

PRESS RELEASES

New Purple™ Blanket with Dual-Feel Design Is Purple's Coziest Product Yet

November 19, 2018 | Author: Savannah Turk

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Bamboo Fibers and EiderTech™ Fill Bring Innovation and Comfort Together in One Ultra-Soft Blanket

ALPINE, Utah, Nov. 16, 2018 — Purple Innovation, LLC ("Purple"), a comfort product company known for creating the "World's First No Pressure™ Mattress," today announced the launch of Purple's newest product, The Purple Blanket, available for a limited time only on purple.com.

The Purple Blanket was engineered with comfort in mind. It has a dual-feel design that gives users two distinct and luxurious experiences. One side is made of 100 percent

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The Purple Blanket was engineered with comfort in mind. It has a dual-feel design that gives users two distinct and luxurious experiences. One side is made of 100 percent rayon from bamboo fibers giving the blanket a smooth, sleek and cool feel. The other side is composed of a plush, mink-like fabric for cozy, warm comfort.



The blanket also features an EiderTech™ fill, which mimics the loft, breathability and insulating features of eiderdown while providing a sustainable and eco-friendly alternative. The EiderTech fill also won't migrate, clump or poke like natural down and helps regulate temperature so users get a perfect experience no matter the season.

"This product is the ideal addition to any living room, bedroom or guest room. It is terrific for warming up during the winter months and lounging around in the summer," said Alex McArthur, chief marketing officer at Purple. "The dual-feel design and EiderTech fill make this blanket a unique, soft and sustainable product that we are excited to offer this holiday season."

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★★★★★

I've had this mattress for a year, and I wake up every morning so happy that I bought this mattress! I tell everyone I know who is looking for a new mattress to give Purple a serious look. I think I've sold at least 3. I couldn't be happier with this bed!

Katie S.



No Pressure to Try

Sleep on your new mattress for 100 nights – if you don't love it, we'll take it back!

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The consumer-ready version of the blanket was finalized after months of prototyping, evaluating various materials and constructions, and extensive consumer testing. "Purple has a deep history of developing innovative comfort products. True to that tradition, we designed, manufactured and tested the Purple Blanket to be the most comfortable blanket in anyone's home," said Bret Mitchell, senior director of brand management at Purple.

The Purple Blanket is available exclusively on purple.com for a limited time and can be ordered starting today for \$99. The blanket will also be part of Purple's Black Friday promotions, which begin on November 22.

About Purple

Purple is a comfort innovation company that designs and manufactures products to improve how people sleep, sit, and stand. It designs and manufactures a range of comfort technology products, including mattresses, pillows, and cushions, using its patented Hyper-Elastic Polymer® technology designed to improve comfort. The Company markets and sells its products through its direct-to-consumer online channel, traditional retail partners, and third-party online retailers. For more information on Purple, visit www.purple.com

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No Pressure to Try

Sleep on your new mattress for 100 nights – if you don't love it, we'll take it back!



No Sleep Pressure

The only mattress with no pressure points – giving you the best sleep of your life.



