

# CASE STUDY

# DOWN UNDER BEDDING



# PROJECT OVERVIEW

Down Under Bedding, a leader in the alternative bedding industry, engaged Brandhopper Digital for a website redesign with the goal of increasing revenue and enhancing the brand's online identity.

Within 3 weeks the Brandhopper team conducted a complete redesign resulting in a 106% lift in conversion rate and a brand refresh that elevated Down Under Bedding's brand to a new level.



# PROJECT GOALS

01

Increase revenue through a web redesign that would optimize conversion rate

02

Elevate the brand by creating an enhanced, consistent look and feel across the entire website including navigation, layout, imagery and graphic designs

# RESULTS

## Morris Charts

Line Chart



Area Chart



Bar Chart



Donut Chart



## Sparkline Charts

Line Chart



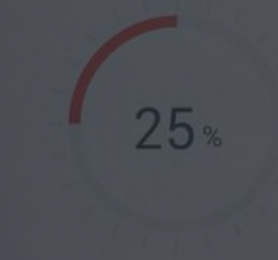
Bar Chart



Pie Chart

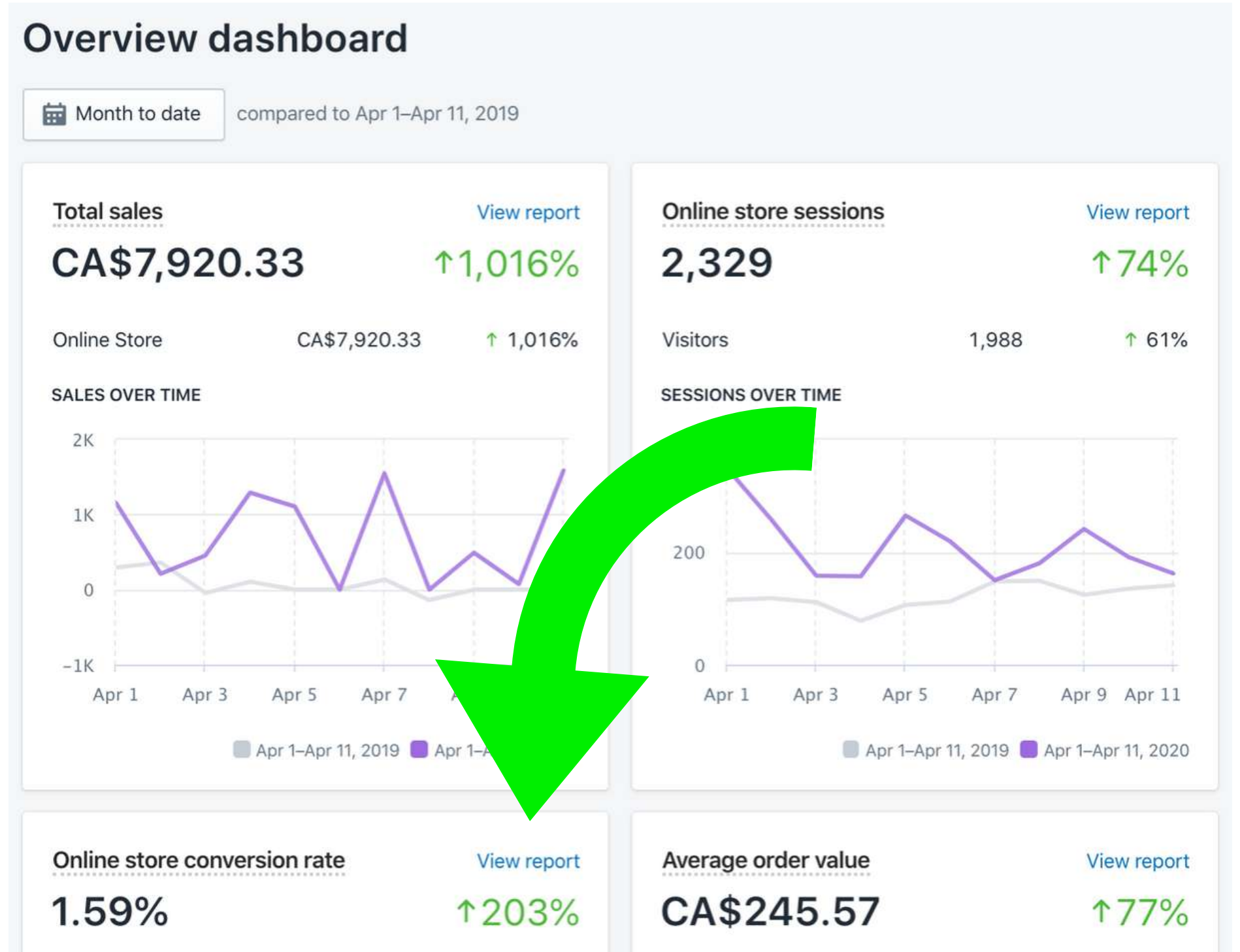


## Easy Pie Charts



# 203%

## Lift in Conversion Rate Year Over Year



## Overview dashboard

Month to date compared to Apr 1–Apr 11, 2019

**Total sales**  
**CA\$7,920.33** ↑1,016%

[View report](#)

**Online store sessions**  
**2,329** ↑74%

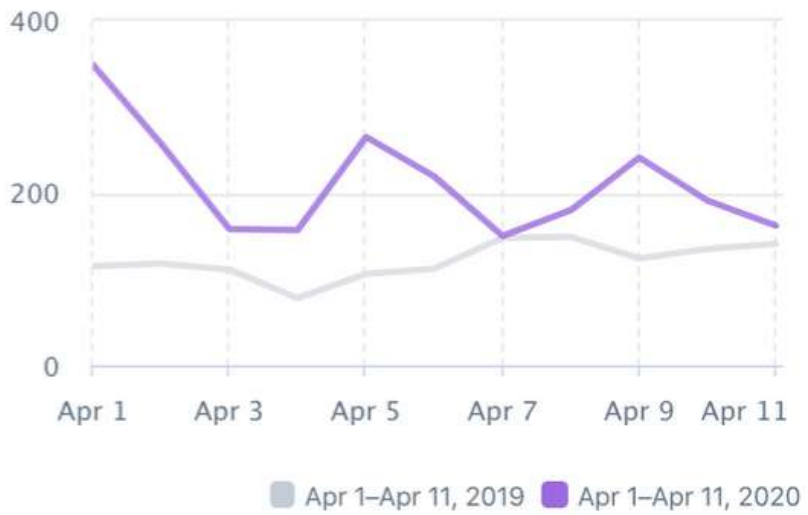
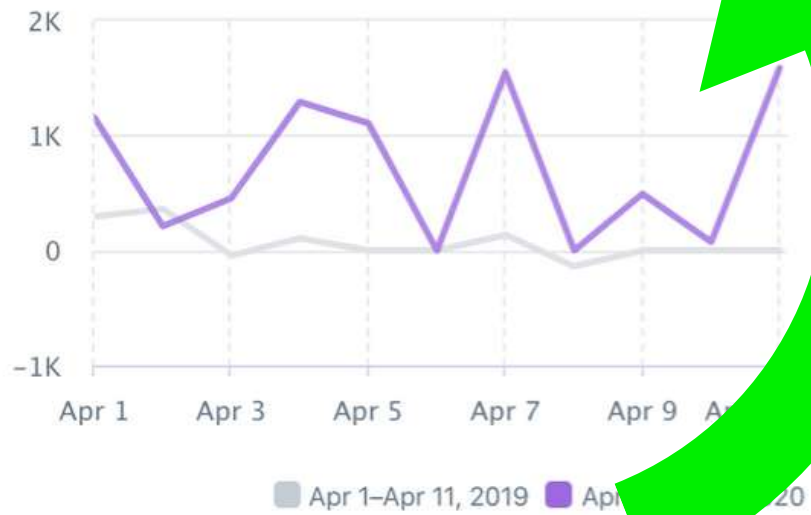
[View report](#)

Online Store CA\$7,920.33 ↑1,016%

Visitors 1,988 ↑61%

SALES OVER TIME

SESSIONS OVER TIME



**Online store conversion rate**  
**1.59%** ↑203%

[View report](#)

**Average order value**  
**CA\$245.57** ↑77%

[View report](#)

# 1,016%

## Lift in Sales Year Over Year

**"This was the most professional experience I've had working with an agency. Ever."**

Tony Sagar - CEO/Co-Founder  
Down Under Bedding

# RESEARCH





# RESEARCH

Before beginning design work, the Brandhopper team began collecting information from Tony Sagar, CEO of Down Under Bedding, to get a better sense of their target customer(s), the problem his business solved, key competitors, brands he admired, and product selection.

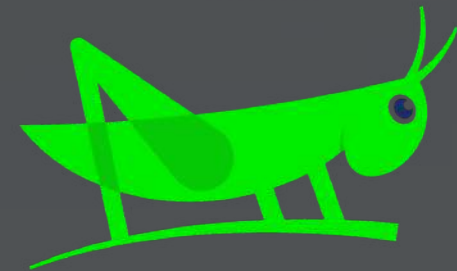
After conducting an in-depth review of the business needs including analysis of revenue distribution by product and product type, customer avatars, and discussing Tony's long-term vision for the business, the Brandhopper team began visualizing a layout that would serve as the framework for the new website.

# RESEARCH

The Brandhopper team believed the new website should match the natural bedding products offered by Down Under Bedding with a light, airy feeling. The website also needed to function well, be customizable to allow for new products and product collections, highlight blog posts for consumer education, be mobile enabled, and have a simplified navigation compared to the previous website.

After the team had a solid understanding of the business, including Tony Sagar's vision for the future, the Brandhopper design team began the next step: brand storytelling.

# BRAND STORYTELLING



# BRAND STORYTELLING

Down Under Bedding had a great story to tell, however the previous messaging was a bit scattered and the website didn't showcase the company background and mission as effectively as it could have.

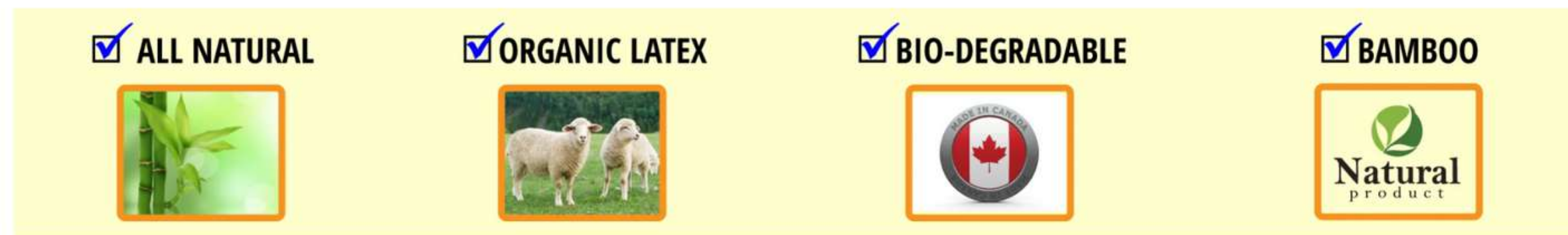
The Brandhopper Digital team created a brand story focusing on a few of the company's strengths: over 30 years in business, excellent customer service, and a wide selection of alternative bedding products. The story would also highlight the brand's location as a proudly Canadian business.

Focusing on these pillars allowed the Brandhopper team to weave these strengths throughout the website, including the homepage, product pages, and most prominently, the "About Us" page.

# ABOUT US PAGE: BEFORE

[Home](#) [Search](#) [Contact Us](#) [On Sale](#) [Browse Store](#) [Customer Service](#) [Comparison Chart](#) [Enter Contest](#)

## Company Profile



## DOWN UNDER BEDDING

### Our Story: Sleep

Down Under Bedding & Mattress was born in 1989, with a goal of enhancing the lives of people with unique natural organic sleep products.

Today, our small family-business has grown into being the leader in alternative bedding products.

Down Under Bedding prides itself on our extraordinary selection of all-natural, organic, bio-degradable, and 100% Locally Sourced bedding products, where possible.

### Our Mission: We Understand Everybody Sleeps Differently

To help our customers enjoy a perfect night's sleep – one person and one bed at a time.

### Our Products: Wool Silk, Latex, Goose Down & More

Down Under carries a wide variety of all-natural and organic bedding products, all under one roof. We strongly believe in improving the environment through the use of our environmentally-friendly and bio-degradable products. We proudly support the Canadian economy through our vast selection of 100% Canadian made products, such as our collection of duvets made by the world renowned Hutterite community of Western Canada. Down Under has always believed in providing high-quality bedding products, but we recognize that high-quality doesn't have to mean high-prices.

### Our Service: Yes You Can Call Us

Don't you just hate big impersonal companies that you cannot even call if you have a more detailed question or concerns? For 40 years our award winning customer service keeps customers coming back

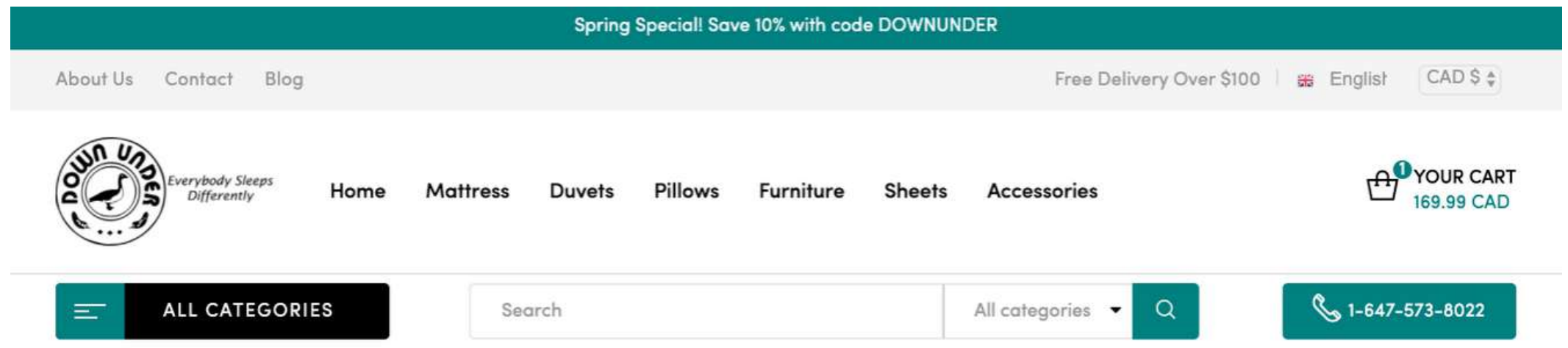
Toll-free at 1-888-624-6484



# ABOUT US: AFTER

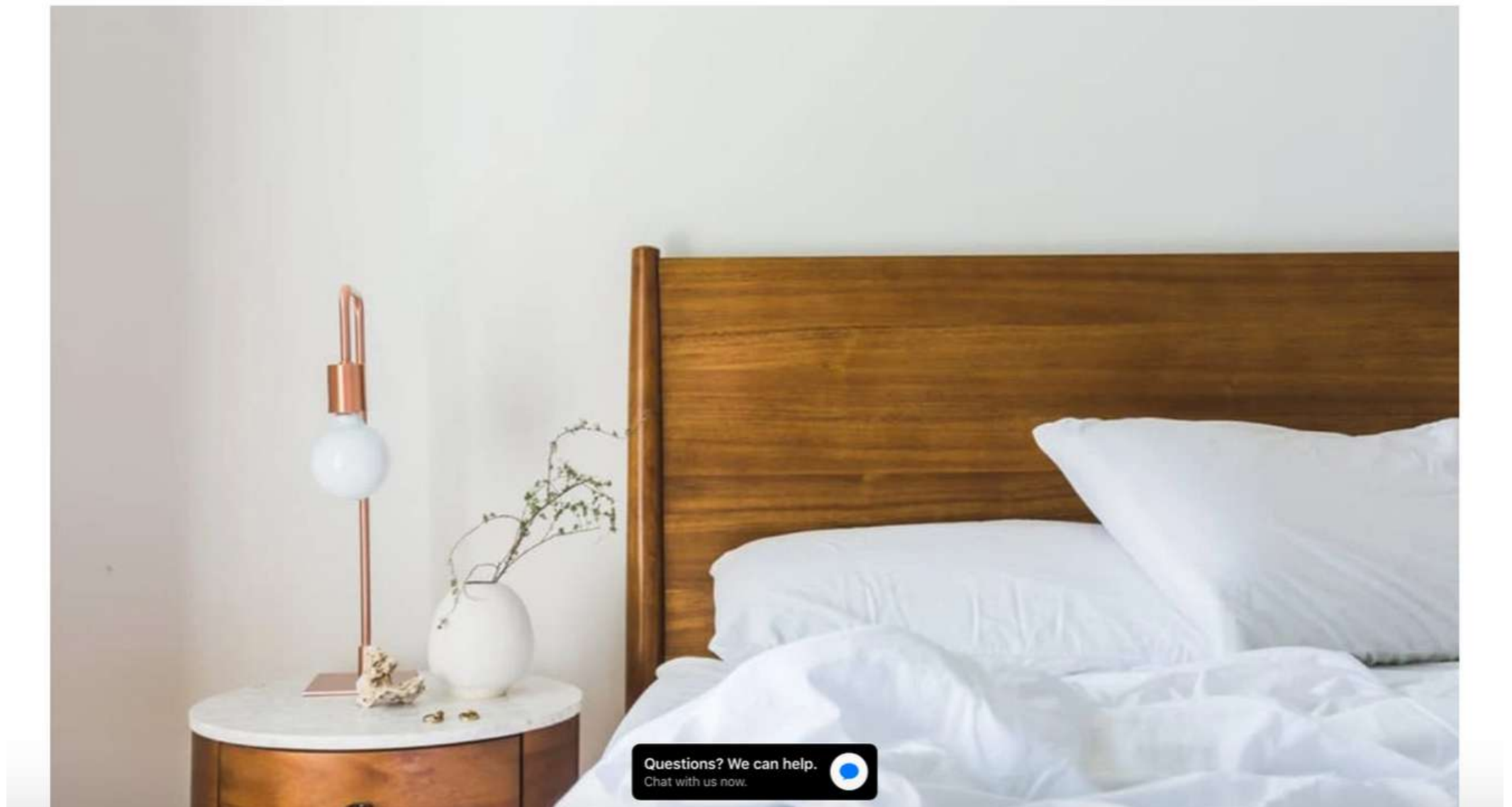
## Changes made:

- Added hero image at top to introduce new brand refresh: light, airy, focused on alternative bedding products



## About Us

Home > About Us



# ABOUT US: AFTER

## Changes made:

- Added imagery that aligned with brand refresh
- Focused story on 3 key pillars that promote the company's strengths
- Clean, light, airy feeling



## Natural, Trusted Sleep Products Since 1989

Down Under Bedding & Mattress was born in 1989 with the goal of enhancing the lives of people with unique, natural and organic sleep products.

Today, our small family-business has grown into being the leader in alternative bedding products.

[Shop Best Sellers](#)



### Excellent Customer Service

Our mission is to help our customers enjoy a perfect night's sleep; one person and one bed at a time.

Our knowledgeable team is ready to answer your questions and give product recommendations so you can have the best sleep of your life.



Questions? We can help.  
Chat with us now.



# ABOUT US: AFTER



Everybody Sleeps Differently

Home

Mattress

Duvets

Pillows

Furniture

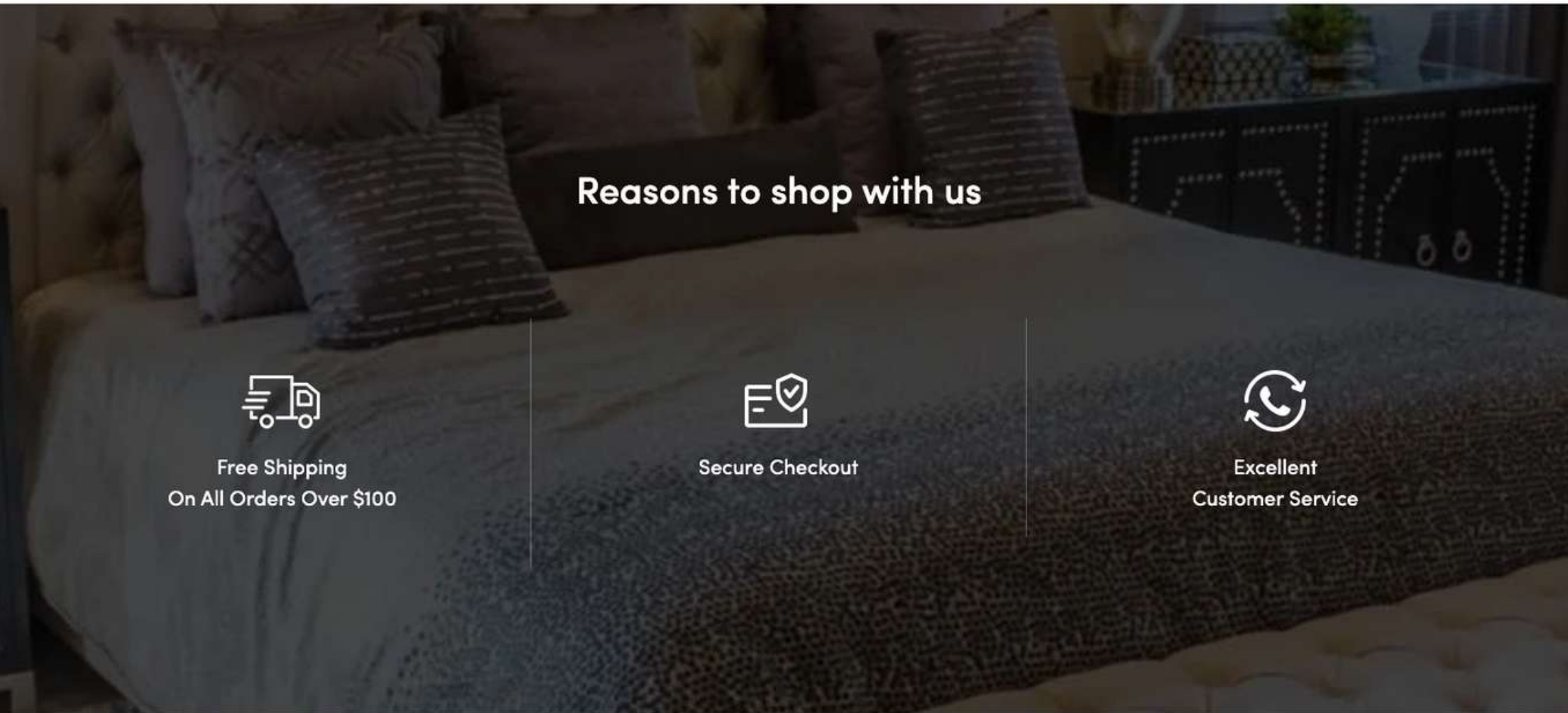
Sheets

Accessories

YOUR CART  
169.99 CAD

## Changes made:

- Added imagery that aligned with brand refresh
- Included icons to promote shopper trust
- Promoted "proudly Canadian" as part of brand story



### Proudly Canadian

We're proud to support the local economy through our vast selection of 100% Canadian made products, such as our collection of duvets made by the world renowned Hutterite community of Western Canada.

Our centrally-located warehouse makes shipping throughout Canada and the USA a breeze.

### Reasons to shop with us

  
Free Shipping  
On All Orders Over \$100

  
Secure Checkout

  
Excellent  
Customer Service



Testimonials



# ABOUT US: AFTER

## Changes made:

- Highlighted testimonials to promote customer trust
- Showcased brands represented to promote quality of product set



The screenshot displays the website's navigation bar with the 'DOWN UNDER' logo and tagline 'Everybody Sleeps Differently'. The main menu includes Home, Mattress, Duvets, Pillows, Furniture, Sheets, and Accessories. A cart icon shows 'YOUR CART' with a value of '169.99 CAD'. The 'Testimonials' section features three customer reviews with star ratings and photos of the reviewers: Tiffany (5 stars), Yasmin (5 stars), and Deborah (5 stars). Below the testimonials, a row of brand logos is shown: MLILY, DOWN UNDER, Sealy, Hush., Leggett & Platt, and TEMPUR-PEDIC. The footer contains contact information for Down Under Bedding, including address, phone, and email. It also lists links for 'ABOUT US', 'PRODUCT INFO', and 'SUBSCRIPTION'. A chat bubble is present with the text 'Questions? We can help. Chat with us now.' and social media icons for Instagram, Facebook, YouTube, and Pinterest.

# COLOR EXPLORATION



# COLOR EXPLORATION

The Brandhopper team believed the Down Under Bedding brand would be more attractive to customers with an accent color to make the website “pop”.

Leveraging the right accent color would also elevate the brand and tie visual assets together throughout the consumer flow, including banner images, blog post images, and other graphic designs.

The Brandhopper Team presented Tony Sagar with over a dozen color accent options to review - focusing on a few favorites - in order to identify the color accent that best aligned with a brand refresh.

# COLOR EXPLORATION

This screenshot shows the website interface with a teal header and footer. The navigation menu includes 'Home', 'Collections', 'Mattresses', 'Duvet Comforters', 'Pillows', 'Cover', and 'Sale'. The search bar is teal, and the phone number '1800 000 868' is displayed in a teal button. The product grid features four items: 'About A Chair AAC 22' (27% off, \$199.42 AUD), 'Baniversary Salutes Chair' (\$232.47 AUD), 'Caché XL Pendant Lamp' (28% off, \$192.25 AUD), and 'Cost Storage Units' (From \$120.52 AUD).

This screenshot shows the same website interface but with a gold header and footer. The navigation menu, search bar, and phone number button are gold. The product grid and item details are identical to the first screenshot, including the 'About A Chair AAC 22' (27% off, \$199.42 AUD), 'Baniversary Salutes Chair' (\$232.47 AUD), 'Caché XL Pendant Lamp' (28% off, \$192.25 AUD), and 'Cost Storage Units' (From \$120.52 AUD).

# COLOR EXPLORATION

Down Under Bedding & Mattress website interface. The page displays a category of products. The header includes navigation links (Home, Collections, Mattresses, Duvet Comforters, Pillows, Cover, Sale) and a search bar. The main content area shows a grid of four product cards:

- About A Chair AAC 22**: -37% off, \$199.42 AUD (was \$276.16 AUD), No reviews.
- Baniversary Salutes Chair**: \$232.47 AUD, No reviews.
- Caché XL Pendant Lamp**: -28% off, \$192.25 AUD (was \$271.06 AUD), No reviews.
- Cost Storage Units**: From \$120.52 AUD, No reviews.

Down Under Bedding & Mattress website interface. The page displays a category of products. The header includes navigation links (Home, Collections, Mattresses, Duvet Comforters, Pillows, Cover, Sale) and a search bar. The main content area shows a grid of four product cards:

- About A Chair AAC 22**: -37% off, \$199.42 AUD (was \$276.16 AUD), No reviews.
- Baniversary Salutes Chair**: \$232.47 AUD, No reviews.
- Caché XL Pendant Lamp**: -28% off, \$192.25 AUD (was \$271.06 AUD), No reviews.
- Cost Storage Units**: From \$120.52 AUD, No reviews.

# COLOR EXPLORATION

This screenshot shows the website interface with a yellow 'ALL CATEGORIES' button. The product grid includes:

- About A Chair AAC 22:** -37% off, \$199.42 AUD (was \$276.16 AUD), No reviews.
- Baniversary Salutes Chair:** \$232.47 AUD, No reviews.
- Caché XL Pendant Lamp:** -28% off, \$192.25 AUD (was \$271.06 AUD), No reviews.
- Cost Storage Units:** From \$120.52 AUD, No reviews.

This screenshot shows the website interface with an orange 'ALL CATEGORIES' button. The product grid includes:

- About A Chair AAC 22:** -37% off, \$199.42 AUD (was \$276.16 AUD), No reviews.
- Baniversary Salutes Chair:** \$232.47 AUD, No reviews.
- Caché XL Pendant Lamp:** -28% off, \$192.25 AUD (was \$271.06 AUD), No reviews.
- Cost Storage Units:** From \$120.52 AUD, No reviews.

# DESIGN + DEVELOPMENT



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Leveraging the right accent color would also elevate the brand and tie visual assets together throughout the consumer flow, including banner images, blog post images, and other graphic designs.

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# DESIGN GOALS

01

Improve  
Navigation +  
User Flow

02

Build  
Consumer  
Trust

03

Remove  
Obstacles to  
Purchase

04

Enhance the  
Brand

# IMPROVE NAVIGATION + USER FLOW

An important step in optimizing for conversion rate is removing any distractions or unnecessary elements on a page that do not guide users further down the purchase pathway.

It's also important to provide navigation options that match the consumer's preferred search method.

# IMPROVE NAVIGATION + USER FLOW

Actions taken:

- Removed or minimized all menu options that didn't advance the shopper's path to purchase
- Consolidated several messaging apps into one
- Removed blog posts from product search results
- Recategorized header menu options to focus on the best-selling and most valuable product categories
- Added side-bar menu to offer navigation by product material and size
- Consolidated sales messaging and discounts into one general offer
- Highlighted best-selling and most-profitable product categories throughout homepage

# HEADER NAVIGATION

## BEFORE

[Home](#) [Search](#) [Contact Us](#) [On Sale](#) [Browse Store](#) [Customer Service](#) [Comparision Chart](#) [Enter Contest](#)

### ALL PRODUCTS

DUVETS COMFORTERS > [Down Duvets](#)

MATTRESSES [Silk Duvets](#)

SHEET SETS [Wool Duvets](#)

DUVET COVERS > [Synthetic Duvets](#)

PILLOWS > [Bamboo Duvets](#)

MATTRESS PAD TOPPER > [Quilts](#)

FURNITURE [Bed In a Bag](#)

SALE ITEMS

GIFT CARD

Sort by

Featured

Duvets/Comforters

[Down Duvets](#)

[Silk Duvets](#)



# HEADER NAVIGATION AFTER

About Us | Contact | Blog Free Delivery Over \$100 English CAD \$

Home **Mattress** Duvets Pillows **Furniture** Sheets Accessories  YOUR CART \$0.00 CAD

ALL CATEGORIES  All categories  1-647-573-8022

Home > Adjustable Bed Frames

Adjustable Bed Frames Showing 1 - 6 of 6 results

Sort By Best Selling

**Prodigy 2.0 Adjustable Positions**  
Pillow Tilt  
Head Tilt  
Foot Tilt

**leggett & platt.**  
Finally crafted tranquility

# HEADER NAVIGATION AFTER

About Us | Contact | Blog Free Delivery Over \$100 English CAD \$

[Home](#) [Mattress](#) [Duvets](#) [Pillows](#) [Furniture](#) [Sheets](#) [Accessories](#)  YOUR CART \$0.00 CAD

**ALL CATEGORIES**  All categories  1-647-573-8022

- Shop by Product >
- Shop by Size** >
- Shop by Material >

- Twin Single
- Double Full
- Queen
- King
- California King

Showing 1 - 6 of 6 results

Sort By Best Selling  Show 12

# BUILDING TRUST

Establishing trust for an e-commerce brand is one of the most challenging things to do with a web design project, however the team did this by highlighting images, text and designs all meant to build credibility with consumers.

# BUILDING TRUST

Actions taken:

- Made phone number more prominent throughout website
- Added credit card icons on product pages + cart page
- Highlighted customer reviews
- Resized images for consistency
- Embedded video into product image scroll
- Added icons showing:
  - 30 years in business
  - Free shipping over \$100
  - Easy returns



# PRODUCT PAGE BEFORE



Contact Us



## Down Under Australian Washable Wool Oversized Duvet Comforter Blanket With Corner Ties



Brand: Down Under

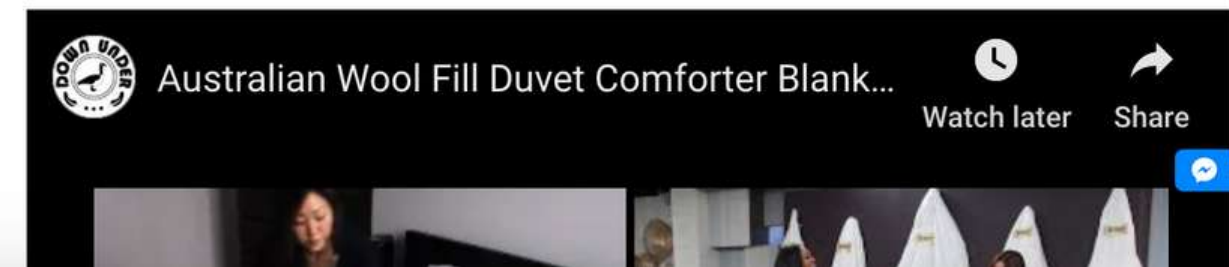
149.99 CAD ~~229.99 CAD~~

FREE SHIPPING ACROSS CANADA AND USA ON ORDERS OVER \$98.00

SIZE

QUANTITY



ADD TO CART



# PRODUCT PAGE AFTER



Spring Special! Save 10% with code DOWNUNDER

About Us Contact Blog Free Delivery Over \$100 | English CAD \$

 Home Mattress Duvets Pillows Furniture Sheets Accessories  YOUR CART 169.99 CAD

ALL CATEGORIES Search All categories 1-647-573-8022

Home > Mattresses > MLILY Dream+ 4000 Pocket Coil Mattress





**MLILY Dream+ 4000 Pocket Coil Mattress**  
★★★★★ 1 review  
~~1,499.99 CAD~~ 919.00 CAD  
Availability : In Stock  
Brand : MLILY


Size  
Twin


**ADD TO CART**


Guaranteed safe and secure checkout!



 **Free Shipping**  
All orders over \$100 ship for free within 3 to 7 business days.

 **30 days returns**  
Not the right fit? No worries. We offer a 30 day money-back return policy.

 **30 years in business**  
Quality comes first and our products are designed to last.



# REMOVING OBSTACLES

Consumers today have more options than ever before when making an online purchase, so it's imperative to remove any potential obstacles they have when shopping online.

A few technical updates were included to customize the storefront for Down Under Bedding's domestic + international customer base.

Actions taken:

- Translation to 92 Languages
- Currency conversion to Canadian + US Dollars

# ENHANCING THE BRAND

Brands that create a positive emotional connection with consumers can sell products for higher prices, earn more repeat business, and gain more trust with first-time visitors.

Brandhopper Digital focused on creating a premium look and feel across the entire website by enhancing the images, graphic designs and navigation elements to align with the new brand refresh.

A consistent color scheme + typography was used throughout the newly designed website.

Our team also consolidated all discounts and sales into one consistent, subtle offer, to maintain a premium feel throughout the consumer experience.


# ENHANCING THE BRAND


## Actions taken:

- Updated all images and banners to match the light, airy feel of the brand
- Used consistent typography + coloring throughout the entire website
- Resized all images to allow for a more consistent scroll and layout for product collection and blog collection pages
- Created a new About Us page with a fresh brand story, focusing on 3 pillars of the business, social proof, and a product brand showcase
- Redesigned all product care and information sheets for a consistent look and feel
- Sourced new images for all page headers including Return Policy, Shipping Policy, Privacy Policy and Contact Us pages
- Designed new email opt-in pop-up to align with the new online brand identity


# HOMEPAGE BEFORE

Toll Free: 1-888-624-6484 | New Year Coupon Code: WINTER2020 🔍 🛒 2 \$244.00

 [Home](#) [Search](#) [Contact Us](#) [On Sale](#) [Browse Store](#) [Customer Service](#) [Comparison Chart](#) [Enter Contest](#)



**EVERY  
SINGLE DUVET  
IS ON SALE**

Questions? We can help. 

# HOMEPAGE BEFORE

Toll Free: 1-888-624-6484 | New Year Coupon Code: WINTER2020

Q 2 \$244.00



[Home](#) [Search](#) [Contact Us](#) [On Sale](#) [Browse Store](#) [Customer Service](#) [Comparison Chart](#) [Enter Contest](#)



7PC DUVET COVER SET  
USE CODE:  
**SCRIBBLES100**  
FOR \$100 OFF



# HOMEPAGE BEFORE

Toll Free: 1-888-624-6484 | New Year Coupon Code: WINTER2020

🔍 🧑‍🚒 🛒 2 \$244.00



[Home](#) [Search](#) [Contact Us](#) [On Sale](#) [Browse Store](#) [Customer Service](#) [Comparison Chart](#) [Enter Contest](#)






# HOMEPAGE AFTER

Spring Special! Save 10% with code DOWNUNDER

[About Us](#) [Contact](#) [Blog](#)

Free Delivery Over \$100 |  English

CAD \$



[Home](#) [Mattress](#) [Duvets](#) [Pillows](#) [Furniture](#) [Sheets](#) [Accessories](#)

 <sup>1</sup> YOUR CART  
169.99 CAD



ALL CATEGORIES

Search

All categories ▾



1-647-573-8022

Sleep Better with  
Australian Wool

[Shop now](#)

Questions? We can help.  
Chat with us now.



DON'T MISS THESE DEALS

Best Selling  
Down Duvets  
and More

[Shop now](#)

MOST POPULAR

Super-Soft  
Silk Collection

[Shop now](#)



# HOMEPAGE AFTER



[Home](#) [Mattress](#) [Duvets](#) [Pillows](#) [Furniture](#) [Sheets](#) [Accessories](#)

 <sup>1</sup> YOUR CART  
169.99 CAD

BIG SALE COLLECTION 2020

## Shop Our Sale Up to 60% Off

[SHOP NOW](#)

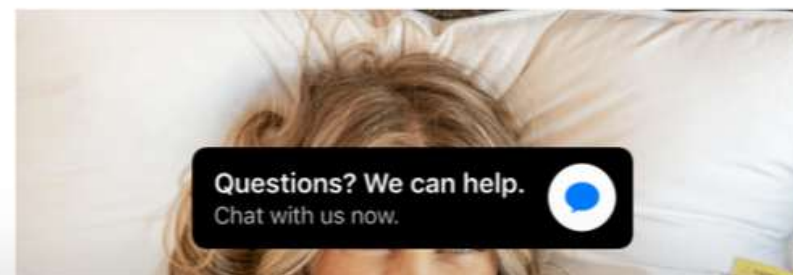
SLEEP BETTER TODAY

## Best Sellers

Cozy, comfortable and designed to get you more zzz's.

[SHOP NOW](#)

## LATEST NEWS



# HOMEPAGE AFTER



Everybody Sleeps  
Differently

[Home](#)

[Mattress](#)

[Duvets](#)

[Pillows](#)

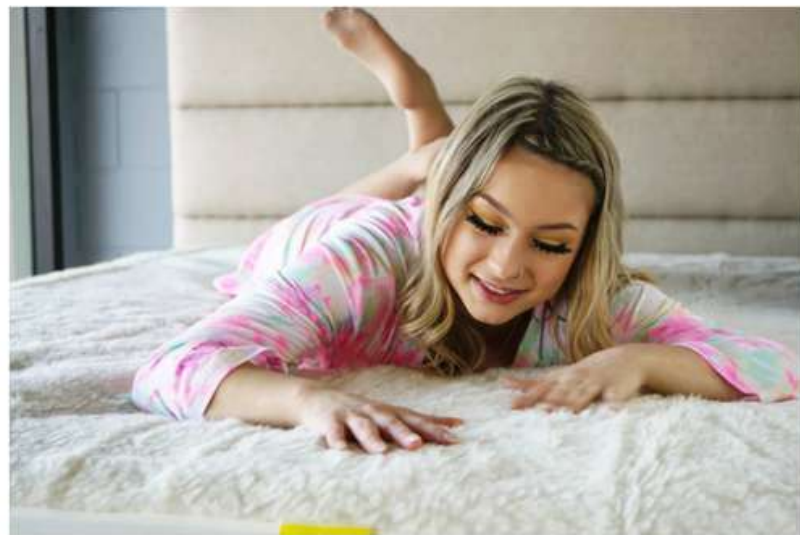
[Furniture](#)

[Sheets](#)

[Accessories](#)

 **1** YOUR CART  
169.99 CAD

## LATEST NEWS



DECEMBER 26, 2019

**What is a mattress pad versus a mattress topper?**

[Read more](#)



OCTOBER 22, 2019

**How to choose the perfect pillow**

[Read more](#)



MAY 23, 2019

**Can you wash a duvet comforter ?**

[Read more](#)

# HOMEPAGE AFTER



Read more  
Everybody Sleeps Differently

- Home
- Mattress
- Duvets
- Pillows
- Furniture
- Sheets
- Accessories

YOUR CART  
169.99 CAD



5170 Dixie Rd #3  
Mississauga ON L4W 1E3

1 (647) 573-8022

dwnunderbedding@gmail.com

## ABOUT US

- Who We Are
- Return Policy
- Privacy Policy
- Contact Us

## PRODUCT INFO

- Product Care
- Bedding Sizes
- Comparison Videos
- Shipping Info

## SUBSCRIPTION

Learn about deals, contests, sleep tips and more.

## FOLLOW US

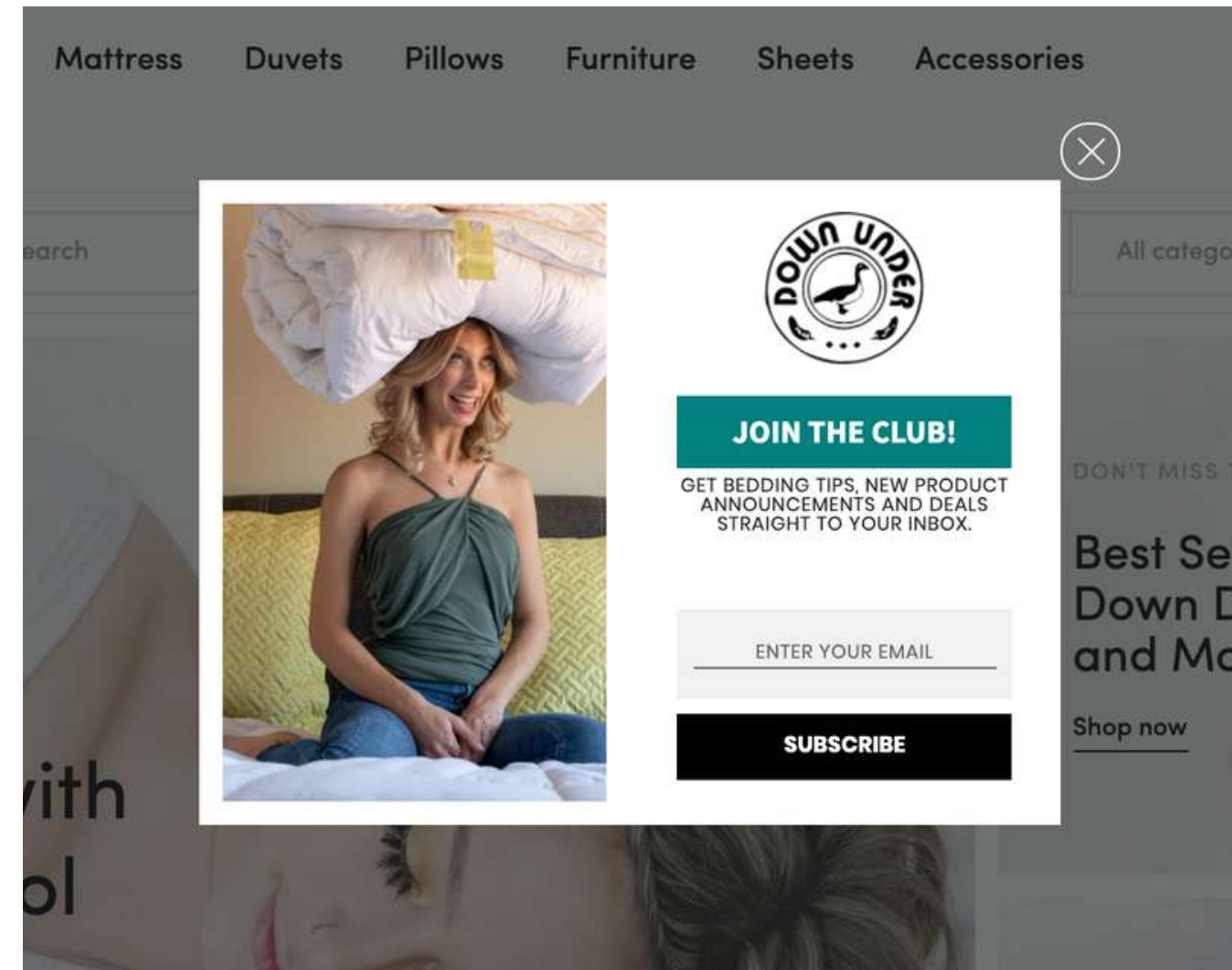
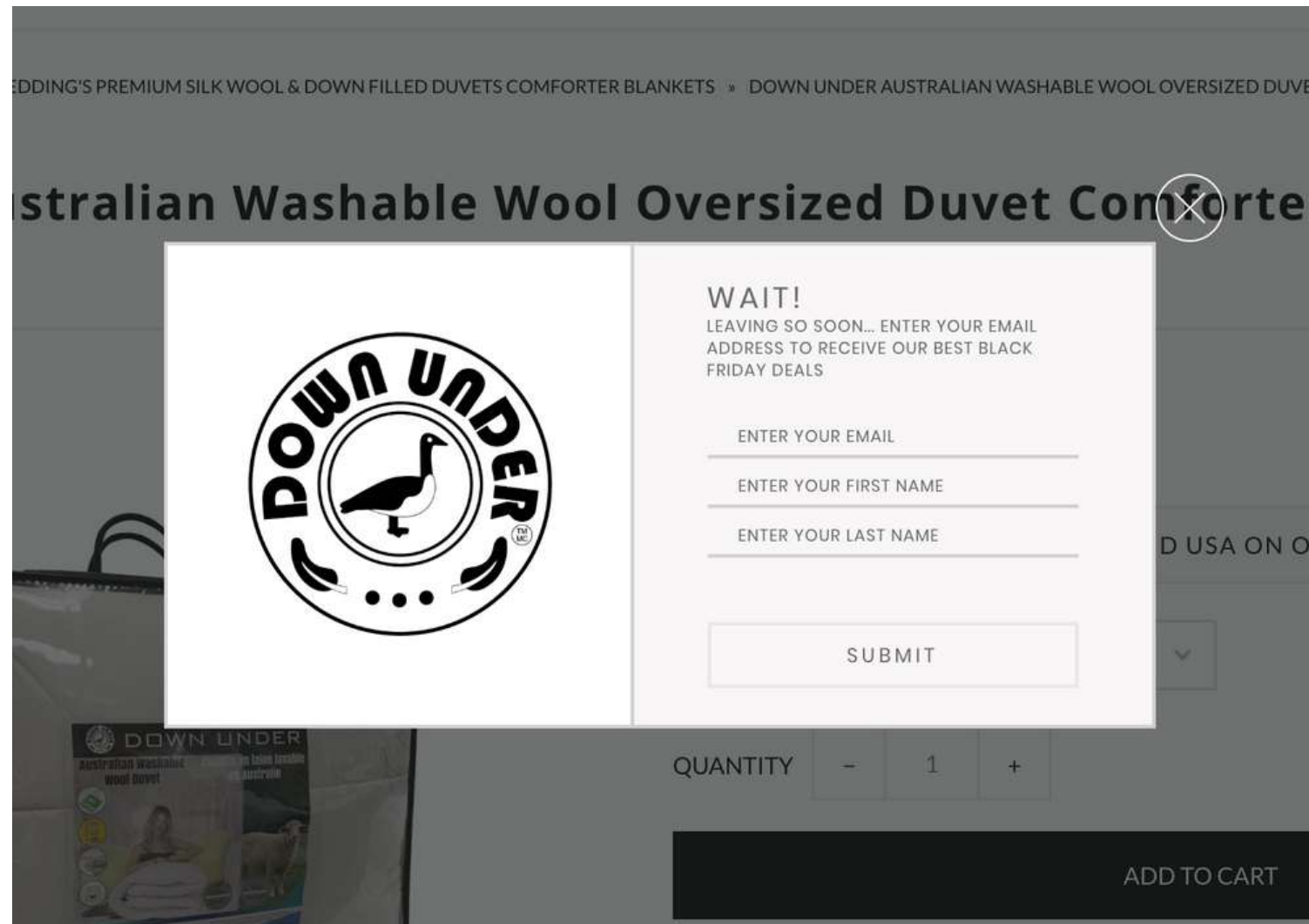


Questions? We can help.  
Chat with us now.

WE ACCEPT



# EMAIL OPT-IN: BEFORE VS AFTER



# BLOG PAGE: IMAGES RESIZED

Home > News

## News



JANUARY 09, 2020

What is the oversized extra-large California King Size?

[Read more](#)



DECEMBER 26, 2019

What is a mattress pad versus a mattress topper?

[Read more](#)



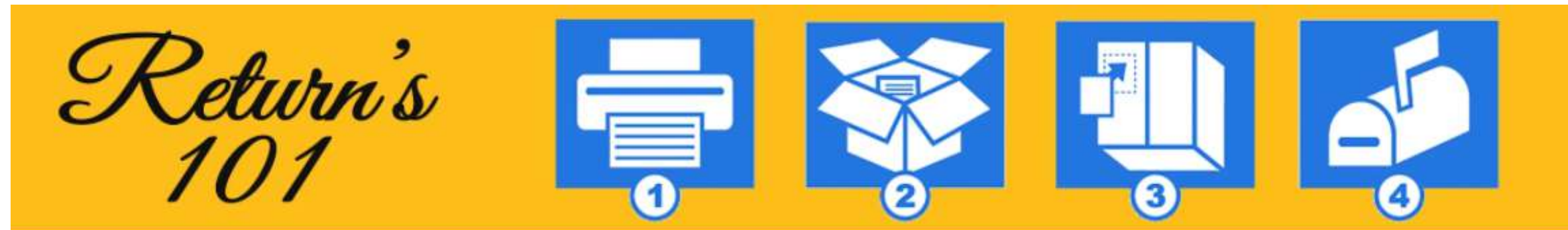
DECEMBER 22, 2019

Down Under Bedding featured in the Wall Street Journal

[Read more](#)



# PAGE HEADERS BEFORE



# PAGE HEADERS AFTER

Shipping Policy





# PRODUCT CARE BEFORE & AFTER



## Can I wash pillows in the washing machine ?

Please check the washing instructions on your particular pillows. Down or feather filled pillows cannot be machine washed. Spot clean only for these products. Some synthetic or natural wool pillow can be washed. Carefully follow the washing instructions on the labels sewn to your pillow, or go on their website.

## How can I best care for my pillow ?

Always use a good quality pillow protector and pillowcase on your pillow and wash those frequently. Down or feather pillows need to be re-lofted to get to their original shape. Remember some pillows need to be replaced as early as six months after purchase.



## Can I wash my duvet in the washing machine at home ?

Check carefully the type of fill and the washing instructions on the label of your product. Down or feather duvets or comforters cannot be machine washed. Spot clean only. However synthetic polyester filled duvets or washable silk or washable wool can be washed usually in a commercial size washing machine. Please read your manufacturer's instructions.

## How can I best protect my duvet /comforter ?

Always use a duvet cover on your duvet which is preferably 100% cotton, so it breathes better and feels softer. Wash the cover frequently. Air out your duvet outside in the summer time yearly. This refreshes the down or feathers inside. Many people have a Fall/Winter comforter which is usually goose down for insulation and a spring summer duvet which is usually wool or silk filled.



## Pillows



### CAN I WASH PILLOWS IN THE WASHING MACHINE?

Please check the washing instructions on your particular pillows. Down or feather filled pillows cannot be washed. Spot clean only for these products. Some synthetic or natural wool pillows can be washed. Carefully follow the washing instructions on the labels sewn to your pillow, or go on their website.

### HOW CAN I BEST CARE FOR MY PILLOW?

Always use a good quality pillow protector and pillowcase on your pillow and wash those frequently. Down or feather pillows need to be re-lofted to get their original shape. Remember some pillows need to be replaced as early as six months after purchase.



## Duvets

### CAN I WASH MY DUVET IN THE WASHING MACHINE AT HOME?

Check carefully the type of fill and the washing instructions on the label of your product. Down or feather duvets or comforters cannot be machine washed. Spot clean only. However synthetic polyester filled duvets or washable silk or washable wool can be washed usually in a commercial size washing machine. Please read your manufacturer's instructions.

### HOW CAN I BEST PROTECT MY DUVET/COMFORTER?

Always use a duvet cover on your duvet which is preferably 100% cotton, so it breathes better and feels softer. Wash the cover frequently. Air out your duvet outside in the summer time yearly. This refreshes the down or feathers inside. Many people have a Fall/Winter comforter which is usually goose down for insulation and a Spring/Summer duvet which is usually wool or silk filled.



# DOWN CARE BEFORE & AFTER

## Down Under Bedding

### How to Take Care of Down Filled Products?

**Do not wash down & feather filled products as this could cause leaking of the fill.**

**Best to air outside on a nice summer day to refresh down and feathers.**

**Dry clean if necessary, spot clean recommended.**

**Use of duvet covers and pillow protectors strongly recommended.**



### How to take care of down filled products?



#### CARE INSTRUCTIONS

Do not wash down and feather filled products as this could cause leaking of the fill. It's best to air these products outside on a nice day to refresh the down and feathers. Dry clean if necessary, spot clean recommended. The use of duvet covers and pillow protectors is strongly recommended.



NEVER WASH



DRY CLEAN IF NECESSARY



AIR OUTSIDE TO REFRESH

### How to take care of wool filled products?

#### CARE INSTRUCTIONS

We recommend only washing at a laundromat in a heavy-duty machine, in cold water, delicate cycle, with a small amount of soap. Do not wash at home. Wash in cold water in the delicate cycle. Use a small amount of soap. Tumble dry on low heat. It's best to air dry in the sun when slightly damp. Avoid fabric softeners.



MACHINE WASH COLD



DELICATE CYCLE



TUMBLE DRY LOW



QUESTIONS? WE'D LOVE TO HELP!

Call us toll free at 1 (888) 624-6484 or email us at [info@downunderbedding.com](mailto:info@downunderbedding.com)



# BEDDING SIZES BEFORE & AFTER

BED LINENS

SIZES



BED LINENS	INCHES	CENTIMETERS
Twin Fitted Sheet	39" x 75"	99cm x 190cm
Twin Flat Sheet	66" x 96"	167cm x 244cm
Twin Extra Long Fitted Sheet	39" x 80"	99cm x 203cm
Double Fitted Sheet	81" x 96"	205cm x 243cm
Double Extra Long Fitted Sheet	54" x 80"	137cm x 203cm
Queen Fitted Sheet	60" x 80"	152cm x 203cm
Queen Flat Sheet	90" x 102"	228cm x 259cm
King Fitted Sheet	78" x 80"	198cm x 203cm
King Flat Sheet	108" x 102"	274cm x 259cm
Standard / Queen Pillowcases	20" x 30"	50cm x 76cm
King Pillowcase	20" x 36"	50cm x 91cm

**DISCLAIMER:**  
All sizes are approximate.



## Bedding Sizes



BED LINENS	INCHES	CENTIMETRE
Twin Fitted Sheet	39" x 75"	99cm x 190cm
Twin Flat Sheet	66" x 96"	167cm x 244cm
Twin Extra Long Fitted Sheet	39" x 80"	99cm x 203cm
Double Fitted Sheet	54" x 75"	205cm x 243cm
Double Extra Long Fitted Sheet	54" x 80"	137cm x 203cm
Double Flat Sheet	81" x 96"	205cm x 243cm
Queen Fitted Sheet	60" x 80"	152cm x 203cm
Queen Flat Sheet	90" x 102"	228cm x 259cm
King Fitted Sheet	78" x 80"	198cm x 203cm
King Flat Sheet	108" x 102"	274cm x 259cm
Standard / Queen Pillowcase	20" x 30"	50cm x 76cm
King Pillowcase	20" x 36"	50cm x 91cm

\*All sizes are approximate

DUVETS AND DUVET COVERS	INCHES	CENTIMETRE
Twin	64" x 88"	162cm x 223cm
Double	78" x 88"	198cm x 223cm
Queen	88" x 90"	223cm x 228cm
King	102" x 90"	259cm x 228cm
King Oversized	100" x 110"	254cm x 279cm

\*All sizes are approximate

MATTRESS AND BOXSPRINGS	INCHES	CENTIMETRE
Twin	39" x 74"	99cm x 188cm
Double	54" x 74"	137cm x 188cm
Queen	60" x 80"	152cm x 203cm
King	76" x 80"	193cm x 203cm
Twin Extra Long	39" x 80"	99cm x 203cm
Double Extra Long	54" x 80"	137cm x 203cm

\*All sizes are approximate

QUESTIONS? WE'D LOVE TO HELP!  
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**“I would highly recommend Brandhopper to any business that wants a company to come in, understand their needs and accomplish a project on time and at their budget.”**

Tony Sagar - CEO/Co-Founder  
Down Under Bedding

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