



## **VERY IMPORTANT:**

Brand Name: Buddha Bed

Tag Line- For A Peaceful Night Sleep

Type of Product- Terry Cloth Waterproof Mattress Protection

FIVE SIDED PROTECTION

ELASTIC CORNERS FOR EXTRA GRIP

NO SLIP MATTRESS PROTECTION

## **SIZE OF MATTRESS PROTECTION: CAL KING**

Place this type and we will change to the other sizes: CAL KING  
We will edit file to adjust type for KING, QUEEN, DOUBLE, FULL, TWIN, TWIN XL ( this must be easy for us to go into the PSD document and locate this layer and update the type and save the file for our needs- web, print, digital).

## **KEY IMAGES FOR THE FRONT OF THE SELL SHEET**

**IMAGE:** We have uploaded various images.. please use the lady sleeping..and we will switching to a baby, elder couples and for boys.

**Value Added Points: these should be in a circle to break way from the graphics.**

Quite- NO NOISE -( Symbol of noise with a slash around it)

Ultra Soft Terry Cloth-Premium Terry is soft and smooth

Waterproof-( symbol of water with the circle and slash around it)

SWEAT Stain Blocker ( show a stain on white with a slash)

Washable-( show an image of a washing machine)

Dust Mite and Bed Bug Defense- ( Show Dust Mite with a circle and a slash)

Allergen Free ( We have placed a lot of images of bacteria.. please pick one)

Bacteria/ Mold/ Mildew Free ( image of mold with a slash)

## **Back of Sheet-**

### **Banner Header with 3 SIMPLE STEPS TO INSTALL**

We have 3 images show how to place this on the bed - FPO for now

Show section of terry cloth (close up and the folded one)

Show these icons ( picked from front)

waterproof

sweat stain blocker

no dust mites and bed bugs

no noise and super soft

washable

allergen free

AVAILABLE IN THESE SIZES:

CAL KING, KING, QUEEN, DOUBLE, FULL, TWIN, TWIN XL

We also offer:

Buddha Bed Pillows and Pillow Cases - show this at the bottom as a teaser for them to consider these items. We can use basic illustrations for the these 2 new products.