First impressions count, especially when it comes to sleeping on a new mattress. In colder climates, traditional viscoelastic foams can stiffen, and in warmer climates, can become too soft - creating a poor first experience for some mattress consumers, as well as various manufacturing challenges. Fortunately, you can conquer these inconsistencies with our innovative EVENcor™ Memory Foam, which maintains its plush, comfortable feel as a viscoelastic foam in a broad range of temperatures. For consumers, this means a soft, supportive mattress that evenly distributes body weight, even in an air-conditioned bedroom or cold climates. For manufacturers, EVENcor™ offers the ability to fabricate consistently regardless of the environment, as well as the option to compress products, leading to more efficient and cost-effective shipping. Increased customer satisfaction also means fewer returns, making EVENcor™ a win-win solution for all environments.

**Manufacturer Benefits**
- Ability to fabricate consistently in all climates
- Option to compress and ship product
- Reduced returns
- Consistent, even performance

**Consumer Benefits**
- Plush, luxurious, consistent feel in all climates
- Unbeatable comfort and support
- Evenly distributes body weight

<table>
<thead>
<tr>
<th>Feature</th>
<th>Viscoelastic Foam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consistent Feel</td>
<td>✔️</td>
</tr>
<tr>
<td>Compressible</td>
<td>✔️</td>
</tr>
<tr>
<td>Durable</td>
<td>✔️</td>
</tr>
</tbody>
</table>

We'd love to hear from you. Let’s find your solution!
844-824-9348  |  foam@innocorinc.com  |  innocorfoamtechnologies.com
55% of consumers notice a difference in products with changing seasons...

- 45.0% Same
- 55.0% Felt Different

How does your memory foam product feel in changing seasons? n=600

...Of those, 69% had a negative experience and/or considered returning

- 31.0% No Action
- 19.0% called store
- 18.0% returned or seriously considered
- 14.0% reluctant to buy MF again
- 18.0% called manufacturer

Which of the following represents your experience? n=329

Reduced Boardiness

- Traditional Visco
- EVENcor™

Change in 40% Instantaneous IFD when a 70°F sample is held at 40°F for 60 minutes.

40% Instantaneous IFD is measured via ASTM D3574-11 Test B1.

Reduced Compression Set Loss

- Traditional Visco
- EVENcor™

Compression Set Loss is measured via ASTM D3574-11 Test D.

EVENcor™ Memory Foam is durable, compressible and maintains a consistent, even feel across a broad range of temperatures.