

Sleep Country Canada opening in Metro

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TIMES & TRANSCRIPT

If you're in the market for a new mattress, the retail hub of Metro Moncton will soon have another business to satisfy that need.

Sleep Country Canada's Moncton location, at 20 Wyse St., next to Moxie's and the Mapleton Power Centre, will open April 1 – the same day as a store opening in Saint John.

The Moncton store, at just under 6,000 sq. feet, will be one of the biggest in Atlantic Canada and is expected to be the flagship for the company's development in New Brunswick.

The store employs three associates and an area sales manager will oversee operations at both the Moncton and Halifax stores.

Laura Baker, vice-president of marketing, said one of the associates was an employee with a store in another part of the country who is moving back home.

"It's very exciting," she said. "We had a similar situation when we opened in Halifax, too."

Metro Moncton will also be home to a new warehouse for the retailer, Baker said, though details as to exactly where it will be situated are still up in the air.



Sleep Country Canada's Moncton store, located on Wyse Street near Moxie's, is set to open April 1. PHOTO: ALLISON TOOGOOD/TIMES & TRANSCRIPT

A Sleep Country is also in the works in Fredericton and is slated to open in May.

Sleep Country Canada has over 200 locations across Canada, with stores in British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia and with the spring openings, in New Brunswick.

The company website notes they

are the "only retailer in Canada to offer Sealy, Serta, Simmons, Kingsdown, Tempur-Pedic, iComfort and Sunset Collection beds, all side-by-side under one roof."

Mattresses start at \$199 and up and come in a variety of styles and prices, with everything from traditional coil mattresses to different things like memory foam and gel mattresses.