



Press Release - The Tempur-Pedic® TEMPUR- Dream™ Crib Mattress honored as a 2020 JPMA Innovation Awards Finalist

FOR IMMEDIATE RELEASE:

Tempur-Pedic® Honored as a 2020 JPMA Innovation Awards Finalist

Finalists Represent the Year's Most Innovative Baby & Children's Products

Chicago —Tempur-Pedic® is pleased to announce that the [TEMPUR-Dream™ 2-Stage Crib and Toddler Mattress](#), designed and manufactured by the premier crib mattress supplier in the USA [Kolcraft Enterprises Inc.](#), is a finalist for the 2020 JPMA Innovation Awards, which honor some of the most exciting new baby and children's products on the market today, including high-tech gear, interactive toys, mind-blowing apps and life changing safety gear.

The TEMPUR-Dream™ 2-Stage Crib and Toddler Mattress is a finalist in the Nursery category.

The Tempur-Pedic® TEMPUR-Dream™ 2-Stage Crib and Toddler Mattress is the world's most advanced baby mattress. It is designed with the 2-stages of comfort technology to create better, higher quality sleep right from the start. The TEMPUR-Dream™ is made with an exclusive TEMPUR-Response® Memory Foam that delivers personalized comfort and support for growing toddlers, while a firmer foundation supports newborns and infants properly.

Healthy and safety features are designed into the mattress as well. The materials are all GREENGUARD® GOLD certified and pass Chemicals of High Concern regulations introduced by states including Washington and Vermont and California's Prop 65. All the Tempur-Pedic® foams are made in the USA, are CertiPUR-US® certified for quality and do not contain phthalates, fire retardants or harsh additives.

Not only is the mattress gentle and comfortable for babies, it has a two-cover design for health and safety. Two different mattress covers are included to help today's busy families. The CozyFresh™ cover is a soft fabric that is breathable on baby's skin while the underlying barrier provides waterproof protection. The CozyFresh™ cover is designed with an aqua colored 360 degree zipper so it is completely removable and can be machine washed for ultimate cleanliness. It zips off into two pieces for faster washing and drying or separating colors if desired. While the cover is in the wash a second seamless waterproof protective encasement covers the mattress to protect baby safely. The mattress can continue to be used for safe sleep with the second cover.



The JPMA Innovation Awards recipients raise the bar by offering parents breakthrough products that help safeguard and care for baby. The winners will be announced at 9:00 a.m. on Wednesday, April 1, 2020.

Award winners will be selected by an esteemed lineup of judges, including top names in media and safety, in 13 distinct categories, including a new "Tried and True" category that honors products on the market for five years or longer.

In addition to the category winners, two additional top awards will be announced, "Parents Pick" and "Best in Show." Parents Pick is chosen by parents across the country. Voting for the "Parents Pick" award is now live and ends March 30th at noon via <https://www.jpma.org/page/parents-pick>. The Best in Show award goes to the product with the highest overall score, regardless of category.

"The JPMA Innovation Awards are a testament to the level of innovation in our industry," said Kelly Mariotti, JPMA's executive director. "This year's finalists have made important advancements in quality and safety for baby and children's products that will help make parents lives easier, and give them added peace of mind."

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ABOUT THE INNOVATION AWARDS

The Innovation Awards competition began in 1989 as the Most Innovative Product Contest and has become recognized as a highly acclaimed competition. In 2003 JPMA renamed it as the Innovation Awards to more accurately represent the focus on innovation.

ABOUT JPMA

The Juvenile Products Manufacturers Association (JPMA) is the voice of the industry on quality and safety for baby and children's products. We do this by:

- Advocating for safety through product certification programs and legislative and regulatory involvement;
- Supporting a broad and diverse membership through member-only programming and industry promotion;
- And by acting as a comprehensive source for baby product information and education.

JPMA members represent 95 percent of the prenatal to preschool products sold in North America.

To find out more about JPMA, our certification program and products certified, and for a complete listing of JPMA members, please visit www.jpma.org. Follow JPMA on Twitter @JPMA and connect with us on Facebook to learn about additional safety tips and JPMA initiatives.

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Visit Tempurpedicbaby.com for a full overview of the world's most advanced baby mattress.

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