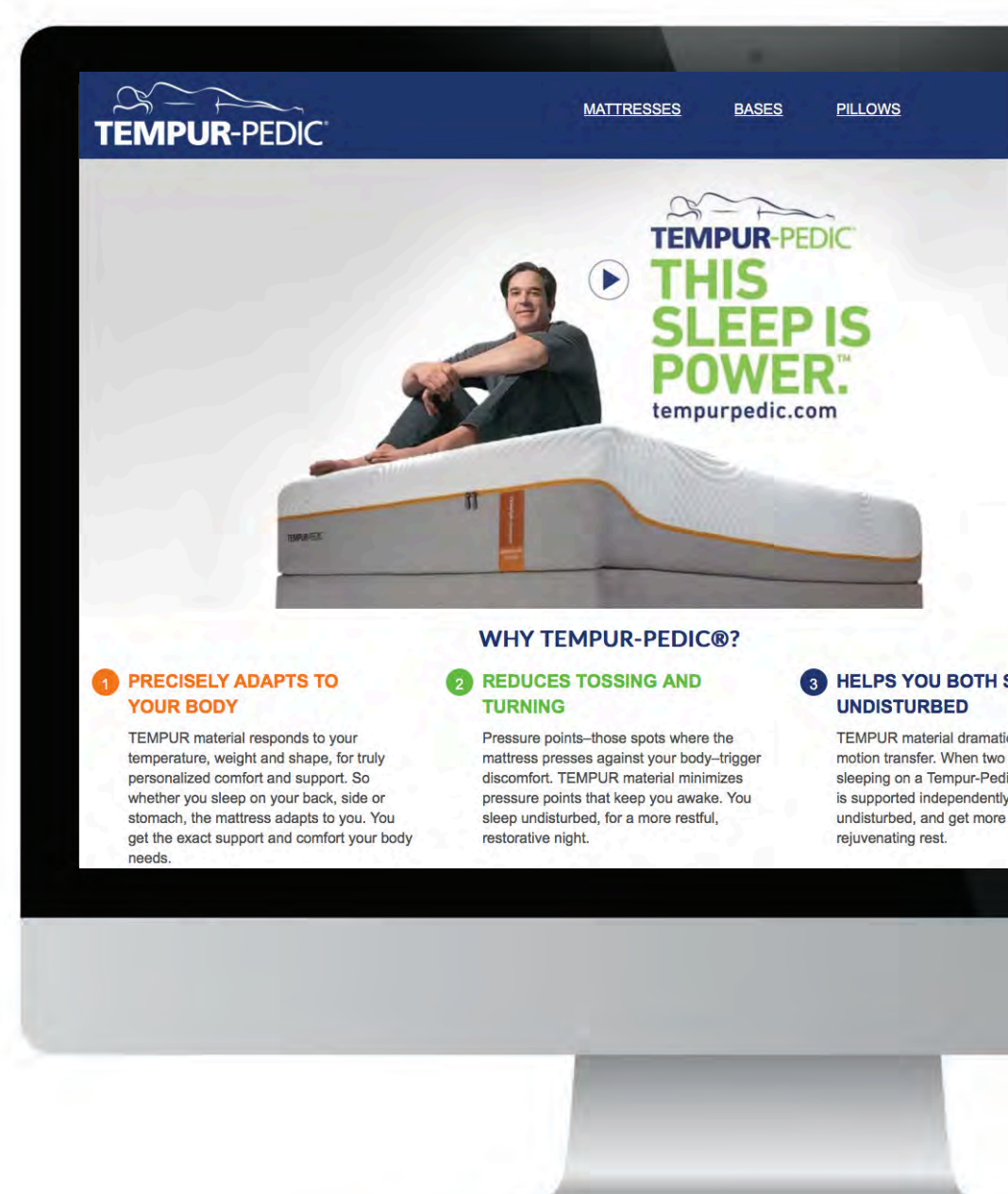
APPROVED EXAMPLES

- Feature clear and compelling “Why Buy” brand message
- Feature current collections
- Use proper TSI logos and trademarks
- Use proper and current photography



UNAPPROVED EXAMPLES

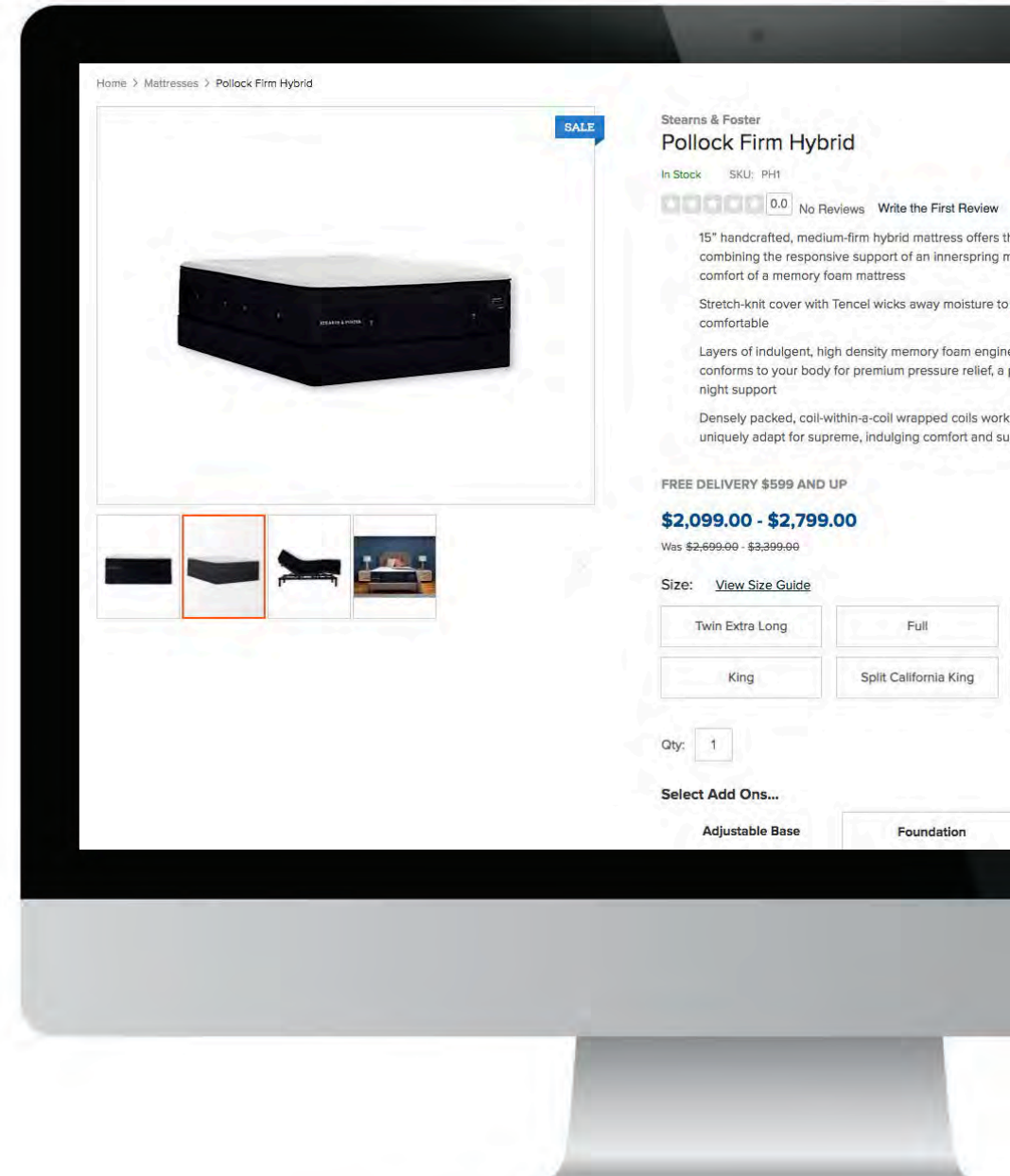
- Feature expired product photography
- Does not use proper TSI styling and trademarks on branded terms
- Feature outdated collections
- Feature outdated “Why Buy” brand message



PRODUCT DETAIL PAGE EXAMPLES

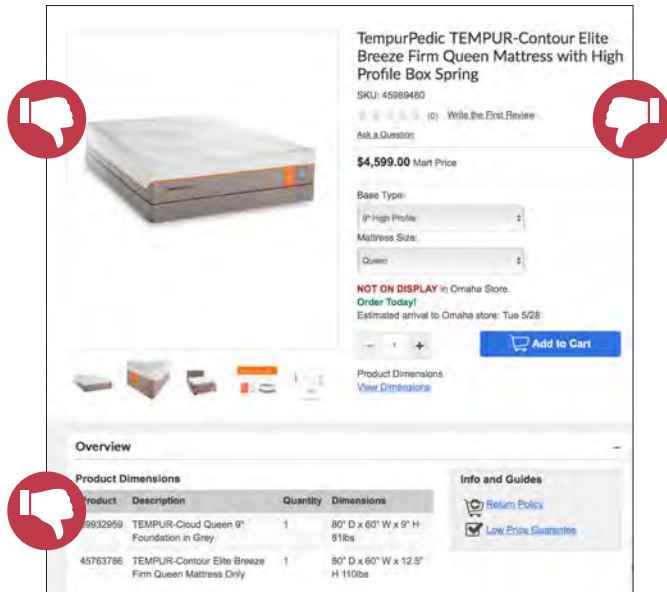
APPROVED EXAMPLES

- Use current photography
- Use current feature/benefit copy
- Feature accurate product specs
- Feature proper TSI logos and trademarks
- Have product review capability
- Features clearly listed and compliant pricing



UNAPPROVED EXAMPLES












- Feature expired product photography
- Feature outdated feature/benefit copy
- Does not use proper TSI logos and trademarks
- Does not feature clearly listed and compliant pricing









COMMON ERRORS



USE OF OUTDATED LOGOS

	TEMPUR-PEDIC®	SEALY®	STEARNS & FOSTER®
 CURRENT LOGOS	<p>PREFERRED</p>   <p>APPROVED</p>  		<p>STEARNS & FOSTER®</p> <p>STEARNS & FOSTER®</p>
 EXPIRED LOGOS	 		 <p>STEARNS & FOSTER®</p>  <p>STEARNS & FOSTER®</p>

USE OF OUTDATED PRODUCTS, COLLECTIONS, OR PHOTOGRAPHY

	TEMPUR-PEDIC®	SEALY®	STEARNS & FOSTER®
 CURRENT	<p>COLLECTIONS</p> <p>Adapt™ PRObreeze° ProAdapt™ Luxebreeze° LuxeAdapt™</p> 	<p>COLLECTIONS</p> <p>Essentials™ Cocoon™ by Sealy® Posturepedic® Buying Group Lines Posturepedic® Plus</p> 	<p>COLLECTIONS</p> <p>Estate Lux Estate Hybrid Lux Estate Reserve</p> 
 EXPIRED	<p>COLLECTIONS</p> <p>Flex Contour Cloud</p> 		

NO RATING & REVIEW CAPABILITY

Only retailers with rating and review capability on all TSI product detail pages will be approved for inclusion on the Retailer Locator.

If a product detail page has rating and review capability, but no consumers have left reviews for that product, that site will still receive approval since the capability is there. See the FAQs for more details.



A screenshot of a product detail page's review section. At the top, there are two tabs: 'Description' and 'Reviews (0)'. Below the tabs, the word 'Reviews' is displayed. Underneath, it says 'There are no reviews yet.' followed by 'Be the first to review!'. There is a section for 'Your rating' with five stars, where the first star is highlighted. Below that is a text area for 'Your review *'. At the bottom left of the form is a green 'Submit' button.



PRICING ERRORS

Only retailers with clearly listed and accurate pricing will be approved for inclusion on the Retailer Locator. See the FAQs for more details.

1. Pricing is not shown.



"Call Today for Pricing"

2. Pricing is incorrect.



\$3,799 (if the correct price is \$3,999)

3. Pricing does not follow Tempur Sealy pricing policies.



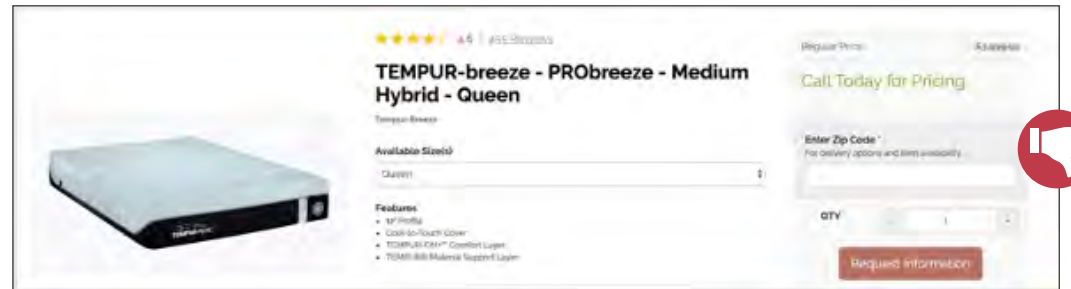
\$3,999 "Call Today for Pricing"



\$4,199 Sale Price \$3,999



Was \$4,499 Now \$3,999



FAQ & RESOURCES

Do I have to use one of the TSI-provided brand landing pages?

- No. The TSI-provided brand landing page creative is free to use, but not mandatory. Custom landing pages are accepted as long as the content meets the minimum requirements listed throughout this guide.

I want to leverage one of the TSI-provided brand landing pages. How do I get started?

- First, you should reach out to your website provider to understand what brand landing page options are available to you.
- If it is determined that a TSI-provided brand landing page is the right solution for your site, please reach out to tsi@iconmc.com to confirm layout choice and any customizations needed. The Icon team will work with your website provider to customize the page and exchange the necessary files.

Where can I find the TSI-provided brand landing pages?

- View the available brand layouts here:
<http://projects.iconmc.com/tsi-landing-pages/>

Where can I find current TSI photography, logos, and assets?

- Current assets are available to retailers on the TSI Retail Connection:
<https://portal.tsiretailconnection.com/>
- Login required: Please reach out to your TSI rep for assistance.

Where can I find current pricing and promotions?

- Current product price cards are available on the TSI Retail Connection:
<https://portal.tsiretailconnection.com/>
- For further guidance on pricing and promotions, reach out to your TSI rep for the most recent version of the Price List and Advertising, Website and Digital Marketing Requirements (AWDM).

What qualifies as product reviews?

- **Star Ratings:** Yes.
- **Written Reviews:** Yes.
- **Syndicated Reviews:** Yes. (Syndicated reviews are reviews collected and populated on your site from a third-party site using an API.)
- **Static Reviews:** No. An image with a star rating or customer testimonial that is not a “live” review will not meet the minimum requirements for approval on the Retailer Locator.

I have review capability on my site, but no consumers have left any reviews yet. Will my site be approved?

- Yes. Having the capability for consumers to leave reviews meets the minimum requirements for approval on the Retailer Locator.

I don't currently have reviews on my site. Do I have to use one of the Digital Edge-recommended vendors?

- No. The vendors recommended through the Digital Edge program have been vetted by TSI to meet minimum standards to ensure quality and delivery of reviews. You are free to work with your own vendors as long as your site meets the minimum requirements listed throughout this guide.

CONCLUSION

To get started on Retailer Locator approval, follow these easy steps:

1. Reach out to your TSI rep to request a Retailer Locator review
2. Results, either pass or fail, will be returned within 10-15 business days.

If passed, your website URL will appear on the brand's retailer locator automatically.

If failed, your TSI sales rep will set up time to review these results and discuss next steps needed for approval.

3. Once the appropriate updates have been made, your website will be resubmitted and reviewed for approval.

If approved, you will be expected to maintain content as approved on an ongoing basis. Failure to do so may result in the removal of your address(es) listings from the Retailer Locator. Additionally, retailers who are not in compliance with current Advertising, Website & Digital Marketing Requirements may also be subject to removal from the Retailer Locator.

