



CADENCE KEEN INNOVATIONS

MASTERS OF SLEEP SOLUTIONS

**FOR IMMEDIATE RELEASE**

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### **CKI Solutions Enters RV Market with Innovative Product Line Designed for Better Sleep**

After years of restless sleep on the road, RV owners can breathe a collective sigh of relief. Cadence Keen Innovations, dba CKI Solutions, is leveraging decades of experience in the hotel and cruise industries to introduce a complete line of laboratory-tested products designed to address RV owners' specific needs.



From protective bedding encasements and space-saving adjustable pillows, to dissolvable laundry bags, a convenient bed-making tool and an all-new luxury hybrid mattress-in-a-box, CKI Solutions is a one-stop shop for healthy, comfortable and affordable sleep solutions. Valuing its business relationships and believing wholeheartedly in its designs, the Florida-based company stands behind its products with industry-leading warranties.

“Many years of designing for hospitality has taught us the value of reliability – from product performance and delivery obligations to everything in-between,” said Sam Montross, CKI Solutions founder and CEO. “Quality is key – and our product line is truly built ‘hotel strong,’ meaning it can stand up to repetitive use by people of all ages and all sizes.”

Furthermore, CKI Solutions consistently researches new processes and materials from around the world, to ensure it offers the latest and best solutions.

“We never chase a business; we never do a ‘me-too’ kind of product. If we can’t bring something innovative and fresh to the table, then we don’t do it,” said Steven Gordon, president and head of sales. “We also support our clients through extensive product education, and make ourselves available to help with any additional training, questions or feedback. As a result, we provide all the tools distributors and dealers need to be successful in selling CKI products.”

Wholesale RV distributors and dealers will find the product easy to ship, easy to stock and easy to sell. Additionally, CKI Solutions' proven success in strictly-scheduled industries like cruise and hospitality demonstrate the company's strength in timely shipments and customer satisfaction.

## Creating Solutions That Work

Solutions-based designs for niche markets has always been the company's primary focus. Montross established the business in 1996 after developing the Twin Doubler, a product which quickly, safely and comfortably converts two beds into a temporary or permanent king. The innovation not only solved a problem for her own ski-in, ski-out rental property, but also provided a solution for thousands of other rental property owners – as well as hotel, timeshare and cruise ship operators.

“I knew that product needed to be more than just ‘easy,’” said Montross. “It also had to be safe and versatile, with quick-setup. We’ve been consistent with that mindset throughout the years, always listening to the needs of the market. So, our products are unique in that they understand and solve problems for the industry they are serving.”



*View the embedded video to learn about the ComforZip™ Adjustable Pillow, then click the “back button” to return to the PDF and continue reading about CKI Solutions.*

For example, when hotels and cruise lines complained about the complexity of offering travelers a pillow menu, due to space restrictions, CKI introduced the ComforZip™ Adjustable Pillow. Available as part of the Sweet Dream RV Collection, ComforZip™ uses a patented zipper system to adjust the pillow's comfort level from firm, to medium, to soft. Additionally, the entire pillow is machine-washable and hypo-allergenic.

Similarly, while RV mattresses have improved in recent years, factory options still lack certain features key to long-lasting comfort, such as proper spinal alignment and movement absorption. Understanding the restorative effects of a quality night's sleep – especially when traveling – CKI Solutions designed the Dreamline Hybrid Mattress. Blending supportive inner springs with contouring memory foam, the hybrid mattress creates a luxurious sleep surface ideally suited for long drives and exhausting campground excursions.

“For years, the sleep experience was never a priority in the travel industries – it was an afterthought behind food or destinations along the trip. But that's changed,” Gordon said. “Now, more than ever, people realize if they're out roughing it in the middle of Grand Canyon in an RV, why shouldn't they have a great night's sleep?”

Quality sleep reinforces attention, working memory and mood – precious cognitive functions when operating a motorhome or towing a travel trailer. When sleeping on the Dreamline Hybrid Mattress, layers of memory foam cradle the body and prevent motion transfer, while high-quality, perimeter steel coils provide a stronger edge to eliminate roll-off feeling. The mattress's dual construction also mitigates the heat buildup that traditionally comes from all-foam mattresses, and the product meets Federal Motor Vehicle Safety Standard No. 302 flammability requirements. Since CKI Solutions believes a healthy sleep experience begins with quality components, the company maintains decades-long relationships with trusted parts suppliers, and utilizes mattress experts with more than 158 years' experience.

Distributors and dealers will appreciate Dreamline's unique structure, which allows the entire mattress to be safely compressed and roll-packed for easy shipping, storage and installation. After purchase, dealers can simply carry the new mattress-in-a-box straight through the RV doorways, set it into place and allow the bed to naturally expand.

“Dreamline is not only superior quality, but also profitable – with shipping costs already built in for both distributors and dealers,” Gordon said. “And because we believe in this product, we developed a comprehensive, 10-year non-prorated warranty.”

***CKI Solutions understands the RV sleep experience extends beyond a comfortable mattress and pillow. As such, the company developed an entire product suite designed to create a truly restful – and healthy – environment on the road.***

**EASY TO STOCK!  
EASY TO SELL!**

# Sweet Dream

RV Collection

With years of success in the hotel and cruise industries, CKI Solutions brings its unique bedding accessories to the RV world - because on or off the road, a healthy and comfortable night's sleep counts.

**NEW** Dreamline Hybrid Bed In A Box

**Adjustable Pillow**  
One Pillow, Three Comfort Levels

**Mattress Encasements**  
Total Protection with Zip-Off Top

**Pillow Encasements**  
Stop Breathing Allergens

Improve your sleep.  
Made in the USA  
Premium Support  
Luxurious Sleep

MATTRESS SIZE:  
 Twin  Full  King  
 Twin XL  Queen  California King

Perfect Blend of Inner Spring Support and Memory Foam Comfort

**RV and standard sizes**  
**Industry-leading warranties**  
**Very competitive pricing**

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**Sleep Defender Pillow Encasements.** According to an Ohio State University study, 10% of the weight of a two-year-old pillow consists of dead dust mites and their feces. CKI Solutions' waterproof pillow encasements are 100% certified to protect against allergens, bed bugs, bacteria, mold, mildew and virus – including COVID-19. Plus, with hot-water washing capability, users can rest assured they are killing surface contaminants in the wash. Campers, in particular, enjoy the added convenience of owning a product that can withstand the commercial washers and dryers often found in campgrounds.

**Lock-N™ Dissolvable Laundry Bags.** After a full day of exploring, campers can place dirty clothes and accessories into one of CKI Solutions' 100% water-soluble bags. The laundry bag dissolves in the wash cycle, taking dirt with it and leaving no residue on clothes or in the washer.

**Easy Care® 360° Mattress Encasement.** Featuring an industry-first, zip-off-top design, CKI Solutions' waterproof mattress encasements integrate healthier sleep with innovative convenience. In addition to protecting the mattress from liquids, allergens, bed bugs, mold and other contaminants, CKI Solutions' mattress encasements also protect consumers from breathing in potentially harmful mattress chemicals while they sleep. When ready to clean, users simply unzip the lightweight top and zip it back on once it is washed. CKI Solutions' mattress encasements are lab-tested for hot-water washing up to 140°.

**Bed MadeEZ® Bed Maker.** RVers face a unique challenge: Making their bed in a particularly tight space. Mattresses are heavy, and lifting one often forces a person to reach or stretch awkwardly, potentially causing an injury. CKI Solutions' Bed MadeEZ® is a convenient – and OSHA-recommended – bed-making tool that takes the strain out of bed-making. It lifts and holds up any mattress, making it easy and safe to tuck in sheets or blankets.

## Green Pledge

For CKI Solutions, successful product designs continue to solve problems long past original purchase date. As such, the company approaches sustainability as a two-prong endeavor: reusing, reducing and recycling where possible, but also building products to last longer in hopes of avoiding landfills in the first place. CKI Solutions continues to explore greener packaging and shipping solutions, while also furthering its GreenSource Mattress Recycling™ program. Launched in 2018, the service ensures used hotel, cruise and now RV mattresses make their way safely to certified mattress recycling centers.

Inspired by CKI Solutions' sustainability initiative, one of the company's distribution partners recently started beta-testing its own mattress recycling program. Soon, when dealers purchase a new mattress from Keller Marine & RV, the distributor will reclaim the old one for recycling.

“Getting rid of used mattresses can be difficult and expensive, not to mention the environmental impact,” said Mike Keller, President of Keller Marine & RV. “When we learned about this recycling idea – that nearly all the pieces of an old mattress can be recycled or reused – it just seemed like a great answer to a common problem within the industry.”



## **Next Steps**

With years of cross-market experience and a proven product line, CKI Solutions is eager to build its network in the RV industry. As in-person shows resume post-COVID, Montross and Gordon are focused on bringing more dealers and distributors into the fold. As such, CKI Solutions will be attending the [RV Aftermarket Conference in Atlanta, GA August 9-12, 2021](#), where company personnel look forward to engaging with and educating other industry leaders.

“As a family-owned business, I’ve learned just how much relationships really count,” Montross said. “You need to make someone *proud* to sell your products. That’s what we like about the RV industry: They’re relationship people – just like us.”

## **About CKI Solutions**

*Cadence Keen Innovations, dba CKI Solutions, is a renowned supplier of innovative sleep solutions for the hospitality, cruise and RV industries. Founded by Sam Montross in 1996, the Florida-based company remains 100% woman-owned and committed to its original goal of solving problems for niche markets. With a product line including protective bedding encasements, adjustable pillows, dissolvable laundry bags, bed-making aids and a unique hybrid mattress-in-a-box, CKI Solutions offers true one-stop shopping for healthy, safe and comfortable sleep experiences. The company’s products are sold in 70 countries worldwide. To request educational materials, catalogs and product training, please call CKI Solutions at 888-222-2217 or e-mail [sales@ckisolutions.us](mailto:sales@ckisolutions.us).*