

# HIBR

## ABOUT HIBR

HIBR (pronounced hībər, or hībur, like hibernate without the “nate”) is a lifestyle bedding company that sells direct to the consumer, eliminating the overpriced and confusing retail store experience. Their pillow line launched in the Fall of 2014 on Kickstarter to rave reviews. They focus on providing a better night’s sleep through testing, development and the real-world application of their products.

HIBR is 100% Made in the USA. They work with leading textile companies to produce the highest quality fabrics available in the world – none of the materials are outsourced for the sake of profits.

## PILLOWS

HIBR offers three distinct pillow shapes – The Simple, The Side, The Silhouette. While each shape offers its own unique benefits, they’re all produced using the same cooling technology. By offering three shapes they are able to accommodate traditional sleeping positions.

## TECHNOLOGY

HIBR’s industry leading pillows incorporate all there is to love about memory foam, but leaves out its notorious drawback - heat retention.

The approach is two-fold. Cooling capsules are infused into the pillow, that turn from solid to liquid when heat is applied, quickly managing the heat and eliminating it from the pillows. In addition, a special manufacturing technique applies cooling technology to the surface of the pillows. This surface layer treatment controls the heat while regulating airflow. The result is a pillow that’s actually “cool-to-the-touch,” giving new meaning to the phrase, “the cool side of the pillow.”

## SHIPPING

HIBR offers free shipping everywhere in the United States (even Alaska & Hawaii). They ship UPS and your order is guaranteed to ship no later than the next business day.

## PRICING

Pillows are a flat \$79 USD.

## FOUNDERS

HIBR was founded by two long time friends, business partners and entrepreneurs that focused on business, marketing, technology and programming prior to entering the bedding industry.

By eliminating the supply chain, price gouging, and consumer confusion in the bedding industry, they look to bring life changing products to consumers at an affordable price.

**Nick Ondrako**, Founder

**Erick Arbé**, Founder

## KICKSTARTER

HIBR launched a Kickstarter Campaign in October 2014 – under the name FOHM. The campaign was a success, just short of being 200% funded! They were able to ship pillows all over the world as a reward / gift to backers.

With the support of Kickstarter backers and sales the following month, HIBR was able to ship 1,000 pillows in its first 60 days – exceeding all projections and expectations.

An infringement letter from Brookstone, regarding the name “Fohm,” was received soon after, halting the efforts to date. The funds required to fight the accusation were significant, and HIBR felt they would be best spent if they were put towards re-branding and technology advancing efforts.

The support and commitment from their customer base gave them the momentum needed to continue after this setback. In hindsight, having the chance to regroup in the early stages gave them the opportunity to give the technology and brand a second look, which ultimately led to an even stronger product line.

## BRANDING

<http://hibr.com/press>

<http://brandisty.com/hibr>

## SOCIAL

Facebook: [hibrsleep](#)

Instagram: [@hibrsleep](#)

Pinterest: [hibrsleep](#)

Twitter: [@hibr](#)

## OFFICE

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