



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



TRY BEFORE YOU BUY  
ONLY AT MATTRESS  
GALLERY DIRECT

Better Sleep  
Starts Here



MATTRESS  
GALLERY  
DIRECT

MIDNIGHT  
LUXE



LOCAL EXPERTS. REAL BEDS. BETTER SLEEP.

PROUDLY SERVING MURFREESBORO,  
FRANKLIN & SMYRNA, TN  
FOR OVER 40 YEARS.

MATTRESS GALLERY DIRECT

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FOR OVER 40 YEARS

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NASHVILLE MADE. NEVER COMPRESSED. BUILT FOR BETTER SLEEP.



# Helix Mattress Buyer's Guide

Murfreesboro • Franklin • Smyrna TN

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## 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.

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## 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)

**\$2,061.00** · **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



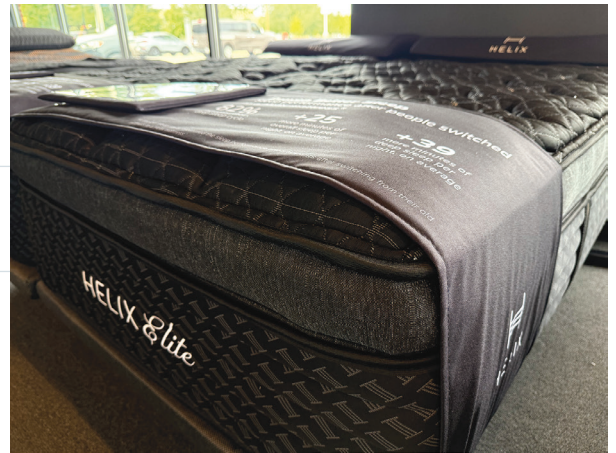
## Helix Midnight Elite

(Best Luxury Feel)

**\$2,998.00** · 4.2 ★ ★ ★ ★ ☆

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

- Multi-layer comfort system + microcoils
- Advanced cooling upgrades
- Deep pressure relief with stronger support
- “Hotel luxury” level construction



## Helix Twilight Elite

(Best Firm Support)

**\$2,998.00** · 4.3 ★ ★ ★ ★ ☆

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

- Firm feel for back & stomach sleepers
- Maximum spinal alignment support
- High-density foam + coil durability
- Ideal for heavier body types



## 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

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## 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.