

PROJECT OVERVIEW

Sleep Surroundings examines the experience of sleeping and the environmental factors that effect sleep. They review products and offer research backed information on how to sleep better.

The challenge with this site was to present the company mission and offerings, and encourage visitors to read product reviews.

SERVICES

- Brand Definition
- UX
- Visual Design
- Marketing

LINK

www.sleepsurroundings.com

LAUNCH DATE

October 2016

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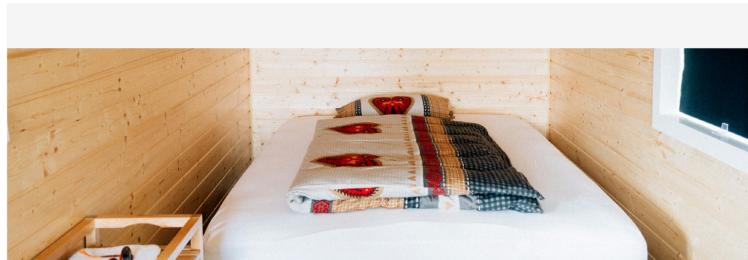
HOMEPAGE:

Sleep Well
Recommendations and reviews for your sleep environment
[Learn More](#)

AIR PURIFIERS **MATTRESS TOPPERS** **PILLOWS**

[Air Purifier Reviews](#) [Mattress Topper Reviews](#) [Pillow Reviews](#)

Our Core Mission
Sleep accounts for roughly 1/3 of one's life.
—
We investigate the sleep experience and provide in-depth information about the science of sleep, habits for sleep health, and how to construct the best sleep environment.
[Get to Know Us >](#)



Elements of the Sleep Environment



Bed
The bed is the foundation on which we sleep. It's the surface we sink into and count on to keep our sleep alignment correct. We examine bed types and recommend mattresses, toppers, and pillows.



Air
As we spend a third of our lives asleep, the quality of the air we take in over that time can have a compounding effect on our health. We examine ways to quantify and improve air quality within the bedroom.



Light
Light directly affects our ability to fall asleep, but it also has an indirect affect on our internal sleep clock. We look at ways of managing light in accordance with the time of day to improve our sleep rhythm.

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The Latest Articles



[Everyone's Guide to Waking Up in the Morning](#)

SEP 16, 2016

0 COMMENTS
Waking up at a set time is hard for many people; we live in fast times, and commuting to school and work can be stressful. But even if you're not a morning person, there are a few steps you can take to wake up feeling alert and strong in your body, instead of sluggish and grumpy...



[Why You Should Sleep On An Organic Mattress](#)

SEP 08, 2016

0 COMMENTS
Most people know about the benefits of organic foods and household products, but mattresses and organic bedding, not so much. Sleeping on an organic mattress is starting to be recognized as just as important for your overall health. As with furniture and carpets, non-organic mattresses are treated with chemical flame-retardants, which have been...

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Bed Basics

The right balance of comfort and support.

make sure you have the right mattress and pillow to get your best rest.

Mattresses

[Mattress Reviews](#)

Mattress Toppers

[Mattress Topper Reviews](#)

Pillows

[Pillow Reviews](#)

Beds have been around since the earliest times. Ever since people have laid down to rest, some sort of soft material has been sought to rest on. It's so natural we hardly stop to think about the purpose of the bed and a soft surface for sleeping. While it's our natural instincts that tell us we need a soft surface, it's not hard to understand why, it's the soft surface that acts to alleviate pressure on the joints and soft tissues.

Beyond our instincts for a soft surface, in modern times we've been able to look farther through the field of ergonomics into what's best for our body and long term health while we sleep. The perfect bed is one which offers the softness to alleviate pressure on the joints, but the right support to keep the alignment of the back and neck straight while we sleep.

Our bodies are naturally curved around the shoulders and hips, and therefore the perfect bed and pillow combination must accommodate for those curves while providing the right upward pressure to keep our alignment straight. For more on this and to investigate the top mattresses and pillows, check out our Mattress and Pillow Sections.

Current and Future Trends

The Most Popular Mattress Size in America is the Queen

For many years the trend has held that the most popular mattress size in america is the Queen size bed.

Growing Demand for Natural and Organic Mattresses

More than ever consumers are becoming concerned about the way their products are sourced and made, and that trend is extending into the bed and mattress industry. More and more people are starting to investigate natural and organic mattresses as an alternative to the traditional petroleum based polyester and polyurethane mattresses which can emit volatile organic compounds or VOCs when new. VOCs are carbon based chemicals that dissipate into the air at room temperatures. It's these VOCs people are referring to with the term 'off gassing'.

Some of the materials being used in natural and organic mattresses are:

Untreated Wool which has the advantage of being naturally fire and dust mite resistant.

Cotton wrapped in Wool Cotton is not naturally fire resistant and therefore is often wrapped in wool lining to comply with the Consumer Product Safety Commission standards.

Natural Latex This natural rubber is made from rubber trees as opposed to the more common petroleum based polyurethane.

The Rise of Mattress Ordering

The bed, and in particular the mattress is a focus that has been hit hard by startups in recent years. It used to be buying a mattress was about going to the big mattress store and walking the floor with a sales representative, who would explain the features of each bed. You would be invited to lie on each model to test its softness or firmness. Nowadays there are many more companies selling a "bed-in-a-box" mattress where the mattress comes delivered to your door rolled and sealed in a compact tube.

With more information and reviews, consumers are treating the choice of their bed and mattress much like they treat other items they order online. While it's certainly great to have the convenience of a mattress delivery (no more strapping the mattress to the roof of your car), it can still be a good idea to visit a showroom to lie down and test out any mattress you're thinking about buying.

Know Anyone Interested In Sleeping Better? Please Share!



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