

An experience that is *Truly Yours.*



BY CHOICE HOTELS

Bedding | **Order Guide**

OVERVIEW

An experience that is **Truly Yours**.

Your personal refuge. Your foundation for rest. Your respite from the events of the day and what tomorrow will bring. Introducing the **Truly Yours**® bedding for Comfort Inn. Designed with our guests in mind, we are pleased to offer a bedding experience that strikes the perfect balance between contemporary design, essential comfort and the feeling of warmth and home.

Comfort Inn is moving into a new era of expression and innovation in both our public space and guest rooms, with bedding remaining exceedingly important to our guests. Through careful planning and testing, we have worked to create a design package that is impactful to our guests yet cost effective for you, our franchisees, to purchase and implement. Much of the linen in the current bedding standards will be carried-over to the new program, further reducing the cost.

This initial resource guide will help illustrate the new bedding design for Comfort Inn hotels and provide you with the information necessary to order your new bedding. All Comfort Inn hotels are required to fully implement the **Truly Yours**® bedding collection by December 31, 2013.

TRULY YOURS® BEDDING – WHAT’S NEW

The following pieces are the new, signature elements of the **Truly Yours**® bedding program that hotels are required to purchase and implement.

- **Decorative Coverlet** – for the top of bed, with four color options available
- **Decorative Bed Scarf** – Introducing the Breeze scarf, with five complementing color options
- **Filled Blanket** – with three options available
- **Pick Your Pillow Program** – new, required soft and firm pillow selections. King-size firm pillows are now available for king bed types. Refer to the Sourcing Guide on page 9 for more information.
- **Pick Your Pillow Bed Card** – to inform guests there are two distinct pillow choices on each bed
- **Bed skirt** (for bed frames and bed bases) - a tailored fit featuring a new, shorter design

Updated top of bed option for Comfort Inn – Waiver Required

Guest satisfaction is the cornerstone of the Performance Zones Program. Therefore, Comfort Inn hotels performing in the Green Zone (see Performance Zones on ChoiceCentral for compliance information) will be permitted to request a waiver to purchase an approved decorative top sheet and implement the Triple Sheet arrangement of the Truly Yours bedding.

The Triple Sheet arrangement allows for an approved, white decorative top sheet for the top of bed in lieu of the decorative coverlet. Please note the Triple Sheet arrangement requires a higher level of commitment by the hotel in terms of the impact to housekeeping operations, laundry operations and requisite PAR levels in order to maintain this bedding arrangement.

All other required elements of the Truly Yours bedding remain the same for Comfort Inn.

TRULY YOURS® BEDDING – WHAT’S NEW

What Stays the Same?

The standards for the following bedding items are not changing and will be used with the new **Truly Yours®** bedding package. Hotels must continue to comply with the Rules and Regulations covering these items.

- Sheets, Fitted and Flat (Minimum 55% cotton content, 200 thread count and must meet the minimum standard size for each bed type)
- Pillowcases (Minimum 55% cotton content, 200 thread count, standard 42” x 36” size)
- Mattress Pads (Hotels are required to purchase the 24 oz. mattress pad upon replacement)
- Extra Blankets (for rollaway beds and/or sofa beds)

QUALITY ASSURANCE AND BRAND STANDARDS

The previously approved bedding package and arrangement and the new **Truly Yours®** bedding collection and arrangement will both be accepted until December 31, 2013. During a Brand Standards Inspection the LRA consultant will use the appropriate standards for the bedding package present in each room inspected.

The bedding package and arrangement must be consistent throughout the entire guest room. For example, a guest room with the new **Truly Yours®** bedding installed must comply with all standards related to the **Truly Yours®** program, including the approved bedding components and arrangement of the **Truly Yours®** bed.

As of January 1, 2014, all Brand Standards Inspections for Comfort Inn hotels will be evaluated using only the **Truly Yours®** bedding collection standards.

The following Truly Yours® custom bedding products and pillows will include the Choice Hotels International tag – Soft and Firm pillows, decorative coverlet and filled blanket. The bed skirts and bed scarves are custom-made and will be identified using the approved manufacturer’s tag.

TRULY YOURS® SOURCING GUIDE

The following guide lists the required elements for the **Truly Yours®** bedding program. Please review all of the specifications for the **Truly Yours®** bedding program before placing your order. Hotels are not required to submit bedding selections for design approval before placing an order. Refer to page 6 of this guide to see the approved color combinations.

Initial Orders and Expected Delivery Times – With the initial launch of this program, please allow ten to fourteen weeks for product delivery. It is recommended that you obtain an estimated delivery date from each Qualified Vendor before completing your initial order.

The availability of product and delivery times may vary and is subject to change.

Competitive Pricing – Pricing is set by each vendor and will vary based on a number of factors. Bedding items may be purchased from multiple sources, allowing franchisees flexibility and options when making purchasing decisions.

Before placing your initial order, please consider:

- The **Truly Yours®** bedding collection can be purchased and implemented over time. Hotels are not required to purchase the new bedding items for the entire hotel at one time or in one order. All guest rooms must have the **Truly Yours®** bedding program installed in 100% of the guest rooms by December 31, 2013.
- The bedding in a guest room must be consistent for all beds in the room and must either meet all standards for the **Truly Yours®** bedding program or the previously approved bedding package, until 12/31/2013, at which time only the **Truly Yours®** bedding program is acceptable.
- Carefully consider your current room décor and color scheme before selecting your top of bed coverlet and bed scarf.
- The products and vendors listed in the sourcing guide are the only approved products and qualified vendors for the bedding program.
- Franchisees may not purchase mattress pads, pillows, and blankets or fabricated items from vendors outside of the approved Qualified Vendor program. Purchasing information will be updated as new vendors are added.
- Consider adequate PAR levels for the numbers and types of beds in the hotel when placing orders.

TRULY YOURS® SOURCING GUIDE

How to Place an Order

Qualified Vendors

Please contact the following vendors to obtain product information on the bedding components available for purchase. Each vendor will be able to provide you with the options available, a detailed price quote, product availability and estimated shipping and delivery. You may also request product samples from the vendors before making your purchasing decision.

QUALIFIED VENDOR	BED SKIRT	FILLED BLANKET	COVERLET	BED SCARF	PILLOWS
American Hotel Register 800-999-6835	X	X	X	X	X
Amerifab 800-882-3205 ext. 308	X		X	X	
AVM Enterprises 800-218-3995	X	X	X	X	X
Boston Trade 800-966-5551	X		X	X	
Fabricut 800-999-5533	X		X	X	
Granite State 603-356-5954	X		X	X	
Guest Supply 800-772-7676	X	X	X	X	X
HD Supply 800-431-3000	X	X	X	X	X
Hersha Purchasing & Design 717-236-2242	X		X	X	
Hospitality Designs 877-468-3588	X		X	X	
Hospitality Design Concepts 480-449-7500	X		X	X	
Hospitality Furnishings/Design 724-452-2114	X		X	X	
Hospitality Plus 800-289-0999	X		X	X	
Hospitology 630-359-5075	X		X	X	
Hotel Depot 908-222-9383	X		X	X	

Chart continued on next page.

TRULY YOURS® SOURCING GUIDE

How to Place an Order

Qualified Vendors (continued)

QUALIFIED VENDOR	BED SKIRT	FILLED BLANKET	COVERLET	BED SCARF	PILLOWS
Invision Hospitality Supply 888-465-0111	X		X	X	
Pinnacle South 800-781-9010	X	X	X	X	X
Quiltcraft 214-376-1841	X		X	X	
Roadrunner Furnishings 972-446-2261	X		X	X	
Snowwhite 800-858-6565	X	X	X	X	X
Southeast Hospitality 800-477-1247	X	X	X	X	X
US Hospitality 678-714-3930	X		X	X	
Valiant 800-347-2727	X		X	X	

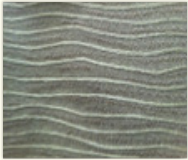










TRULY YOURS® SOURCING GUIDE

Selecting Your Colors




The coverlet, bed scarf and bed skirt are all designed to color-coordinate together, with three exceptions. Select a color scheme using the following coverlet and scarf combinations that will complement the décor of your guest room, to include soft seating, draperies and carpet colors.

Product Variations



Please note there are multiple suppliers of the new bedding elements. Some products may vary slightly from one supplier to the next. Consult your sales representative for product details or to request samples.

DECORATIVE ELEMENTS - REQUIRED	COLOR SELECTION AND/OR PATTERN																														
<p>Decorative Coverlet</p>  <p>Sample Image</p> <p><i>*Slight product variations will exist from each manufacturer.</i></p>	<ul style="list-style-type: none"> • Mushroom  • Putty  • Java  • Straw  <p><i>This chart represents the acceptable coverlet and scarf color combinations.</i></p> <table border="1" data-bbox="813 1001 1414 1150"> <thead> <tr> <th>Color</th> <th>Cobalt</th> <th>Copper</th> <th>Paprika</th> <th>Maze</th> <th>Fern</th> </tr> </thead> <tbody> <tr> <td>Mushroom</td> <td>X</td> <td>X</td> <td>X</td> <td></td> <td>X</td> </tr> <tr> <td>Putty</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td>Java</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td>Straw</td> <td>X</td> <td></td> <td>X</td> <td></td> <td>X</td> </tr> </tbody> </table>	Color	Cobalt	Copper	Paprika	Maze	Fern	Mushroom	X	X	X		X	Putty	X	X	X	X	X	Java	X	X	X	X	X	Straw	X		X		X
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Straw	X		X		X																										
<p>Decorative Bed Scarf</p>  <p>Sample Image of the Breeze Pattern</p>	<ul style="list-style-type: none"> • "Breeze" Pattern • Cobalt  • Copper  • Maize  • Fern  • Paprika  <p><i>This chart represents the acceptable coverlet and scarf color combinations.</i></p> <table border="1" data-bbox="813 1512 1414 1661"> <thead> <tr> <th>Color</th> <th>Cobalt</th> <th>Copper</th> <th>Paprika</th> <th>Maze</th> <th>Fern</th> </tr> </thead> <tbody> <tr> <td>Mushroom</td> <td>X</td> <td>X</td> <td>X</td> <td></td> <td>X</td> </tr> <tr> <td>Putty</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td>Java</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td>Straw</td> <td>X</td> <td></td> <td>X</td> <td></td> <td>X</td> </tr> </tbody> </table>	Color	Cobalt	Copper	Paprika	Maze	Fern	Mushroom	X	X	X		X	Putty	X	X	X	X	X	Java	X	X	X	X	X	Straw	X		X		X
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TRULY YOURS® SOURCING GUIDE

FILLED BLANKET - REQUIRED	COLOR SELECTION AND/OR PATTERN
<p>Option 1: Ultra-Essence™ by PCF</p>  <p><i>Sample Image - Not the Truly Yours arrangement</i></p>	<ul style="list-style-type: none"> • White color only • 230 Thread Count, 100% Cotton • Restful Nights® Exclusive Invista® S-18AM fiber is very lofty even after machine washing. • Restful Nights® Exclusive Invista® S-18AM fiber is treated with anti-microbial protection that inhibits a variety of odor-causing mold, bacteria, and fungus. • Oversized to guarantee a great fit on any bed. • Machine washable.
<p>Option 2: Duralux™ by PCF</p>  <p><i>Sample Image - Not the Truly Yours arrangement</i></p>	<ul style="list-style-type: none"> • White color only • 230 Thread Count, 100% Cotton • DuraLux fiber will not clump, matt, or shift. • DuraLux provides superior insulation and lofting benefits. • Oversized to guarantee a great fit on any bed. • Machine washable.
<p>Option 3: Hospitality Down with Hyperclean® Down Fill by PCF</p>  <p><i>Sample Image - Not the Truly Yours arrangement</i></p>	<ul style="list-style-type: none"> • White color only • Barrier Weave™, 230 Thread Count, 100% Cotton • Lightweight design for year-round use in all climates • Hyperclean® Down and Feathers are produced with our unique cleaning method which means dust, dirt and allergens have been removed so your guest can rest easy. • Barrier Weave™ fabrics use a tighter weave and special finishing so down and feathers won't sneak out. • AllerRest Fabric® is specially woven to prevent dust, dirt, harmful allergens and dust mites from penetrating into your bedding. • PCF and the ALA are partners in Sleep Environment Air Quality Education. • Machine washable.

TRULY YOURS® SOURCING GUIDE

BED SKIRT - REQUIRED	COLOR SELECTION AND/OR PATTERN
<p>Bed Skirt*</p> <p><i>*Indicate if your beds have a "base" or a "frame" to determine the correct bed skirt length and drop</i></p> <p>The new bed skirt has been improved to look and function better for guests and operations teams alike. The change in the design makes the bed skirt shorter, now exposing part of the bed base previously hidden by the old bed skirt.</p> <ul style="list-style-type: none"> • The shorter design hangs approximately 4 inches above the floor and assures guests and housekeepers that nothing has been left behind by the previous guest. For beds with bed frames, the design hangs 1 inch above the floor. • The shorter length will keep the bed skirt cleaner by not dragging on the carpet, getting stuck in the vacuum cleaner or creating a tripping hazard for guests and housekeepers. • The tailored bed skirt provides a snug fit that reduces shifting when making the bed and an overall cleaner look aesthetically. 	<ul style="list-style-type: none"> • Java  • Beige  <p>Please note when ordering the bed skirt that our various suppliers may use a different color description other than Java or Beige. The following is a list of the approved Qualified Vendors:</p> <p>Other color descriptions for Java:</p> <ul style="list-style-type: none"> • Chocolate • Cocoa • Mahogany • Dark Chocolate <p>Other color descriptions for Beige:</p> <ul style="list-style-type: none"> • Limestone • Cream • Barley • Milkweed

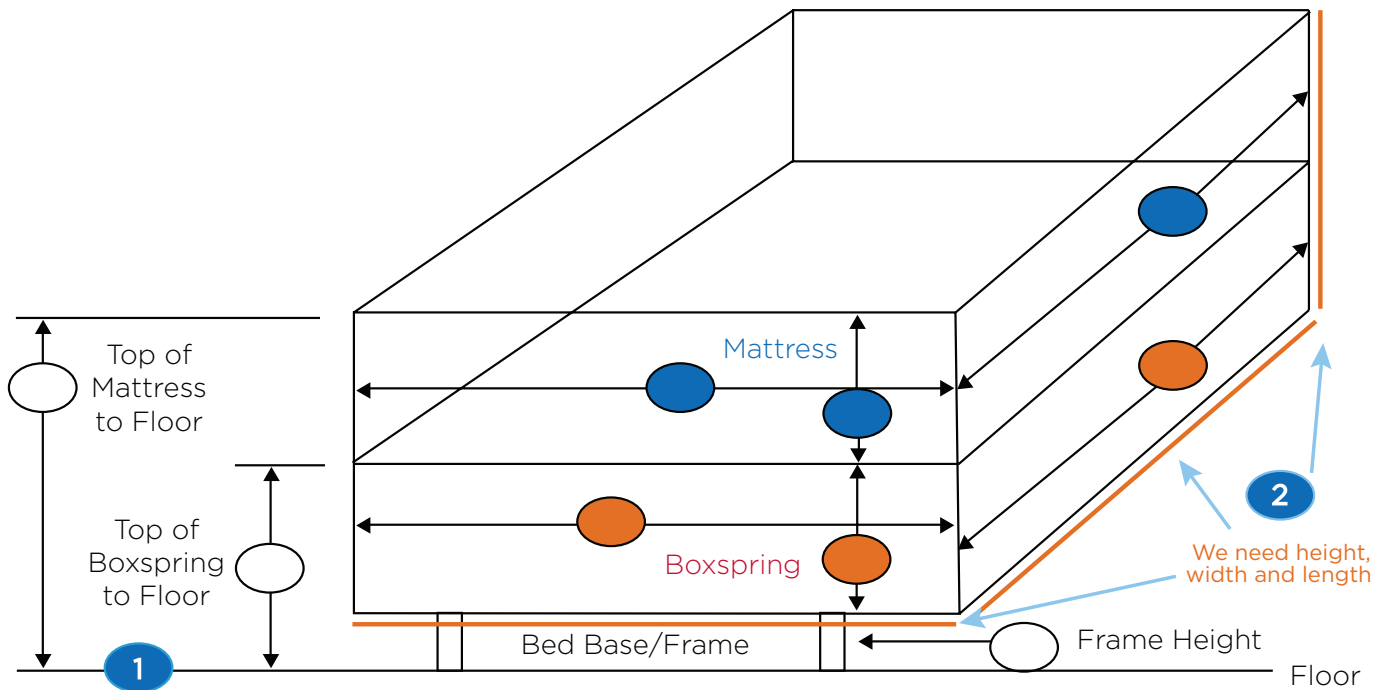
PICK YOUR PILLOW PROGRAM - REQUIRED	COLOR SELECTION AND/OR PATTERN
<ul style="list-style-type: none"> • Microfil® Soft by PCF (Two per bed) • Microfil® Firm by PCF (Three per king bed, two per queen and/or full/double bed) • Microfil® King Firm by PCF (Two per king bed; replaces the requirement for three standard size firm pillows). King firm pillows are not permitted on other bed types; king beds only. • King pillows require an appropriately-sized king pillowcase. 	<ul style="list-style-type: none"> • White color only • Green tag to identify 'soft' pillows • Blue tag to identify 'firm' pillows

MATTRESS PAD UPGRADE	
<ul style="list-style-type: none"> • Comfort Inn hotels are required to purchase the 24 oz. mattress pad upon replacement. 	<ul style="list-style-type: none"> • Minimum 24 oz. per square yard • Refer to the Rules and Regulations covering the 24 oz. mattress pad for the approved products and vendors

TRULY YOURS® SOURCING GUIDE

Measurements needed for proper bed skirt fit:

1. Measure from the top of the box spring down to the floor - this will make sure we have the proper "drop" for your bed skirt.
2. Measure the height, width and length of your box spring - to make sure the bed skirt will fit properly.





BY CHOICE HOTELS

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