

WHERE'S THE TRAFFIC?



Mattress stores are under attack! Online brands are growing while shoppers stay home.
Retail traffic declines while sales and margins struggle. Yet costs still rise.

What is going on? Will it get worse? What should you do?

At Colonial our mission is to help our clients sell more beds. We have the experience and expertise to help. Our latest mattress research was designed to understand the choices faced by today's shopper and how to get them back in store...to buy!

**To hear more about our new ARG study "Where Mattress Shoppers Buy...and Why"... let's talk.
Simply call, email or visit our web site at www.colonialllc.com.**



Top of Bed Displays



Headboards



Branded Apparel

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COLONIAL LLC
DISPLAY AND BRANDING SPECIALISTS