

The NASA Connection Tempur-Pedic



CEO – Bob Trussell

On May 6, 1998, Bob Trussell, Tempur-Pedic® Founder and CEO, was invited to NASA headquarters in Washington, DC to attend a press conference in Tempur-Pedic's honor.

There, NASA Administrator, Daniel S. Goldin, recognized Tempur-Pedic for successfully using NASA technology to create economic opportunity and promote a better quality of life for humankind - in both the consumer and medical sector.

After receiving NASA's Plaque of Recognition, Tempur-Pedic presented the Administration with our one-millionth pillow. This pillow and other similar pillows are on display at NASA Headquarters, Johnson Space Center, Kennedy Space Center, and the Smithsonian Institution.

Soon after the NASA Press Conference, Tempur-Pedic was licensed by the United States Space Foundation to use the official "Certified Technology" seal on our product packaging and marketing materials.

The Certified Space Technology initiative is committed to broadening awareness, understanding, and support for the important role space plays in the everyday lives of Americans.



Apollo 13

The initiative is dedicated to communicating how the space's relevance and how it makes life better on earth today. The CST initiative only supports products that are actual results of space technology and research.

To protect the integrity of the certification seal, the U.S. Space Foundation has assembled a panel of space experts to review the qualifications of submitted products and services. Only those products and services certified as having originated in U.S. space efforts or used in space flight may employ the seal.

There is a reason we're high-tech!

After a thorough verification process with NASA, Tempur-Pedic was accepted as one of their "esteemed companies." The "Certified Technology" Seal verifies that underlying product technology was derived from America's efforts and experiments in Space. You will find the "Certified Technology" Seal on our products, brochures, and other resources. To learn more about the Certified Space Technology initiative and other certified products, you may visit www.spaceconnection.org.

What is Visco-Elastic Foam?

Visco: resistant to change of shape.

Elastic: able to return to its original shape after being forced to change.

Imagine lying on a surface that senses exactly how far to let you "sink in" so that every point on the contour of your body is supported.

When you are not on that surface, it then "flows" back to its original, flat shape. This phenomenon is similar to pushing your hand into the surface of a bowl of water and feeling the water flow to fill every contour and curve of your hand, then return to its original shape once your hand is removed.