

INTEGRATED BEDDING COVER SYSTEM AND METHOD PATENT

**CONFIDENTIAL INFORMATION
PRESENTATION**



OCEAN TOMO[®]
INTELLECTUAL CAPITAL EQUITY[®]

200 W MADISON, SUITE 3700
CHICAGO, IL 60606



Life's complicated. Your bed shouldn't be.

Messy sleepers, lazy bed-makers, perfectionists: it's time to get organized—*so simply*. Simplified Bedding is an integrated duvet cover + flat sheet system designed to make everything about your bed easier and more comfy. Simplified Bedding will refresh how you think about your bed and will, ultimately, streamline your bedding care and expedite each morning.

Inspired by the tradition of European bedding, Simplified Bedding **is the only patented bedding** of its kind, combining a soft, simple-to-use duvet cover with a seamlessly zippered-in flat sheet.

Experience the impact, every day:

***Save hours, gain happiness.** You will spend virtually no time making your bed and no time thinking you *should* have. No kidding: This can save you around 8 hours per year yet give you a sense of achievement every day. Just get out and pull up the cover for a perfectly made bed. And get on with your life.

***Banish tangles.** Whether you get tangled during sleep or have to deal with untangling sheets to make the bed, a zipped-in flat sheet means no more mess.

***Be aligned, every time.** For the perfectionists or aspiring ones, you will likely shave at least 3 minutes off your morning routine trying to align the sheet and comforter. With discrete zippers and Velcro, it's already done.

***Deal with your duvet less.** You can easily zip off the flat sheet for washing, and then reconnect it simply. Meanwhile, your duvet cover stays put, needing less washing. Less washing of the duvet cover=fewer duvet insertions and placement (and frustrations!).

***Get really comfy.** We source 100% percent cotton fabrics with 300 thread count for both the duvet cover and attached flat sheet. Super soft. For any season. Not to mention—our built-in corner ties keep the duvet in place and a better fit all around.

Simplified Bedding®

www.simplifiedbedding.com

Boulder, CO 80308

U.S. Patent No. 8,689,375, U.S. Patent No. 9,826,848

Flat sheet or no flat sheet? Why Simplified Bedding?

We figure there are two main types of sleepers.

And there are compelling reasons to be either one.

With Simplified Bedding, we cover every preference. And no matter which sleeper type you may be, you end up with simplicity and a perfectly made bed (in seconds!).

1/ Flat sheet users. These people like to protect their duvet cover. Or maybe they're a little more traditional. Or they like layers, or a variety of sheet designs. They want a barrier between them and their duvet cover (perhaps because they know we shed more than 8 lbs of dead skin per year). But they have sheet tangle issues and, on some level, truly dread making the bed.

2/ No flat sheet sleepers. Whether it's making the bed or sleeping in it, these people can't be bothered with a flat sheet. It's sort of insightful, except when it comes to either not washing the duvet cover enough or washing it regularly, which can be overwhelming to tackle on a frequent basis.

The best of both worlds.

With a zippered on/off flat sheet, you get convenience and ease with Simplified Bedding.

First, it is so easy to maintain – using a (built-in) flat sheet with your cover, you just have to wash the sheet when it's dirty instead of cleaning the entire duvet cover. Removing a flat sheet for washing is much, much easier than washing the entire duvet cover.

Second, it's cleaner. You feel as though you are not sleeping under a sheet and getting all tangled up, but indeed you are sleeping under one and it is keeping your duvet cover clean and protected.

Finally, regardless of care, you'll have a *perfectly made bed, every time.*

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Benefits

6" sheet-fold over duvet cover - protects the top section of duvet cover from oils and dirt



Durable YKK® zipper system & hidden Velcro® tabs - keeps the sheet and duvet cover completely aligned during sleep and makeup

100% Cotton Sateen - ensures pure softness and coziness

Zipper flap - (not pictured) hides the zipper and creates a finished look on the duvet cover

Duvet cover internal ties (optional) - limits shifting of duvet inside duvet cover (4 corner plus 2 middle top/bottom ties)

Extra wide button closure - easier to insert your duvet into the duvet cover



NEW INTEGRATED BEDDING SOLUTION PROVIDES SIMPLICITY, EASE AND COMFORT
First-of-its-Kind Patented Bedding Product Delivers the Perfectly Made Bed -- Every Time

Boulder, CO (December 3, 2014) –**Simplified Bedding**[™] (www.SimplifiedBedding.com) announces the launch of its innovative patented bedding system, which combines a duvet cover and flat sheet into one seamless and sleek bedding solution. Designed for children, teens and adults, Simplified Bedding brings a convenient, new bedding product that provides simple bed make-up, tangle-free sleeping and easy laundering.

Simplified Bedding is an alternative to conventional bedding, integrating a high quality cotton duvet cover and flat sheet – delivering simplicity, comfort and ease. Attached by an easy zip on/off system concealed at the underside of the duvet cover, the flat sheet overlaps and affixes to the top of the cover to further ensure *complete* alignment while protecting it from oil and dirt. The duvet cover features ties in the interior four corners and top/bottom middle of the cover to keep the comforter from shifting. To launder, the flat sheet is simply unzipped from the duvet cover.

“Consumers absolutely want products that both simplify their lives and saves them time,” says Emily Stinchcomb, founder and owner of Simplified Bedding. “What we’ve created is a truly innovative solution to how your bedding functions. Not only is it ultra comfortable, it’s incredibly easy to make – saving you time *every day*, and delivering the perfectly made bed *every time*.”

“Making my bed has always been a hassle, especially when I became a time-starved wife and mom,” says Emily. “Finding the sheets at the bottom or sides of the bed, and then trying to align them with the duvet cover while tucking them in – I had no time for it. I was motivated to find a solution, but one did not exist.”

Then, in 2007 during a trip to France, Emily was reminded of the European sleeping method, which does not use a flat sheet. Her only hesitation with this way of bedding was that by not using a flat sheet, she would need to launder the duvet cover often, which requires added time and effort, as well as, wear and tear of the duvet cover from over-washing. During her trip, Emily came up with the concept and soon began designing Simplified Bedding – an integrated bedding system that delivers a convenient bedding solution to eliminate sheet tangles and streamline the bedding make-up without sacrificing cleanliness or comfort.

Offered in a pure white to complement any style and room décor, Simplified Bedding is available in twin, queen and king sizes. Prices for the bedding systems range from \$159-\$209. Additional zip-sheets range from \$55 - \$85, and a pair of coordinating pillow shams is \$50. The products are available at www.SimplifiedBedding.com.

To see how Simplified Bedding works, click on the link to this short video:
http://oceantomobidask.com/patent_lot-86_video-presentation.html

About Simplified Bedding

Simplified Bedding is a Boulder, CO-based specialty bedding company and developer of a patented system that integrates a duvet cover and attached flat sheet into a seamless bedding solution providing simplicity, tangle-free sleeping and comfort.

www.simplifiedbedding.com

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