

# People Do Business With People They Trust



## Colonial Rule #1:

## “Trust Is Built On First Impressions”

You can tell a lot about a person by the clothes they wear.

Trust, quality and value messages are sent by the way we dress.

**We know that is true for sales professionals.**

**It is also true for mattress displays.**

Consumers trust that the quality they see on the outside of a bed is matched by the quality they CANNOT see on the inside.

Fabrics, borders, handles and other aesthetic details are carefully designed to communicate a brand's quality position.

Shouldn't displays such as pillows, foot protectors and headboards reflect that position too? Consumers certainly think so!

Well-dressed display beds, like well-dressed salespeople will add trust, credibility and value to the consumers' shopping experience.

Poorly dressed display beds will not!

At Colonial, we have the experience and expertise to understand your vision, your challenges and your goals.

We design display, branding and apparel programs that add value and help you sell more beds.

And that, you can trust, is our mission!



**Top of Bed Displays**



**Headboards**



**Branded Apparel**

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**To find out more, visit: [www.colonialllc.com](http://www.colonialllc.com)**

**COLONIAL** LLC  
DISPLAY AND BRANDING SPECIALISTS