



2026
EDITION

MATTRESS BUYER'S GUIDE

YOUR COMPLETE GUIDE TO BETTER SLEEP
& THE RIGHT HELIX MATTRESS



PERSONALIZED
COMFORT
FOR EVERY SLEEPER



PREMIUM HYBRID
CONSTRUCTION



COOLING TECHNOLOGY
FOR RESTFUL NIGHTS



SUPERIOR SUPPORT
& DURABILITY



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ONLY AT MATTRESS
GALLERY DIRECT

LOCAL EXPERTS. REAL BEDS. BETTER SLEEP.

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FRANKLIN & SMYRNA, TN
FOR **OVER 40 YEARS**.

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Better Sleep
Starts Here



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Helix Mattress Buyer's Guide

Murfreesboro • Franklin • Smyrna TN

What Makes Helix Different

Helix is one of the most innovative mattress brands in the industry, built around one simple idea: **not every sleeper is the same, so why should every mattress be?**

Founded in 2015, Helix Sleep disrupted the industry by introducing personalized sleep matching — using sleep data like body type, position, and firmness preference to match customers to the right mattress.

Today, Helix has evolved into a premium hybrid mattress brand combining:

- High-density memory foams
- Individually wrapped coil systems
- Zoned lumbar support
- Cooling technology upgrades

The result? A mattress that blends **pressure relief + support + durability** better than most online competitors.

Mattress Gallery Direct – Top Picks

These are the **best-performing Helix models** we recommend in-store based on real customer fitting and long-term performance:

Helix Midnight Luxe

(Best Overall)

\$2,198.00 • **4.2** ★ ★ ★ ★ ☆

Premium hybrid with pillow-top comfort, zoned coils, and high-density foam—ideal for side sleepers and pressure relief.

- Medium feel (perfect balance of comfort & support)
- Pillow-top with gel-infused memory foam
- Zoned lumbar coil system
- Excellent for side sleepers & couples
- 10+ year durability expected



Helix Midnight Elite

(Best Luxury Feel)

\$3,198.00

· 4.2

★

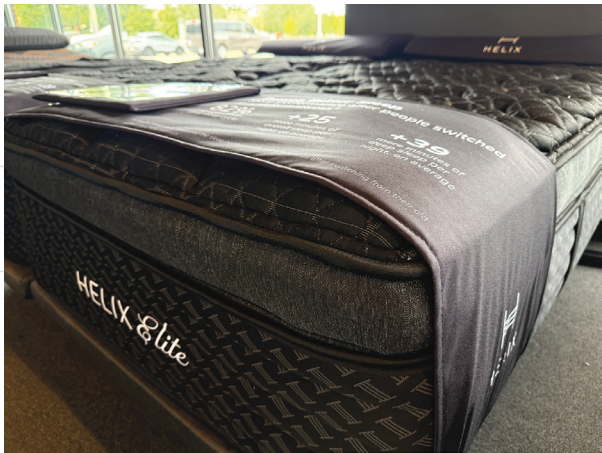
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★

★

Ultra-premium hybrid with microcoils, advanced cooling, and enhanced support for a high-end luxury sleep feel.



Helix Twilight Elite

(Best Firm Support)

\$3,198.00

· 4.3

★

★

★

★

★

Firm hybrid mattress built for maximum support, spinal alignment, and durability with premium coil and foam layers.



High-Density Foam vs Low-Density Foam (Critical Difference)

Feature	Helix High-Density Foam	Online Bed-in-a-Box Foam
Density	High-density premium foams	Low-density budget foams
Pressure Relief	Deep contouring for joints	Surface-level comfort only
Durability	8–12+ years	Often 3–5 years
Support	Maintains shape & alignment	Breaks down quickly
Heat Retention	Breathable & advanced cooling	Traps heat
Overall Performance	Consistent long-term support	Short-term comfort, faster wear

Why “Not Compressed” Matters (MGD Advantage)

Mattress Gallery Direct Helix

- Never stored compressed long-term
- Maintains full foam structure
- No extended off-gassing
- Ready for immediate performance

Typical Online Bed-in-a-Box

- Compressed for weeks/months
- Foam cell structure can weaken
- Takes 24–72 hours to fully expand
- Potential long-term durability loss

☛ Even Helix mattresses themselves note off-gassing occurs after compression shipping

Why Helix Hybrid Construction Wins

Helix mattresses combine:

- Memory foam → pressure relief
- Pocketed coils → support & airflow

This hybrid design consistently outperforms all-foam beds by:

- ✓ Reducing back and hip pain
- ✓ Improving airflow and cooling
- ✓ Increasing durability
- ✓ Providing better edge support

Helix models like the Midnight Luxe include **up to 1,000 individually wrapped coils with zoned lumbar support** for spinal alignment.

Why Mattress Gallery Direct is the Best Place to Buy Helix

At Mattress Gallery Direct in Murfreesboro, Franklin, and Smyrna TN, you get advantages you simply cannot get online:

✓ Try Before You Buy

Compare Helix models side-by-side — no guessing

✓ Certified Bedding Specialists

Non-commissioned experts trained in:

- Sleep posture
- Pressure relief
- Proper spinal alignment

✓ Proper Fitting Process

We match you based on:

- Sleep position
- Body type
- Pain points

✓ Local Advantage

- Faster delivery
- No risk of wrong mattress
- Personalized service

Final Verdict: Is Helix Worth It?

YES — if you choose the right model.

Helix stands out because it offers:

- Personalized comfort options
- Hybrid durability
- Advanced cooling
- Proven pressure relief

But the biggest difference?

➔ **Getting properly fitted in-store vs guessing online.**

That's why Mattress Gallery Direct remains the **most qualified Helix retailer in Middle Tennessee** — helping you find the right mattress the first time, not after multiple returns.