

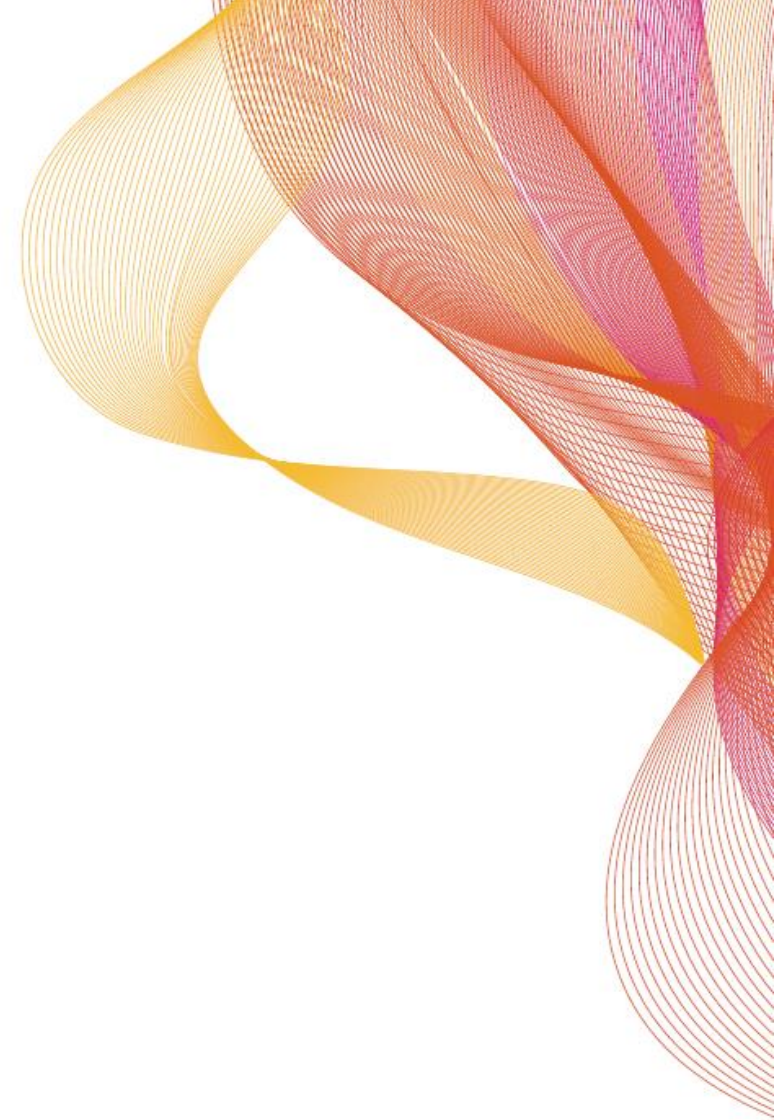


Painel de fornecedores ABICOL

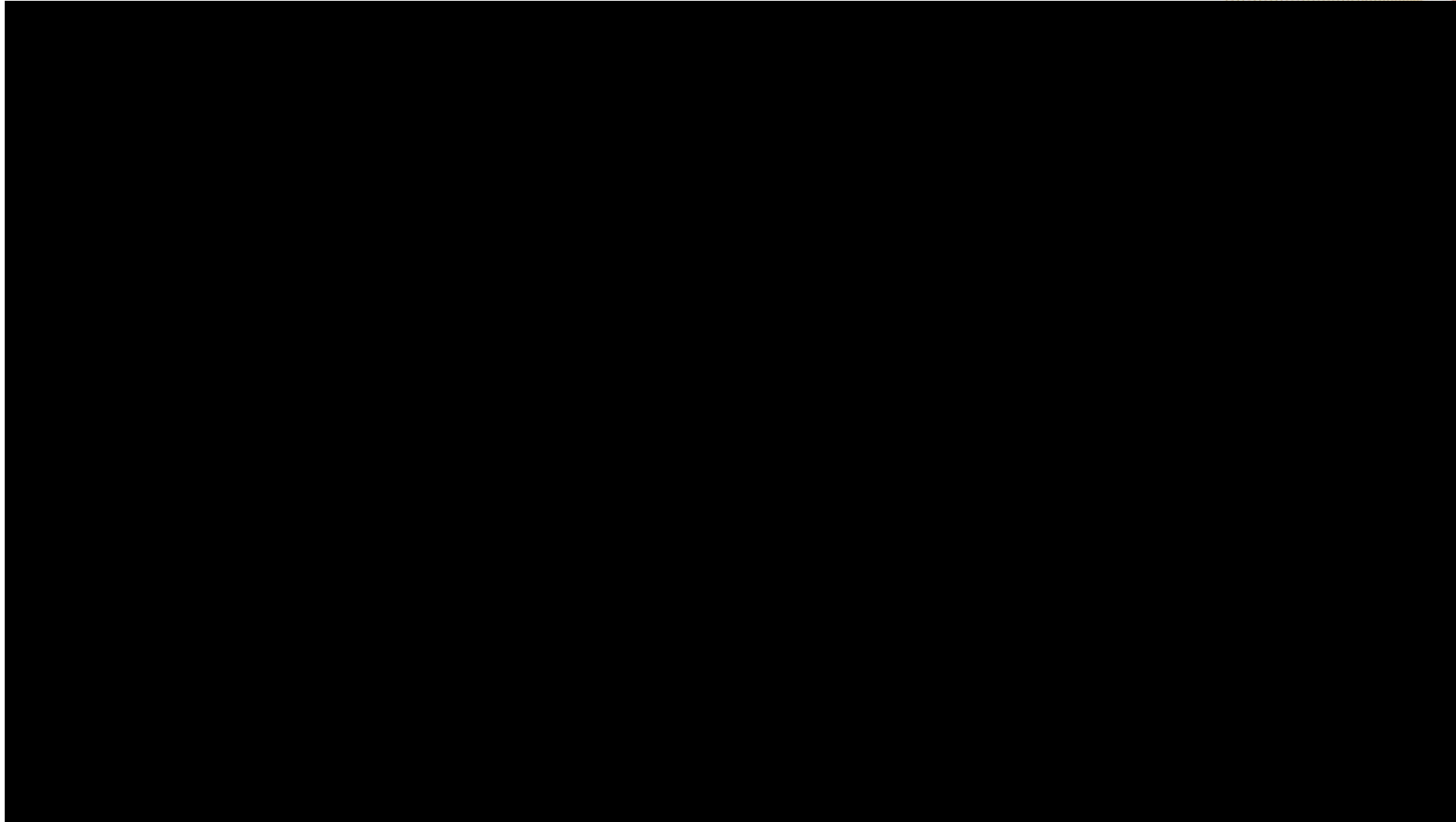
Novembro 2018

Agenda

1. ComfortScience™: As 3 Dimensões do Conforto
2. Social Listening – Escutando os Consumidores
3. O Sleep Studio
4. O colchão do Futuro?



Dow Comfort Science: A ciência do conforto



Explorando as 3 Dimensões de Conforto



Ergonomics

Optimising the relationship between the weight, shape and size of the body and the material to create a supportive, high-performing system.



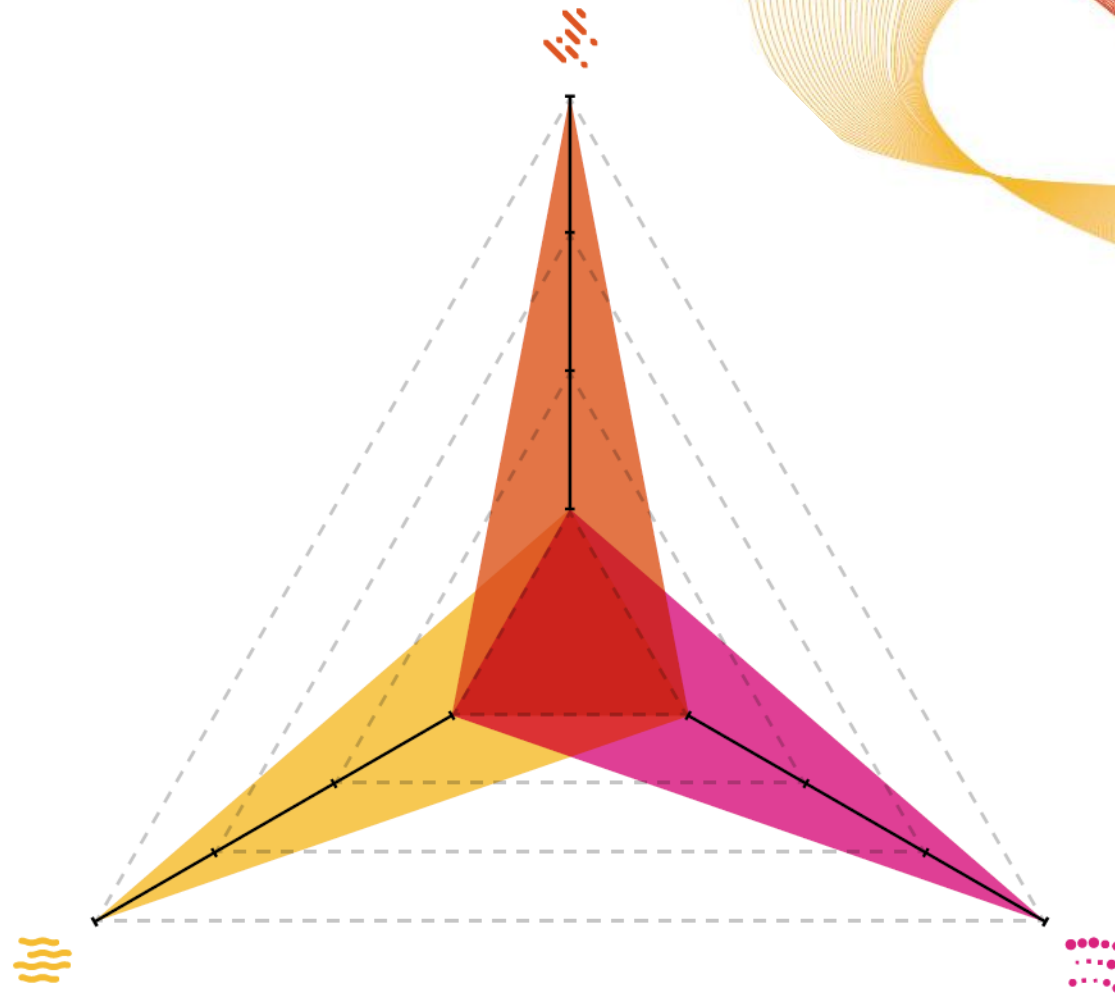
Microclimate

Maintaining comfortable levels of temperature and humidity in the microclimate that exists between materials and the human body.



Sensation

Understanding a material's textural qualities and its response to light touch, in order to deliver a tangible sensation of wellbeing.



Ergonomics

A question of support

Optimizing the relationship between the weight, shape and size of the body and the material to create a supportive, high-performing system.

PARAMETERS

Elasticity

The ability of a material to maintain or return to its original shape after being stretched or compressed; perceived as stretchiness.

Durability

The capacity of a material to withstand pressure, wear or damage; perceived as sturdiness, robustness and strength.

Support

The way in which a material bears the weight and pressure applied by all or part of the body; perceived as softness or firmness.

MEASUREMENTS

Compression set

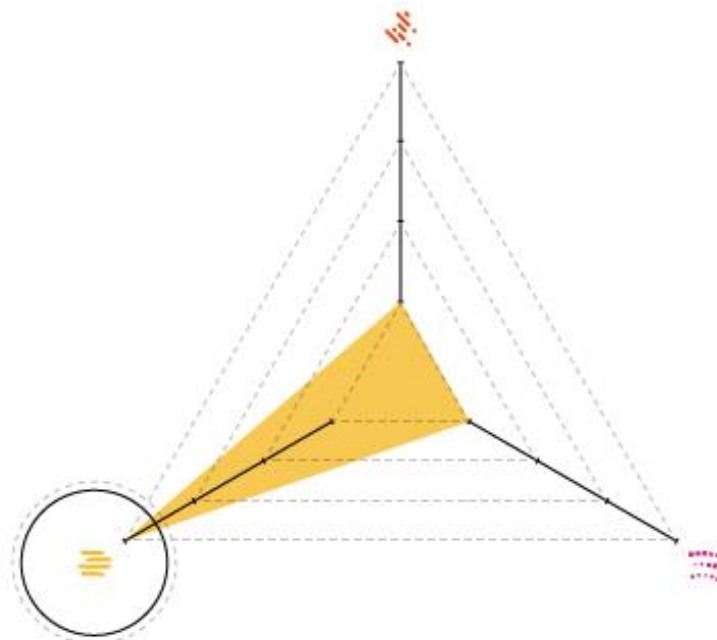
The degree by which a material has permanently deformed after a force that has been applied to it over a period of time is removed.

Pressure distribution

The level of pressure observed from point to point within a material; the way in which pressure is spread over an area.

Hysteresis

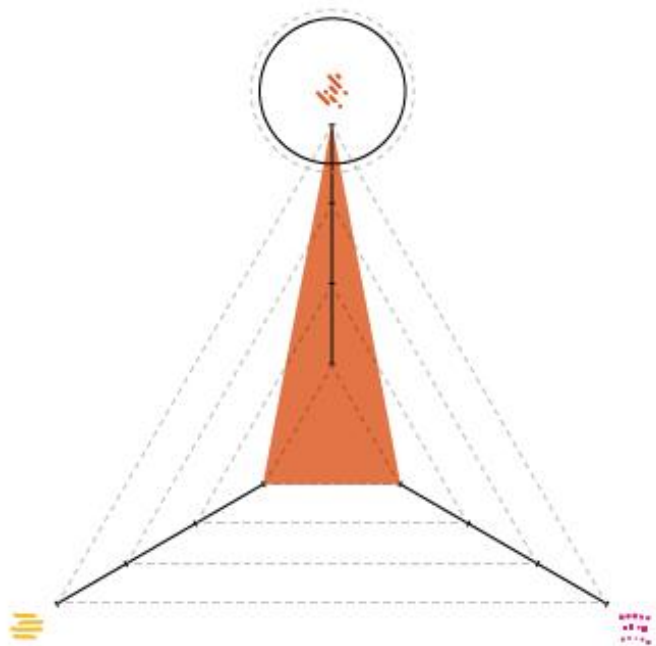
The energy absorbed by a material when it is being deformed; high hysteresis can represent poor resilience and slower recovery.



Microclimate

A climate of innovation

Maintaining comfortable levels of temperature and humidity in the microclimate that exists between materials and the human body.



PARAMETERS

Temperature

The thermal activity in the space between the material and the body; perceived as coolness or warmth.

Humidity

The amount of water vapour in the air found within the material and around the body; perceived as levels of humidity.

Freshness

The ability of the material to retain its original qualities unimpaired by heat and moisture; perceived as a clean look, feel and scent.

MEASUREMENTS

Airflow

The flow of air within and around the material, determined by how porous it is; the ease with which air can permeate through the material structure.

Moisture transport

The movement of water vapour within and around the material; the speed and direction at which it is absorbed and released

Temperature diffusion

The rate and direction at which temperature spreads within and around the material; the time and space in which heat is retained or lost.



Sensation

A sense of wellbeing

Understanding a material's textural qualities and its response to light touch, in order to deliver a tangible sensation of wellbeing.

PARAMETERS

Touch

The initial sensation experienced by applying the lightest pressure and movement across the surface of a material; perceived as roughness, smoothness, softness, elasticity, etc.

Imprint

The feeling experienced as a material either presses against or moulds itself to the contours of the body; perceived as enveloping, moulding or malleable.

Travel

The experience felt in the time between applying pressure to a material and then settling into it; perceived as sinking, weightlessness or immersion.

MEASUREMENTS

Micro-compression

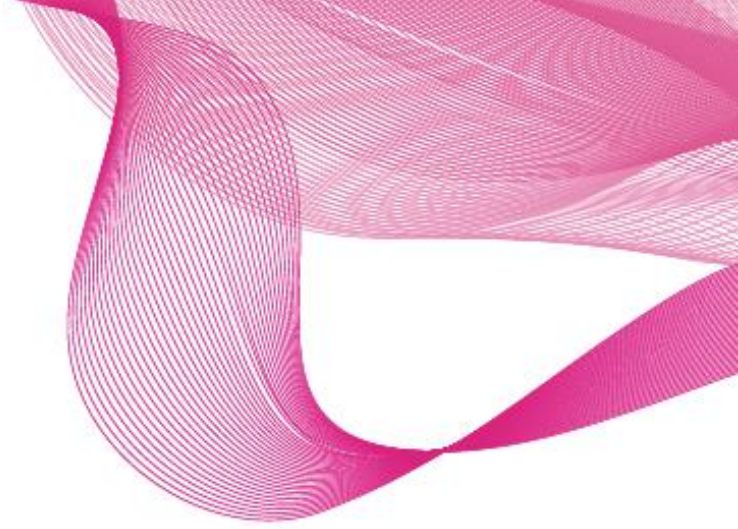
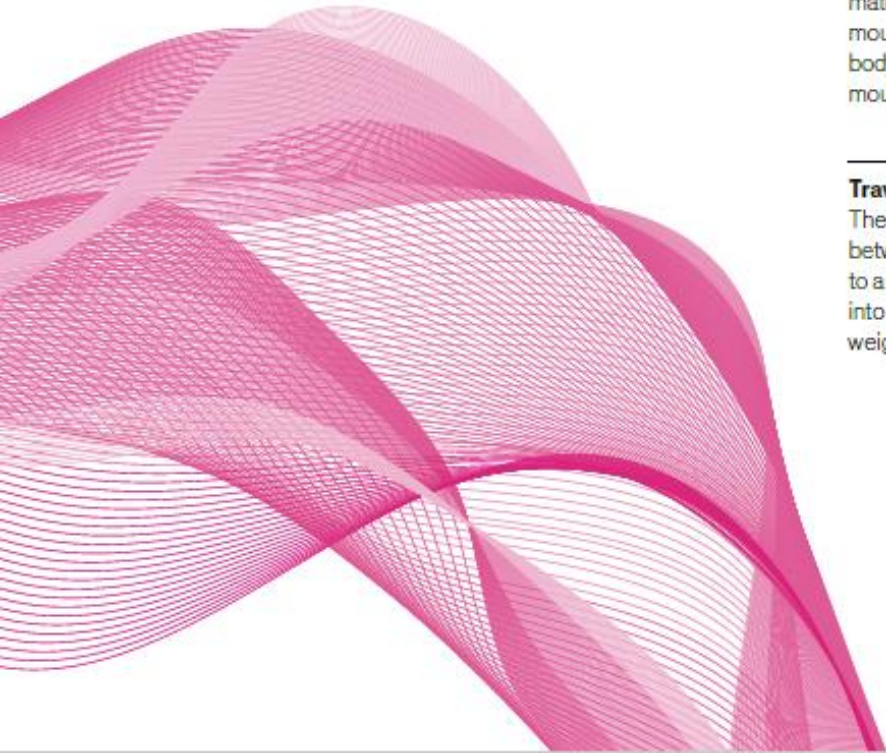
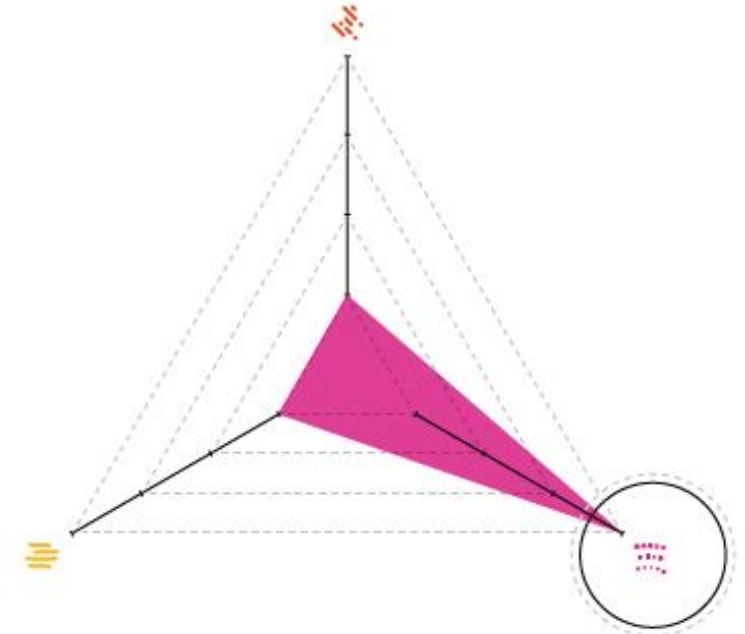
The relationship between stress and strain within a material that has been compressed by 10%; represented as slopes of varying steepness.

Recovery time

The time in which it takes a material to return to its original shape after being stretched or compressed.

Creep

The tendency of a material to move slowly or deform under the influence of stress; the speed and direction in which this occurs.



Ferramentas Digitais: Social Listening



O que é **social listening**?

Social listening é o processo de monitoramento de mídias sociais no qual mencionam suas marcas, competidores, produtos e outras ideias/temas que sejam relevantes para seu negócio.

Por que usar o Social Listening?

TENDÊNCIAS

- O que as pessoas estão falando?
- Como as coisas estão mudando ao longo do tempo?

INOVAÇÃO EM NOVOS PRODUTOS

- Em quais projetos/produtos as empresas deveriam inovar?

MENSAGEM PARA OS CONSUMIDORES

- Quais atributos devemos destacar?
- São atributos usados de forma positiva ou negativa?

POSICIONAMENTO DAS MARCAS

- Como são percebidas as marcas pelos consumidores?
- Como são as configurações dos seus colchões?

Social Listening: Experimento Dow USA

Home > PU Market Listening > PU Mattress Market Listening > Attribute_Brand_Dashboard

Undo Redo Revert Refresh Pause Original View Subscribe Edit Share Download

BinaB_Dashboard Term Analysis Dashboard ReviewDashboardOverview Attribute_Brand_Dashboard AttrTreeMapDashboard

TopperFlag: False AttributeType: (All) Attribute: (All) Review Site: (None) Review Score Color Map: 20 to 103

Minimum Review Threshold: 10 to 16,494

Total Number of Reviews

54,261

Counts by Site

consumeraffairs.com	320
samsclub.com	3,408
Walmart	10,224
amazon.com	29,158

Reviews by Brand Owner

Select Comfort	540
(Other Brands)	45,203

Attribute Term Freq.

comfortable	13,604
sleep	11,511
firm	8,291
soft	5,400
quality	4,660
pain	3,316
hard	3,248
support	3,236
comfort	2,415
comfy	1,875
thick	1,676
firmness	1,453
hot	1,307
thin	1,109
plush	996
life	942
cool	905
supportive	833
heat	792
rest	787
ache	774
waterproof	618
pressure	554
durable	541
cushion	505
form	465
softness	452
thickness	438
cold	373
padding	340
dust	327
contour	228
durability	226

Reviews by Attribute Type

Sustainability	145
Durability	2,257
Comfort	29,322

Reviews by Attribute

Attribute	Null	Bed-In-...	Leesa	Sealy-...	Select Comfort	Serta	Simmo...	Slumber 1	Tuft & Needle
Null	83	95		76	74	75	77	89	98
Allergies	89			85		86			
Comfort	91	95		87	87	86	88	93	95
Compression	81								
Consistent	68								
Contour	89			90		81			
Cushion	87	93		81	79	82	83	91	94
Density	77								
Durability	87	97		92	91	87	85	96	
End Use	87								
Firmness	84	90	82	83	86	82	80	90	93
Form	82			74		64		77	
Hard	77	91		80	70	72	66	70	91

Avg Review By Quarter

Review Score % by Brand Owner

Product Review Frequency

Slumber 1 - 8" Mattress-In-a-Box, Multiple Sizes	766
Signature Sleep Contour 8 Inch Twin Mattress	751
Dream On Me 3" Playard Mattress, White	596

Text Search

Attribute	Brand Owner	Item Info Clean	Title	Score
Null	Null	2 Inch Foam Bassinet Mattress - 15" x 30" x 2"	... needed for our bassinets that came with a really crappy [Keyword]mattress/[Keyword]. Even the sheets for our old crappy ...	100
			[Keyword]mattress/[Keyword]	100
			[Keyword]Mattress/[Keyword]	80
			All baby mattresses are sized slightly different so unless you ...	40
			awesome	100

ReviewReader

"We used this mattress on the ESsential Bunk beds we purchased. The mattress is comfortable and light weight. Our twins haven't complained about them being uncomfortable nor has it deflated. Overall this was a great but and great product for the money!!The reviewer indicated they are affiliated with this product."

DOW RESTRICTED

AttrCoOccurReviewTree



Social Listening: Experimento Dow USA



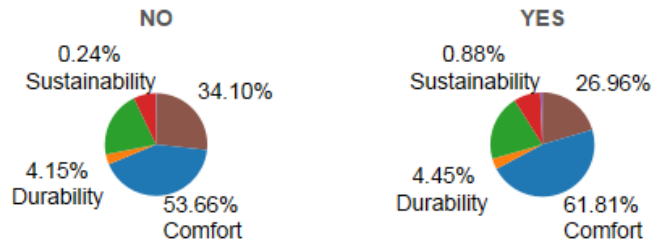
Home > PU Market Listening > PU Mattress Market Listening > BinaB_Dashboard ☆

Undo Redo Revert Refresh Pause

Original View

BinaB_Dashboard Term Analysis Dashboard ReviewDashboardOverview Attribute_Brand_Dashboard AttrTreeMapDashboard

Reviews by Attribute Type



Monthly Review Freq by Bed in a Box Brand



Bed in a Box Brand

Brand Owners to Exclude (Null is Excluded by Default)

Minimum Reviews for Attribute Analysis



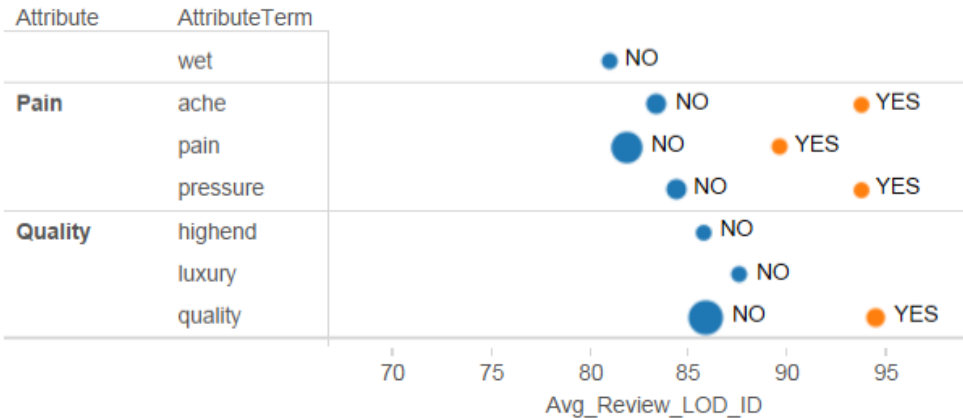
NO YES

(All) 10 17,654

Reviews by Attribute

Reviews by Attribute (Bed-in-a-Box vs Traditional Brands)

Reviews by Attribute (Bed-in-a-Box ONLY)



Attribute	NO	YES
Allergies	89	
Comfort	90	94
Compression	78	
Consistent	69	
Contour	89	74
Cushion	86	92
Density	77	
Durability	88	95

Attribute	BnaB_Brand		
	Bed-in-a-Box	Slumber 1	Tuft & Needle
Comfort	95	93	95
Cushion	93	91	94
Durability	97	96	
Firmness	90	90	93
Form		77	
Hard	91	79	91
Lifespan	96	91	100
Materials	82		



Principais tendências no USA

1) +20% das vendas de colchões são ONLINE

- “LOJAS MODELO” para experimentar colchão



Principais tendências no USA

2) Controle Térmico

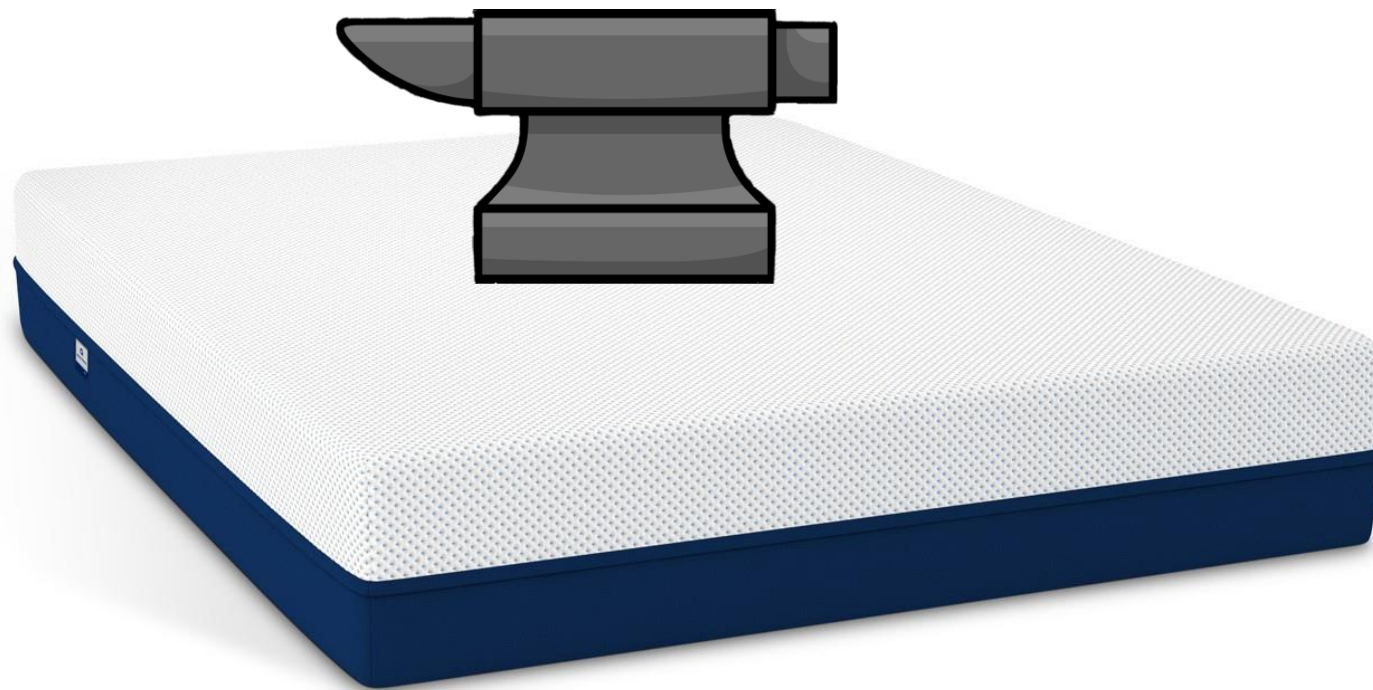
- Espumas respiráveis
- Tecnologias de resfriamento



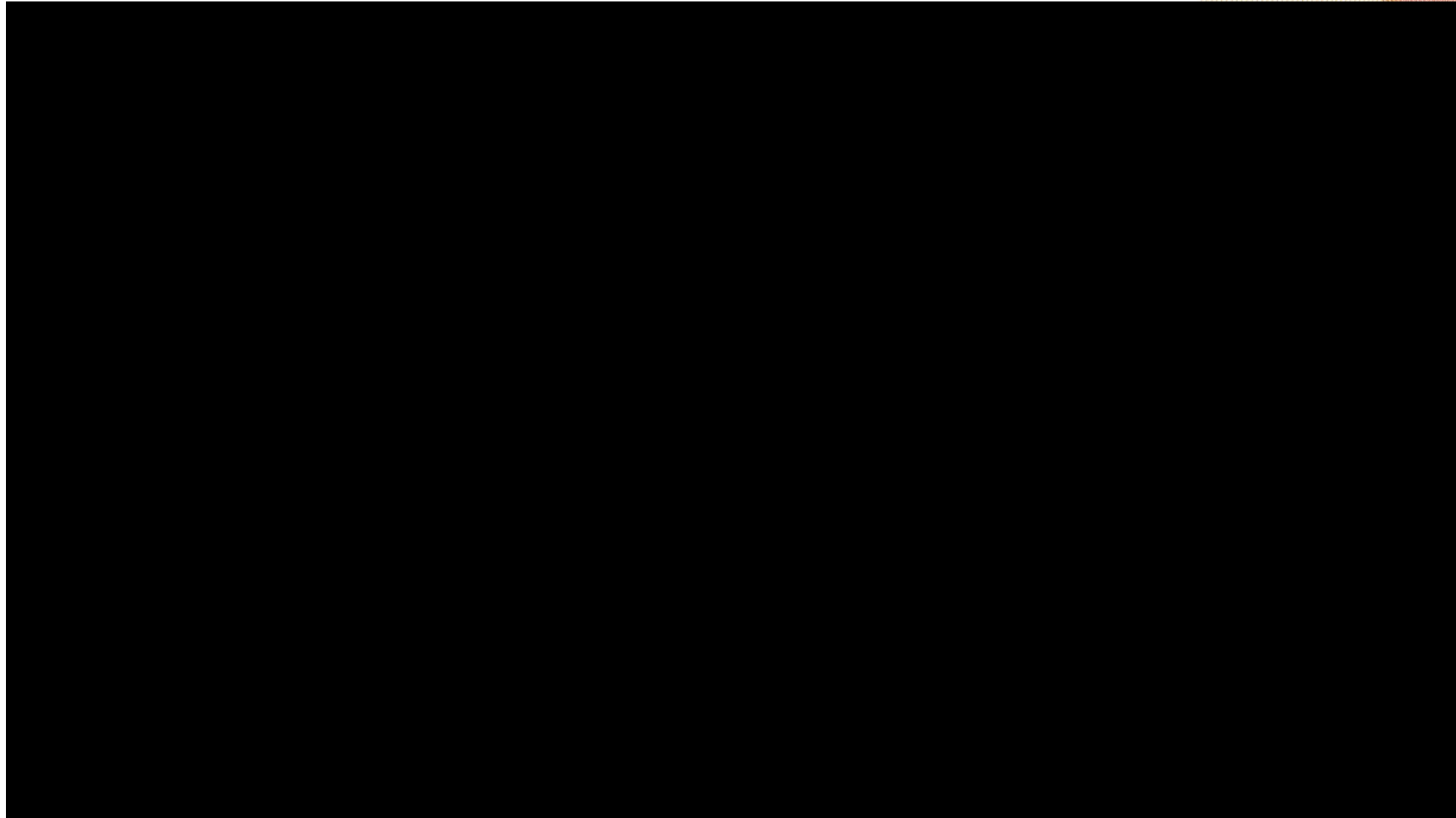
Principais tendências no USA

3) Durabilidade

- Feitos para durar +10 anos



O Sleep Studio da Dow



O colchão do Futuro no Brasil?

- Como você imagina que será?





— Obrigado!



conheça mais sobre
nossas soluções:
dowbrasil.com

visite também nossas
páginas nas mídias sociais!

