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HIBR



A major leap forward in memory foam technology. The HIBR pillow stays cool, breathable and extremely comfortable.

<http://hibr.com>

Created by

Fohm

336 backers pledged \$42,141 to help bring this project to life.

Last updated August 4, 2015

Campaign

Rewards

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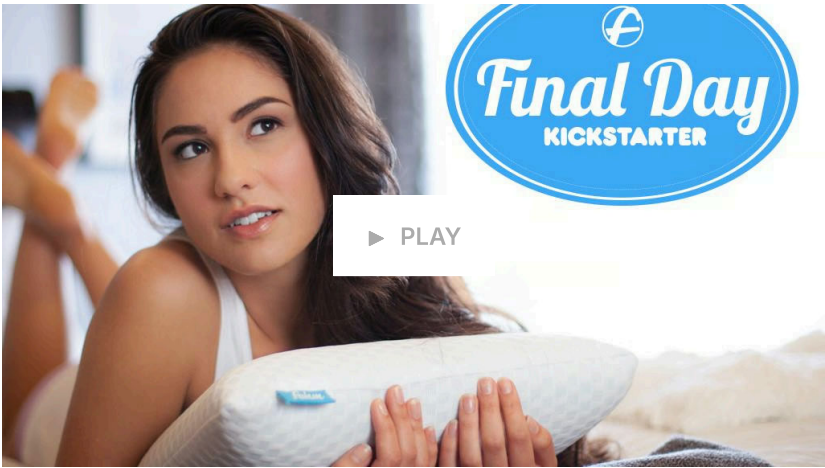
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## The High-Tech Modern Pillow

📍 [Greenville, SC](#)    🔧 [Product Design](#)

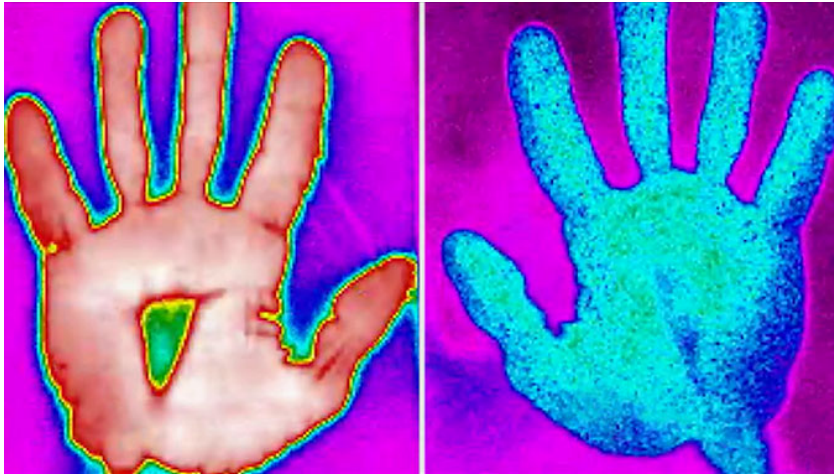
**\$42,141**

pledged of \$23,000 goal

**336**

backers

## Story



Competitor (left) and Fohm (right) --- Look at that heat dissipating!

## Fohm Technology

**Did you know that we spend a third of our life sleeping?** That's about twenty five years of your head resting on a pillow. So why don't most people give any attention to their pillow?

We decided to finally give the pillow the attention it deserves. So we set out to build the most technologically advanced pillow ever created - here are the areas we made the most improvements:

- **Memory Foam, Improved:** The benefits of memory foam are numerous: it offers fantastic support and alignment of your head, neck and spine. It molds to the shape of your head and never loses its elasticity. Creating a higher quality memory foam that addressed the issues of heat distribution and variable firmness support was our primary focus.
- **ThermaPhase Technology:** The team behind our memory foam is incredible. We worked with them to develop a phase change material, called ThermaPhase, into our foam which works to draw heat away from the source. This revolutionary technology stabilizes heat and regulates temperatures to a comfortable 88° - evenly dissipating heat throughout the pillow.
- **Dynamic Thermal Cooling:** Current technology places a thick, uncomfortable gel layer directly on top of the memory foam - trapping heat and preventing airflow. We developed a brand new technology and created Dynamic Thermal Cooling. This material bonds to our ThermaPhase technology inside the foam - creating a seamless, integrated, comfortable cooling layer on top of the the pillow. The really innovative technology behind this is how your pillow stays completely breathable - never pooling heat.
- **Heat Management & Airflow:** Good ventilation is vital for proper heat distribution. We give off heat when we sleep, and having a pillow that

## Funding period

Oct 1 2014 - Oct 31 2014 (30 days)

can evenly distribute that heat makes for a much more comfortable sleeping experience. We add ventilation holes to our pillows to further enhance the qualities of our ThermaPhase infused foam and ThermaPhase Cooling Layer.

- **Innovative Quality Fabric:** Putting the time and research into a fabric that actually compliments the technology inside of this pillow was the final, crucial step. Our fabric is treated with a phase change material that actually wicks away moisture and heat - giving you an additional layer of comfort.



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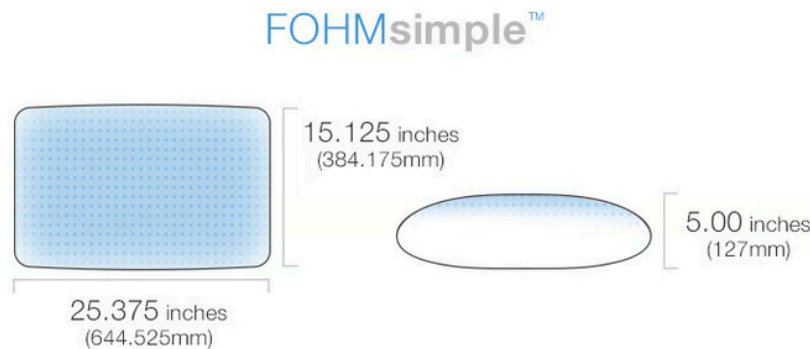
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## Three Distinct Shapes

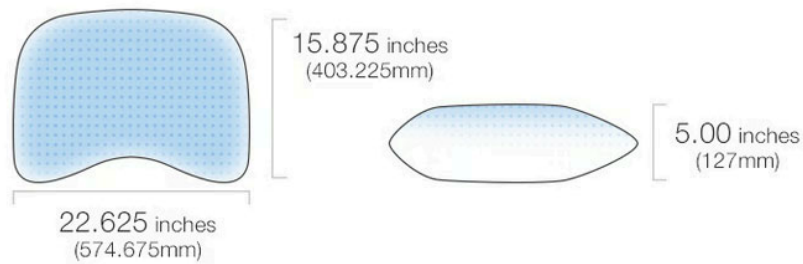
We all have our own personal sleeping preferences. This is why the Fohm pillow comes in three different shapes.

The most common positions are side sleepers, stomach sleepers, and back sleepers. So we decided to build our pillows in three great shapes: the **Simple**, **Side** and **Silhouette**.

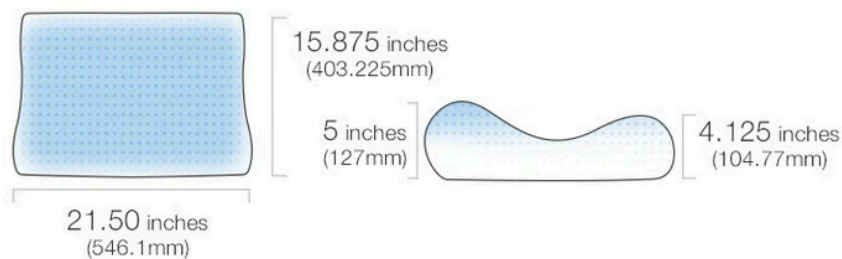


*The Fohm Simple*

The **Simple** is the most traditional of the three shapes. This pillow shape is great for no matter how you sleep - on your side, your back or your stomach. It's a classic shape that everyone can enjoy.

FOHMs<sup>TM</sup>side*The Fohm Side*

The **Side** has a non-traditional shape that you might just fall in love with. If you primarily sleep on your side, then this pillow is for you. It comfortably fits around your shoulders providing excellent support throughout the night. This is the pillow style that Nick (co-founder) uses when he sleeps.

FOHMs<sup>TM</sup>silhouette



*The Fohm Silhouette*

The **Silhouette** is a new take on a classic design. We've increased the height of the first "curve" making this pillow great for back and side sleepers. The curves mold perfectly under your neck and gently cradle the head - a great option for anyone with neck or back problems. This is the pillow style that Erick (co-founder) uses when he sleeps.

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## Limited Edition **Kickstarter** Pillows



We are shipping a "one-time" only Limited Edition Kickstarter Backer Green Tag for all our backers. The tag has our logo on one side and Kickstarter on the other - so you'll have proof that you were one of the people to help launch the success of Fohm.

We will also be providing early pre-order access to our mattress and topper lines this Spring to Kickstarter Backers.

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## Who's Behind **Fohm**?



*Nick Ondrako (left) & Erick Arbe (right) - Founders of Fohm*

The two guys behind Fohm are Erick Arbe and Nick Ondrako, two long time friends and business partners that have grown several different companies together.

Over the past year, they have forged great relationships within the memory foam industry and worked closely with industry experts to develop a truly cutting edge memory foam company.

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## Please **Share** The Story

We appreciate you scrolling all the way down the page and reading this! If you backed us - HIGH FIVE!

Humor aside - we would love your help. Please take just a moment and share our story on your favorite social platform.

Here are the links to our pages:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [Pinterest](#)
- [Google+](#)

## Risks and challenges

With all new businesses there are risks - ours being financial (that's where you come in). We already have all our manufacturing, fabrics, tags, packaging, and shipping all lined up - between them they have about a trillion years experience and already produce products for some of the biggest companies in the world.

We are in really good hands - all we need to do is pull the trigger and give them the go ahead. We guarantee you a Fohm Pillow for the Holiday Season!

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