



White Dove Associate Training Program

Welcome to White Dove!

We're so excited to teach you everything you need to know about our company and the products we offer. Each email in this training program is accompanied by a video-except the last, which will have a short quiz to test your knowledge. Please don't hesitate to reach out with any questions or comments.

Thanks!
The White Dove Team

Our Promise

Finally, we should recognize that we back our mattresses with industry-leading warranties. It's not just about selling a better mattress-it's about providing better sleep, something White Dove has done for more than a century.





Lesson #1: About Our Brand

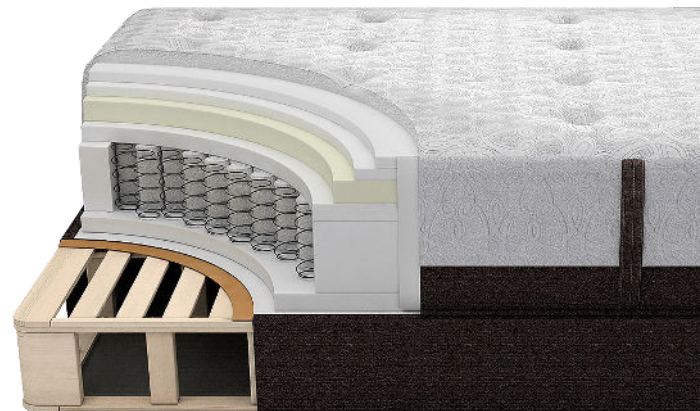


Meet Bruce Goodman, Founder & Owner

Bruce's family founded White Dove more than a century ago—and it's still in the same hands after four generations. By keeping our company small and family-owned, we can focus on investing in high-quality materials and manufacturing practices to deliver a competitive product.

How They're Made

Our mattresses are sewn and tufted by hand right here in Cleveland, Ohio with materials sourced from local communities whenever possible. Our high-density foams are 25-100% denser than the industry standards, increasing the lifetime comfort of our mattresses.





Lesson #2: Innerspring Education



What features set White Dove apart from those big national brands? The secret is in our pocketed coil system. Watch the video below to learn all the details.



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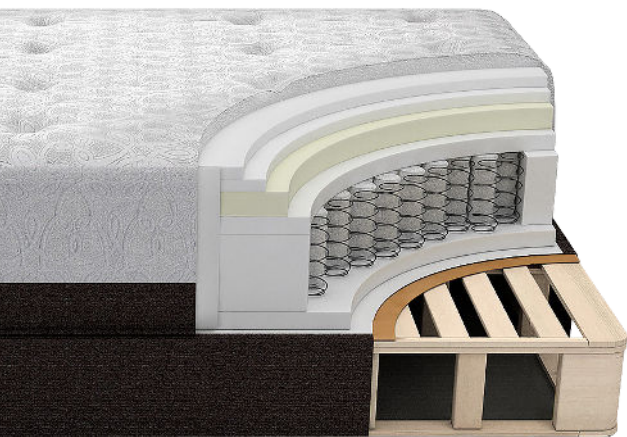


3 Things To Remember About Pocketed Coil Systems

- They reduce tossing and turning by contouring and supporting the body without increasing pressure points.
- They eliminate most motion transfer, motion transfer, meaning someone else getting out of bed won't feel like an earthquake - in fact, you won't feel it at all.
- They are an extremely durable support structure and add to mattress longevity.

Did you know?

Every queen-sized mattress we make uses over a half-mile of wire in coils.



Our Unique Coil Designs

- Our Hotel Classic Collection mattresses are made up of 800 individually wrapped 15-gauge coils.
- Our next 1,000-coil model features nested 15-gauge center coils and 15.5-gauge coils at the head and foot of the mattress for added support.
- Finally, our premium system consists of 1250 individually wrapped 15.5-gauge nested coils for ultimate



Lesson #3: Foam Layers

Today, we're unpacking the secrets behind a supportive mattress. Most manufacturers skimp on the durability of their product, instead focusing on speed and lower costs. But not White Dove.

It All Comes Down to Density

You want the foam in your mattress to be dense—lighter foam has more air pockets, which results in thinner and weaker cell walls. Lighter foam may be cheaper, but it sacrifices durability and support.



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Lesson #3: Foam Layers

White Dove Foam Facts

Premium Poly	1.2 lbs per 12" block	Hotel Classic Collection
Super High-Density	1.5-1.8 lbs per 12" block	Cambridge & Duality Collections
Ultra High-Density	1.9-2.5 lbs per 12" block	Atlas & Anniversary Collections

All White Dove foams are Certipur-US certified

- Made without the use of ozone depleting chemicals, toxic flame retardants, heavy metals or formaldehyde
- Made without phthalates regulated by the Consumer Product Safety Commission
- Have low VOC emissions for better indoor air quality.



Temperature Regulation

To top it all off, White Dove offers 2 types of temperature regulating sleep surface treatments.

- Farenice, a spray-on temperature-neutral treatment that wicks away moisture cooling through evaporation
- Frost Fiber, an active cooling fiber that transfers heat away from the body and allows it to dissipate, lowering body temperature by 2 to 3 degrees. Frost Fiber can be added to any White Dove mattress for an additional fee.



Lesson #4: Hand-Tufting

One of the most common issues with hybrid mattresses is foam delamination - when the layers of foam separate and bunch, causing a bump or wrinkle in the design.

The solution? Tufting.

Why We Tuft

Tufting ties the mattress together into a unified unit from top to bottom. However, it takes extra time, energy, and materials, so most manufacturers don't bother. But White Dove is not like most manufacturers-we tuft all our mattresses by hand.

Tufting By Collection

Cambridge Collection	Duality & Atlas Collections	100th Anniversary Mattress Collection
8 tufts	16 tufts	25 tufts





Lesson #5: Foundations

Like a home, a great night's sleep relies on a strong foundation. Discover what goes into a White Dove Mattress foundation by watching the next video in our training series.

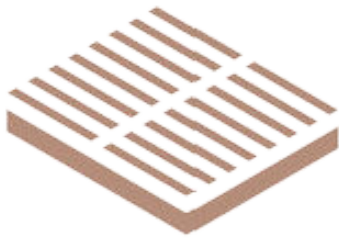


Constructed with Care

Every White Dove Foundation is Amish-crafted using **Canadian White Pine**, which has fewer knots and less tar resin than other varieties of pine.

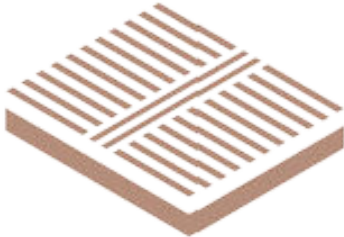
We also use **3-inch planks** instead of the traditional 2-inch planks for added strength, rigidity and durability.

Lastly, every White Dove mattress foundation is nailed together with a **triple-grip system** to decrease torque and alleviate squeaking for a less noisy foundation.



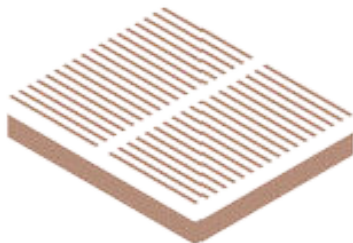
Premium Foundation

8 Cross Slats
The Classic Hotel Collection



Super Foundation

11 Cross Slats + Center Slats
The Cambridge Collection
The Duality Collection



Heavy-duty Foundation

18 Cross Slats
The Atlas Collection
100th Anniversary Collections



Lesson #6: Collections

Whether a customer is looking to relieve back issues, seeking better support, want added durability or just wish they could sleep at home the way they do on vacation, White Dove has a collection to meet their need.



The Hotel Classic Collection

Luxury hotel quality meets an affordable price point with our Hotel Classic Collection.

- Available in three levels of firmness
- Adjustable base compatible
- Pairs with an 8-slat foundation
- Includes a 10-year warranty





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The Cambridge and Duality Collections

Level 1 features poly-foam comfort layers on pocketed foam-encased coils. Level 2, features memory foam, and Level 3 models are topped with a layer of latex foam.



The Cambridge Collection has a tri-zoned coil system that helps target and reduce pain points in the hip, shoulder, and back.

The Duality can be flipped for a longer lifespan.

- Both are adjustable base compatible
- Pair with an 11-slat foundation
- Include a 15-year warranty



The Atlas Collection

This collection represents the best from White Dove in terms of support and durability.

- 1250 individually wrapped coils and ultra-high-density foam
- Durability rated up to 1,000lbs
- Adjustable base compatible
- Pair with an 11 3-inch slat foundation
- Backed by a 25-year warranty

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Lesson #7: Quality & Warranty

It's no secret that we're confident in the quality of our mattresses- here's how we prove that.



A Higher Standard

Even though we use high-quality raw materials and advanced manufacturing techniques, each mattress must still pass a 15-point quality inspection before it leaves our facility.

Industry-Leading Warranties

Once it's out of our facilities, White Dove covers our mattresses with industry-leading warranties-some being more than double what the competition offers.

White Dove warranties cover:

- Noise
- Body impressions
- Seams

We don't cover fabric wear and strongly encourage the use of mattress protectors.

