



Press Release

Hamburg, 12. May 2017

Sleeping like a dream – OTTO launches specialist online shop for mattresses

The online retailer OTTO is launching paul-paula.de, a new specialist online shop for a one-fits-all mattress. The keenly focused sub-assortment comprises the in-house developed Paul-Paula mattress and matching accessories.

The assortment offered by the new online shop paul-paula.de is intentionally focused on the Paul-Paula mattress along with matching accessories such as a bedstead, slat-frame, a quilt and cushions. This keenly focused assortment gives customers rapid access to high-quality, carefully selected products.

“No other company in Germany sells more furniture and furnishing articles over the Internet than OTTO”, explains Dr Michael Heller, Member of the OTTO Management Board, Categories and Deputy Spokesman. “If you laid the 500,000 mattresses alone that we sold in financial year 2016/17 end-to-end, you could cover the road from Flensburg to the Chiemsee. The fact that 75 per cent of our mattresses are in-house developments underlines the depth of know-how we have gathered over the years in this segment.”

This expertise has been channelled into the development of the Paul-Paula mattress. The result is a tremendously ergonomic model that can do far more than a simple double-sided mattress. Paul-Paula’s supple gel top layer ensures the correct lying position and load distribution, while the clever base core offers a softer and a harder side, depending on the customer’s sleeping preferences.

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local court of Hamburg, HR A 62 024, General Partner: Verwaltungsgesellschaft Otto mbH, Hamburg, local court of Hamburg, HR B 13 762 represented by: Alexander Birken (Chairman) • Dr Rainer Hillebrand (Vice Chairman) • Dr Marcus Ackermann • Neela Montgomery • Petra Scharner-Wolff • Hanjo Schneider • Dr Winfried Zimmermann

Members of the OTTO Management Board: Marc Opelt (Spokesman) • Dr Michael Heller (Deputy Spokesman) • Dr Michael Müller-Wünsch • Katy Roewer (special proxy holders)

Supervisory Board: Dr Michael Otto (Chairman)

“With the new paul-paula.de online shop we want to reach customers who may not have considered OTTO initially in their choice of bedroom furnishings. And here, we are targeting the younger Generations Y and Z in particular. On the one hand, members of these generations are exposed to a constant flood of information, and on the other they have a strong desire for simplicity – especially when it comes to such apparently unsexy topics like buying a mattress”, Dr Heller knows. Besides saving time, customers also benefit from the online shop’s multifaceted service offer, which includes delivery free of charge directly to the customer’s bedroom if they wish. The Paul-Paula mattress is delivered unrolled and can therefore be used immediately. Customers can try it out for up to 100 nights to decide whether the mattress suits them perfectly – and can return it free of charge if it doesn’t.

The key facts on paul-paula.de and the Paul-Paula mattress at a glance:

- Specialist online shop for the one-fits-all mattress Paul-Paula
- Mattress offers two different degrees of firmness thanks to a reversible inner core (double inner core for double mattresses)
- Delivery of the unrolled mattress free of charge into the bedroom
- Optional disposal of the old mattress for a minimal extra charge
- Up to 100 nights test-sleeping
- Return free of charge
- 10-year guarantee
- 8 different sizes of mattress
- Price from € 299.99

For further information please visit www.otto.de/unternehmen/en.

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