



Why Blue Bell?



We at Blue Bell Mattress are proud of our long-standing history and our continued success is achieved by remaining at the forefront of the bedding industry.

Blue Bell Mattress started as a family business in 1928 in Hartford, Connecticut. In 2018, Landon Capital Partners acquired a majority share in the company. Blue Bell brand offerings include King Koil, Natura, Circa '28 and private label collections for key partners. Blue Bell has recently expanded the Natura brand to include Natura Retreat and Natura Hybrid, the eco-friendly, sustainable mattress made from recycled components from Repreve. In addition, Blue Bell has expanded into hospitality sector through the new Circa '28 brand.

In the past 90 years, the Blue Bell Mattress name has become a dominant player in the bedding industry and one of the top ten mattress manufacturers in the U.S. Currently located in East Windsor, Connecticut, the main office operates out of a 200,000-square-foot facility.

Our diverse product line starts with the care of our family to yours. We know you expect the best which is why we only stand for the best. We are confident we can take care of your sleeping needs and invite you to explore our brands to see which one is right for you. We cannot wait for you to join the Blue Bell Mattress family.