



INDIAN SLEEP PRODUCTS FEDERATION

Regd. Office A/5 VEERA BAHU NAGAR

PETTAI, TIRUNELVELI – 627 004

Email: ispf.0813@gmail.com

Mob: +91 98408 24627

Circular No : 01/2015

Date : 18th September 2015

Dear Member,

Greetings to you from ISPF!

The idea of forming the **ISPF** originated in August 2013 and over the period of two years, the Managing Committee has met **9** times. The ISPF continues to pursue its **VISION & MISSION** by deliberating on several important issues related to the Bedding industry.

An important objective of the **ISPF** is to establish uniform standards which shall act as **Guidelines** for all its members. The following **Guidelines** have now been framed and are being shared herewith with a request to all Members for its timely implementation :-

I. **Guarantee and Warranty**

Background :

- In the current practice the mattress industry is offering an assurance of product quality under the term Guarantee to a consumer. This is applicable to both Full Replacement and Pro Rata Guarantee. While a Guarantee card clearly states the terms, the consumer is often unaware or does not understand the details. As the Guarantee card is placed inside the product and the dealer also refrains from explaining the detail terms of guarantee, it often results in a lot of dissatisfaction and consumers refuse to accept a pro-rated settlement, in cases where the complain occurs after the replacement period. This is also because the term Guarantee has a perception of an unconditional replacement in the mind of the consumer.

On the other hand in the term **“Warranty”** a consumer understands that there will be some **conditions applicable** in case of a complaint.

Way Forward :

- The Managing Committee appreciated the right of a consumer to receive absolute clarity at the time of purchase. It has decided that the term **“Guarantee”** will no more be used and all members shall change over to the term **“Warranty”**. Some members have already made this change and the remaining members are requested to complete the change over to **“Warranty”** latest by **31st October 2015**.

- A Warranty Chart is given below for Coir, PU Foam and Spring mattresses. This is aimed to have a Uniform Period of Warranty and also limit the maximum number of years of Warranty for products under each category :-

Price Level	Recommended Warranty in Years		
	Coir	Foam	Spring
Low	1	1	-
Medium	2/3	2/3	3
High	5	5	5
Premium	-	7	7

- Members can assign the Replacement period and Pro - rata replacement period under the term of **Warranty**.

II. Reduction in Number of Sizes

Background :

- Over the years while the industry has been increasing the number of mattress models it has also been adding many sizes, to the list of standard sizes in the price lists. This has made the price lists very cumbersome to manage at the point of sale and the retailer often struggles to locate the correct price. Its time to put a check on this ever-increasing list of standard sizes and also to review the relevance of the standard sizes currently printed on the Price-Lists.
- Another reason for discontent is the system of charging the price of the next higher size for a custom made size mattress. A lot of consumers are not willing to pay for the next higher size, making it a point of argument with the dealer.

Way Forward :

- **Reduction in Sizes :** It was agreed that the sales volume of intermediate sizes i.e. widths **42", 54", 66"** and lengths **more than 78"**, are quite small. Hence, it was decided to do away with these sizes from the standard sizes printed on Price-List.

The ISPF Managing Committee recognized the need for continuing Territory Specific Widths like **35" for North India**. Accordingly, it was decided that without diluting the purpose of this exercise, the members may add a specific width in their Price-List for a particular Territory/ies.

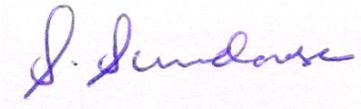
- **Pricing for Custom Made Sizes :** It was agreed that all sizes not mentioned in the price list shall be termed as custom made sizes. The price for Custom Made Size Mattress shall be charged on **Per Square Meter** basis. In order to have a uniform approach for calculating the **Per Square Meter Price** of a mattress model, it was agreed to have a **Pro Rata rate of standard size 72x36** of that model **+ 5 percent for customisation**. This principal for calculating the price for Custom Made Size shall be common for all mattresses i.e. Rubberised Coir, P.U. Foam, Spring, Combination Mattresses etc.

- The Members are requested to implement the above from **1st October 2015** onwards.
- III. It was decided that ISPF shall campaign against the use of **EPE Sheets** in the mattress, in the interest of the consumers.
- IV. Members can start using the **ISPF Logo** but **only** after signing the enclosed undertaking. The ISPF logo can be used **ONLY** in **Print Advertisements** in Newspapers and Magazines, and on **Stationary Items** as Letter Heads, Envelopes, and Visiting Cards. Apart from these no member shall use the ISPF logo in any other form.

If any member has any view on the above, kindly write to the undersigned with reasons and the same shall be taken-up in the next ISPF Managing Committee Meeting.

On behalf of the Chairman ISPF, I once again request all Members to give their utmost support and cooperation by adhering to the above Guidelines and thereby consolidating the efforts of our Federation.

Warm Regards,



S. Sundaresan
Secretary - ISPF

Encl : Usage of Logo - Undertaking