

--- T R U S T ---
WHAT'S INSIDE



 **Dreamessence™**

KEEP YOUR HEAD **IN THE CLOUDS**

What makes pillows with DACRON® DREAMESSENCE™ fiberfill so special? Its unique fine denier fibers are engineered to provide cloud-like and lasting loft after numerous washes. The exceptional fullness of DACRON® DREAMESSENCE™ fiberfill offers the great shelf-appeal you've always dreamt about.

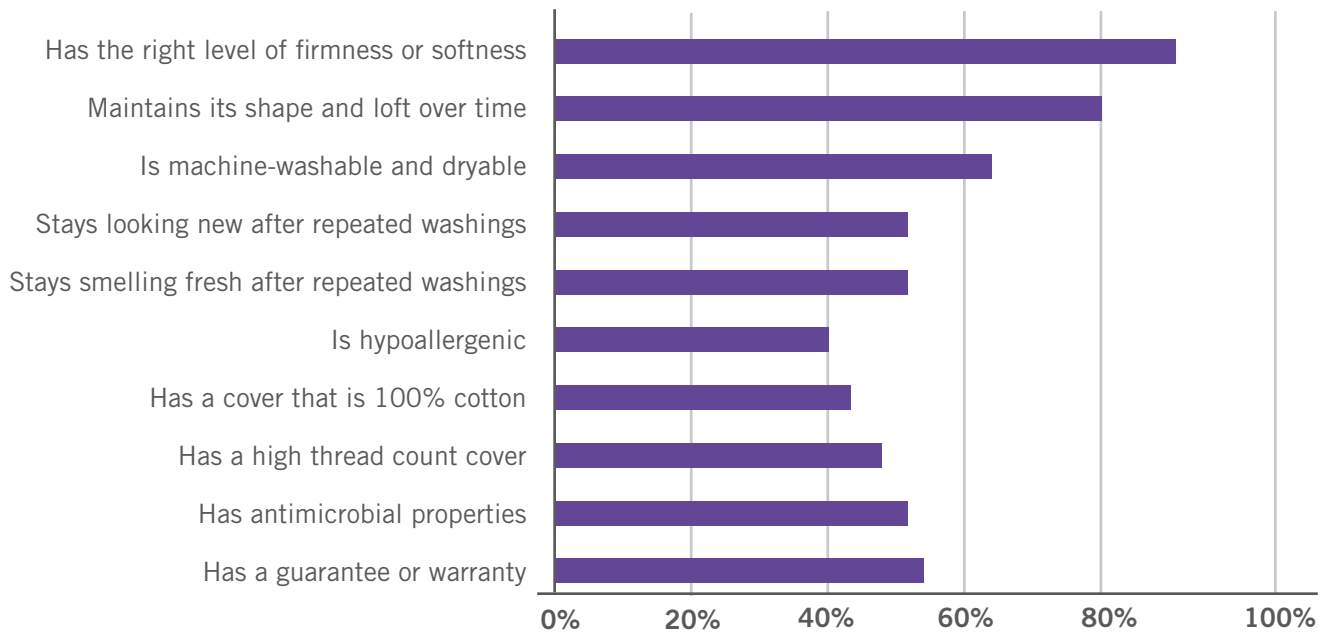


dacron.com

Softer than almost anything else on the market, the comfort and fullness of pillows with DACRON® DREAMESSENCE™ fiberfill will make you feel like you're floating on air.

Addressing the Consumer's Needs

What the majority of consumers want in a bed pillow



Results from a 300 participant 2012 consumer survey.

At the core of the DACRON® DREAMESSENCE™ brand is the fiber technology. The unique fine denier spiral fibers are engineered to maintain fluffy softness and lasting loft, providing the feel of micro denier with exceptional shape maintenance.

Consumers know the DACRON® brand, and the positive associations they have with it give strength to the DACRON® DREAMESSENCE™ brand message.

Pillow Fiberfill Specifications and Benefits

DACRON® DREAMESSENCE™ fiberfill

TYPE	SPECIFICATION	BENEFIT
T25	fine denier, 32 mm cut length	<ul style="list-style-type: none"> • Provides the feel of micro denier with lasting loft • Great fill power • Unique fine denier fibers • Hypoallergenic • Machine-washable



Dreamessence™

The DACRON® fiberfill difference is based on a legacy of fiber technologies that have earned people's trust in bedding for more than 50 years.

Consumers want to know the products they buy have the qualities, the lasting fullness, great fill power, luxurious comfort and durability they dream about. Label your product with the DACRON® fiberfill logo, the symbol of excellence for high-performance fiberfill in bedding.