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The Latex Mattress Fraud by THI Palmer

Article published on June 20th 2012 | Home

As one of the pioneers in bringing latex mattresses back from the grave in the United States I feel obligated to bring consumers up to date on what I call "the Great Latex Mattress Deception ". 10 years ago our company was one of a handful that offered high quality natural latex bed to the public both online and in our factory direct mattress showroom in Phoenix, AZ. These were the real deal, solid latex foam mattresses made with either Talalay latex or Dunlop latex or even a combination. No shortcuts or inferior materials, just the stuff that has become legendary for its durability - latex foam.

Consumers were having a hard time even finding a latex mattress locally to try out and thus our online business prospered because we had what they wanted - latex foam mattresses at a price they could afford. As the popularity started to increase thanks to the public awareness propagated by the internet, latex foam mattress started to pop up here and there on a local basis. The demand for these comfortable yet durable beds started to increase dramatically and so did the competition. More and more players were throwing their hats into the latex mattress ring. Most of these "players" were not those who live and breathe latex but rather savvy internet marketers who saw a way to make a quick buck by promoting lesser quality products by leading consumers into thinking they were the same products offered by those of us latex purists. Well here's where the deception begins.

What makes a great latex foam bed is latex, not poly foam or memory foam, just latex. This is how they were made 50 years ago and some of those latex beds are still being used today just watch the video below:

YouTube

But pure latex foam is very expensive and unless you have a mattress factory at your disposal then it would be tough to jump in and make a quick buck savvy internet marketer or not. So with heavy demand increasing and the U.S. economy weakening enter the Chinese with their dirt cheap so-called latex foam mattresses found on Amazon, Overstock and Wal-mart. Just look at the search engine results today and you won't find us pioneers but rather the money sites I mentioned above. Google no longer rewards real informative content the consumers really need, just show me the money and believe me Amazon has the money. Who can compete with millions of backlinks which seems to be the major criteria Google uses in search engine results. Those savvy Amazon, Overstock and Wal-mart affiliates now have the platform they needed to push out the real latex mattress vendors and substitute with the Great Latex Mattress Deception .

Consumer Alert: polyfoam is not the same as latex foam! Chinese latex foam is not the same as European or American made! So what is the Great Latex Mattress Fraud ? The advertising practices of the mega companies to persuade you into believing what they are selling is the same as what we are selling, only cheaper. Even American factories are falling into this quagmire of deception with terms like "latex infused memory foam". Here's one of the more popular ones on Amazon:

Queen 10" Ultra Plush Latex Mattress with Bamboo Cover

Talalay Latex and 2.35 pound high density HR Base foam 100% Made in the USA

Talalay Latex is naturally hypoallergenic, dust-mite resistant and antimicrobial

All Latex Mattresses custom tailored to your desired firmness, see product description below.

After purchase you will be contacted to customize the firmness level on your latex mattress.

But when you read it carefully you are only getting three inches of latex, the rest is just a poly foam core (HR Base foam) which will sink and sag in a few years just like all the other mattresses out there with similar construction. If you are not in the mattress industry you might not even know that HR foam is NOT the same as latex foam. These are the types of beds being sold on the mega store sites so buyers beware!

Latex mattress toppers are also being marketed in the same fashion, the top sellers are described as 3" all natural latex mattress pads. But read the description and you will find the half truths, it's only 1.5 inches of latex and the rest is just polyfoam. Because of the massive pull these sites have and the huge advertising budgets this is the stuff that gets shoved down your throat in the search engine results and images these days. Did you know that the seller pays 15% to Amazon every time you buy? Figure that expense in to the cost of goods and that bargain turns out to be a cheap piece of you know what. If you don't do your research you too will succumb to these deceptions. When most companies sell a 3" natural latex mattress topper it's just that, 3 full inches of high quality latex foam. Pay a little bit more and you will have a long term solution to your sleeping issues. Go for the bargain and you'll be right back buying another bed or pad in just a few short years.

For years now the mattress industry has gone to disposable beds, mattresses that look and feel great in the store but have no long term durability and shortly start showing signs of depressions and lack of support. But what about the warranty- read closely, one tiny little soil mark and the warranty is void. That's right, Fido lifts his leg and your warranty is null and void. Spill some wine in bed, null and void. Recently a customer had us remove their old (2 year old Sealy) mattress when we delivered them their new all latex mattress. Now I'm 56 years old and I lifted that king size mattress over my head with one hand just to prove a point, no, not that I'm buff but rather to show the lack of materials in the beds these days.

In conclusion folks, mattresses are about weight, no weight, no long term mattress. Latex mattresses are very heavy and thus the durability of the product speaks for itself. The so-called latex mattresses being sold mostly online are lacking serious weight and therefore lack the very durability you were seeking when you first started researching about latex foam mattresses. A king size latex foam bed will weigh close to 200lbs so don't be fooled by the "Great Latex Mattress Scam", do your homework and get the real deal. Most latex mattress companies, especially the ones that have their own factories to build them, offer just that, the real deal at a real price Americans can afford. The words "fraud" "deception" and "scam" may be a bit harsh and certainly do not apply to the natural latex bed purists, but for those who are purposely hiding the details and specifications in order to trick the consumer into thinking they are getting the real deal, it certainly does apply. Buyer beware, you get what you pay for.

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Article Keywords:
latex, mattress, fraud

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