

# FOLDING WEDGE

## INCLINED SLEEP SOLUTION

### WHY RECOMMEND A CONTOUR FOLDING WEDGE?

#### Your Store Benefits

##### There's a Huge Market

# of Americans that suffer from these Health Conditions (and could benefit from elevated sleep)

Acid Reflux	25M	Sleep Apnea	25M
Asthma	25M	Back Pain	80%
COPD	65M	Snoring	40% Men 24% Women

##### Easy, Effective Merchandising

- The wedge folds into a compact package - creating a lot of profit in a small space
- Eye-catching package design with detailed benefits listed on 2 sides - practically sells itself!
- Stacks or stands neatly (No more bulky wedges cluttering your shelves)



##### Superior Quality Outshines Competition

- Constructed with durable, high-resiliency foam
- Superior fabric - ultra soft and absorbent
- Competitively priced
- 4 sizes available
- Assembled in the USA

#### Your Customer Benefits

##### Recommended by doctors

Many doctors prescribe inclined sleeping for a range of health reasons. The Contour Folding Wedge alleviates symptoms of acid reflux, snoring, pain and more while providing head, neck, and back support.

##### Multi-Use

Place under head, back or legs. Use it for a restful night's sleep or for relaxing while watching TV or reading.

##### Stores Easily

Simply fold it up and store when not in use.



##### Cover is Super-soft & Washable

Easily removable, the zippered cover is made with a comfortable velour and is machine washable. It is a neutral shade of ecru that goes with everything!



Super-Soft, Plush Cover

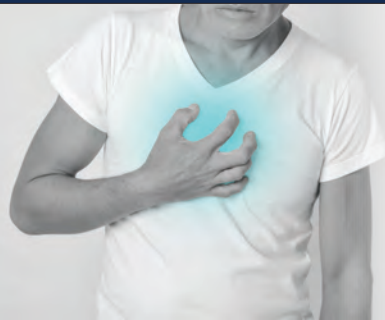
### WHO NEEDS A FOLDING WEDGE?



#### Many doctors recommend elevated sleep for the following conditions:

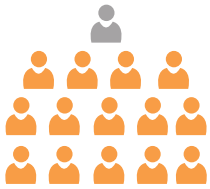
- Acid reflux, GERD, indigestion and other digestive issues
- COPD, asthma, post nasal drip, sinus pressure, allergies, colds, and other respiratory problems
- Snoring and CPAP Therapy
- Edema and swelling
- Muscle tension
- Back pain
- Pregnancy
- Migraines
- Heart congestion & inflammation
- Nervous system, spine & movement disorders
- Hiatal Hernias

# Do Your Customers Know the Consequences of Leaving Their Acid Reflux Untreated ?



## ACID REFLUX

It is a big deal!



### 1 out of 14

Americans experience acid reflux (25M). 60M Americans are affected by GERD.

50% of pregnant women suffer from acid reflux in their last trimester.



## 5 SERIOUS FACTS ABOUT CHRONIC ACID REFLUX & GERD

- Chronic acid reflux is classified by having the condition 3 or more times a week.
- People with chronic acid reflux have a 50% chance of permanent damage to their esophagus.
- 20% of people with chronic acid reflux will develop GERD.
- People with GERD have 43 times the risk of esophageal cancer.
- 15,000 Americans die from esophageal cancer each year.

## YOUR CUSTOMERS WILL RAVE OVER THE CONTOUR FOLDING WEDGE

“I want to tell you the [wedge] is fantastic, it’s helped my acid reflux and my snoring, and it even has pretty much stopped me from getting up and going to the bathroom a couple times at night.”

“Product arrives as shown. It does not need to decompress (which some of them never do). The foam is supportive enough to ensure you will not sink down, but pretty comfortable. I bought it for nighttime GERD and those symptoms are lessened by sleeping a bit elevated. I use it every night.”

## CHOOSE THE RIGHT WEDGE

Help your customers get the perfect fit – here are recommendations, but your customer must determine what is most comfortable. Our 7” tall wedge is the most popular for comfort due to the gradual incline.

**12° incline**  
7”H x 32”L  
Recommended for digestive issues because the extended length prevents bending at the waist. Also effective for respiratory issues.

**16° incline**  
7”H x 24”L  
Most popular. Provides relief for respiratory and digestive issues.

**22° incline**  
10”H x 24”L  
Higher inclines are recommended for CPAP Therapy and other respiratory issues. Can also provide relief for digestive issues.

**26° incline**  
12”H x 24”L  
Perfect for propping up to watch TV or read. Also provides aid to getting in and out of bed.

## Elevated Sleep Solutions



## MERCHANDISING MADE EASY!

A lot of profit in a small space! Contour’s Folding Wedges display neatly – they are eye-catching, compact, and stackable. This planogram includes other elevated sleep solutions from Contour to help you cross sell and upsell.

**\$3,024 Cash Sales**  
**in a 4’ x 6’ Space**  
with Contour’s Elevated Sleep Solutions

\*Sell thru on 1 case of all products on this planogram.