



Seek **Together**™

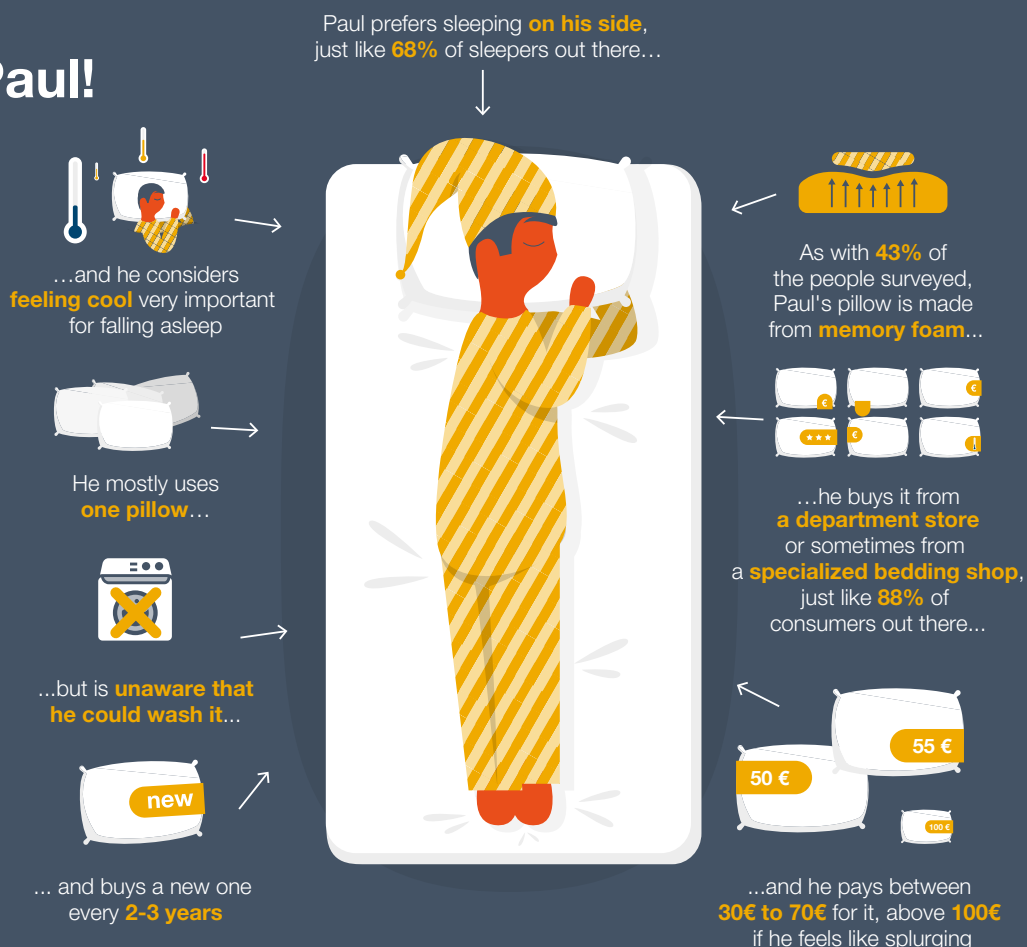
Understanding consumer preferences

At Dow, we are committed to understanding how people experience comfort so we can respond with consumer-driven solutions that help them to achieve a good quality of life and a sense of wellbeing. Our experience has taught us that the best way to offer a more flexible and comfortable experience, is to listen. That's why we decided to conduct a study that helped us to better understand consumer sleep choices and pillow purchasing habits.

What's the study all about? And who is Paul?

We developed Paul based on insights from interviews across multiple countries during our independently conducted Consumer Study. Paul reflects the majority of male and female consumers in terms of sleep preference and pillow purchasing behavior.

World, meet Paul!



ComfortScience™

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