



## 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. Their mattress line launched in February 2016, after 14 months in development.

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.

The website is [hibr.com](http://hibr.com)

## MATTRESS

HIBR designed a mattress that is truly one of a kind. They developed, tested and logged hundreds of hours in pursuit of creating the most comfortable mattress for their customers.

The focus was to create a mattress that improves how people sleep. The HIBR mattress ships in a box that is 20” x 21” x 40” - and gets delivered right to your door. The box is small enough to fit in the trunk of a car.

- The 11” three-layer mattress allows for complete control over the feel of the mattress
- Uses the same cooling technology made famous by their pillow line
- Combines synthetic technology into a memory foam base to maximize comfort
- Provides a “bounce back” technology that supports body weight and movement
- Eliminates the heat, sag and softness issues that previously plagued the industry
- 100% Made in America
- Eliminates the supply chain and reduces consumer costs by over 500%

The mattress comes in 6 sizes and is sold only in the United States at this time.

Twin \$600 | Twin XL \$650 | Full \$750 | Queen \$875 | King \$950 | Cal King \$950

## 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.

Each pillow is \$79 and is shipped for free anywhere in the United States.

## SHIPPING & RETURNS

HIBR offers free shipping in the continental United States. They ship via UPS and orders are guaranteed to ship in 1-3 business days.

HIBR offers a 100 Night Sleep Guarantee. Which means that people can try the mattress and pillows at no risk.

## 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

HIBR

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