

A Snore-Free Mattress?

Select Comfort launches product to stop sawing logs

Good Night Sleep. Select Comfort is introducing an anti-snoring mattress. The Sleep Number x12 bed incorporates a partner snore feature that raises a partner's head to temporarily relieve common mild snoring, a universal remote and simple voice commands that offer effortless control. The mattress also includes a timer feature that returns users to their favorite sleeping position and offers bed lighting that softly illuminates the pathway in the dark.

Dead Water. There are few pools being installed with new home construction, reports Pool Corporation. The money right now is for refurbishment and replacement. "And that's been strong now for the past two or three years and we don't see that changing any time soon," says Pool Corp.'s Manny Perez De La Mesa. "New construction has really not recovered to any sig-



Larissa Faw
The Business Roundup

nificant degree. That's really where the real big ticket is. And at this juncture we are not seeing any significant movement from a recovery of new pool construction."

Lunch Rush. Chipotle Mexican Grill sees an average of seven transactions between 12 p.m. and 1 p.m., and another seven transactions during the peak dinner hour between 6

p.m. and 7p.m. One of its busiest days of the week, Friday experiences 11 transactions during the peak lunch hour between 12 p.m. and 1 p.m.

One Night Stand. The average daily rate to stay at one of Marriott brand hotel globally is \$170.35.

Self Paint. Most of Sherwin-Williams paint customers are professionals. Its neighborhood network of paint stores sees about 85 percent professional, 15 percent DIY. "We give some credit to our relationship with HGTV, which has been a terrific relationship with the company attracting a younger consumer to us," say executives.

Stalled Recall. Only 3 percent of AutoNation's customer care growth is from auto recalls. "Certainly, there's pressure on all manufacturers and there has been a flurry of activity with GM and Toyota, but I think its still a

small part of the business," says AutoNation's Michael Maroone.

Global Ride. Harley-Davidson is inviting you to travel the world, albeit virtually. Starting May 5, the motorcycle brand, creative production agency KngLAD, and ItDrewItself kick off the Discover More initiative that follows a group of riders promoting the Harley-Davidson Street Glide motorcycle across 30 countries in two continents, including parts of Europe, the Middle East, and North Africa.

Advanced Tickets. Travel website Travelzoo reports users book their hotel an average of 60 to 70 days in advance of stay.

Beer Train. Union Pacific expects to see more imported beer traveling on its rails, but the drought in California is expected to decrease the shipments of tomato paste and canned goods.

Toy Stores. Eighty-five percent of toys are still purchased in brick and mortar retail stores, with 15 percent bought online, reports Mattel. One third of total Barbie sales are in the U.S., two thirds international. Two-thirds of Fisher-Price sales, on the other hand, are in the U.S. while one-third are international.

Brand Power. Pepsi sells nine of the top 40 packaged food and beverage trademarks in the U.S., which is most of any consumer packaged goods company. Pepsi also sells nine of the top 50 packaged food and soft drink brands in Russia, which is again most of any CPG company, seven of the top 50 in Mexico and six of the top 50 in the U.K.

Larissa Faw covers business trends for Forbes, The Motley Fool and other outlets. Contact her at larissafaw@gmail.com.

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