



## NSC Medical Mattresses

### The Clinical-Grade Advantage for Everyday Sleepers

NSC Medical delivers medical-grade therapeutic mattresses engineered in Canada, offering pressure redistribution, spinal alignment, and long-term durability that typical retail competitors cannot match.

#### Brand Promise

Clinical performance at home. NSC Medical designs and manufactures therapeutic sleep surfaces using the same engineering principles applied in hospitals and healthcare facilities. Mattresses are built to reduce pain, improve posture, and enhance overall sleep quality – benefits validated by their medical-grade construction and ISO-certified manufacturing.

#### What Makes NSC Medical Different

- **Medical-Grade Engineering:** Developed by a Class I Medical Device Manufacturer with over a decade of experience supplying hospitals, clinics, and long-term care facilities.
- **Canadian Manufacturing:** All mattresses are produced across 13 Canadian facilities with full component traceability and low return rates.
- **Eco-Friendly, Certified Materials:** Chemical-free natural latex, eco-friendly foams, and CertiPUR-US certified components.
- **Therapeutic Benefits:** Designed for pain relief, spinal alignment, improved posture, and better sleep quality.
- **Hospital-Grade Durability:** Built to withstand demanding clinical environments – far exceeding the lifespan of typical retail foam mattresses.

#### NSC Medical vs. Typical Retail Competitors (e.g., Silk & Snow, Endy, Casper)

Category	NSC Medical	Typical Retail Competitors
<b>Purpose</b>	Clinical-grade therapeutic support for pain relief, alignment, and recovery	Consumer comfort-focused, lifestyle-driven
<b>Engineering</b>	Medical-grade foams, pressure redistribution systems, natural latex with global certifications	Standard memory foam or hybrid builds
<b>Manufacturing</b>	100% Canadian, ISO-certified, full traceability	Mixed manufacturing (Canada/US/overseas), limited



Category	NSC Medical	Typical Retail Competitors
<b>Durability</b>	Built for hospital-level longevity	Typical consumer lifespan (5–8 years)
<b>Health Benefits</b>	Designed to reduce pain, improve posture, and support recovery	General comfort; limited therapeutic claims
<b>Return Rates</b>	Very low due to strict medical-grade QC	Higher variability across brands
<b>Price Positioning</b>	Value-driven clinical performance (mid to premium)	Broad range; often marketing-driven pricing

### Ideal Customer

NSC Medical is the right choice for consumers who:

- Experience back pain, pressure points, or poor sleep quality
- Want medical-grade performance rather than lifestyle marketing
- Prefer Canadian-made, eco-friendly, certified materials
- Value long-term durability and clinical engineering

### Brand Positioning Statement

NSC Medical brings hospital-grade therapeutic sleep technology into the home – delivering superior pressure relief, spinal alignment, and long-lasting performance that retail mattress brands simply cannot match.

### Brand Endorsements and Certifications

