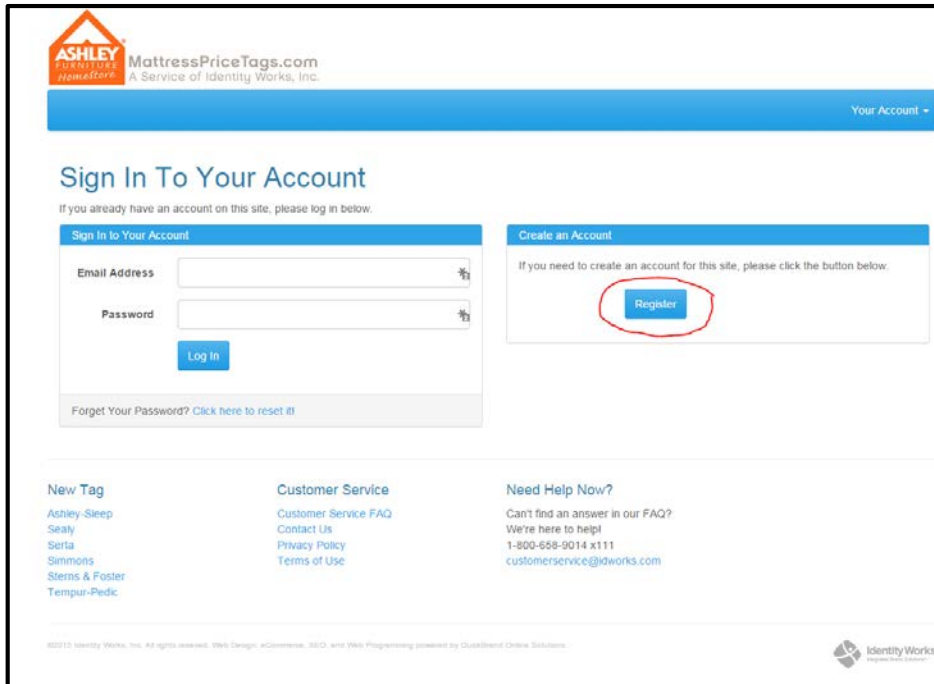
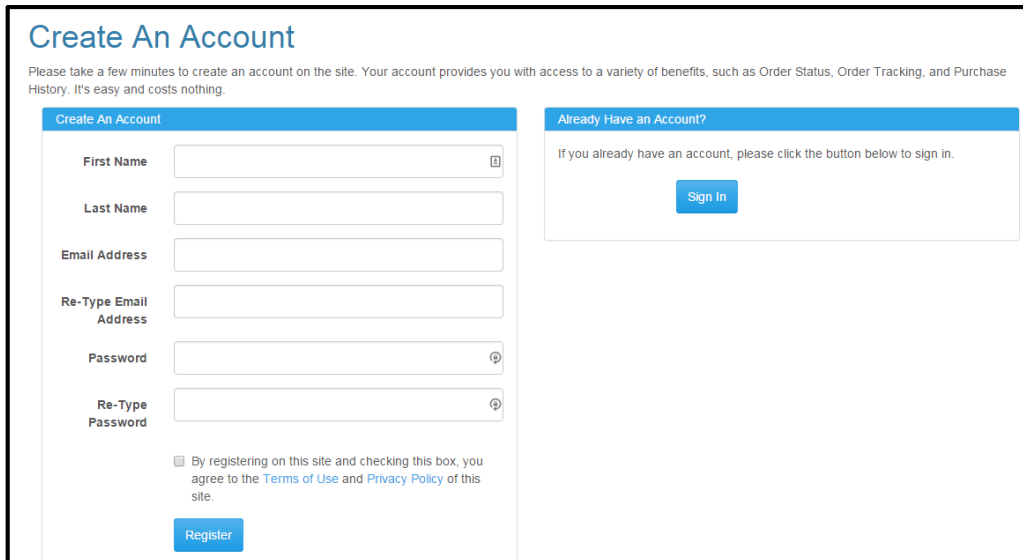


1. Navigate to mattresspricetags.com
2. If this is the first time visiting the site, click on “Register” under Create an Account



3. Fill out the information needed to create an account. **Be sure to use your AFHS email address.**



4. After you have an account, sign in.

Sign In To Your Account
If you already have an account on this site, please log in below.

Sign In To Your Account

Email Address

Password

[Log In](#)

Forget Your Password? [Click here to reset it!](#)

Create an Account

If you need to create an account for this site, please click the button below.

[Register](#)

5. Once you are signed in, you will land on the Home Page. From here, you can do multiple things. Each item will have its own section later in this document.

- a. Create a tag from scratch
- b. Update an existing mattress price tag
- c. Reprint an existing mattress price tag
- d. Update your account and log out

ASHLEY FURNITURE HomeStore **MattressPriceTags.com**
A Service of Identity Works, Inc.

D.

[New Tag](#) [Create a new Tag from scratch](#) [Update your Account or Log Out](#) [Your Account](#)

A. Instructions

If you'd like to make a new Mattress Price Tag, please select the appropriate mattress vendor from the categories above. You will then be guided through the process of generating the price tag.

B. Update an Existing Mattress Price Tag by entering the code in the box below

If you have an existing tag that you'd like to update, please enter the Unique Mattress Code below. This code can be found in the lower right hand corner of the your tag.

Mattress Code

[Update Tag](#)

C. Reprint an Existing Mattress Price Tag by entering the code in the box below

If you have an existing tag that you'd like to reprint, please enter the Unique Mattress Code below. This code can be found in the lower right hand corner of the your tag.

Mattress Code

[Reprint Tag](#)

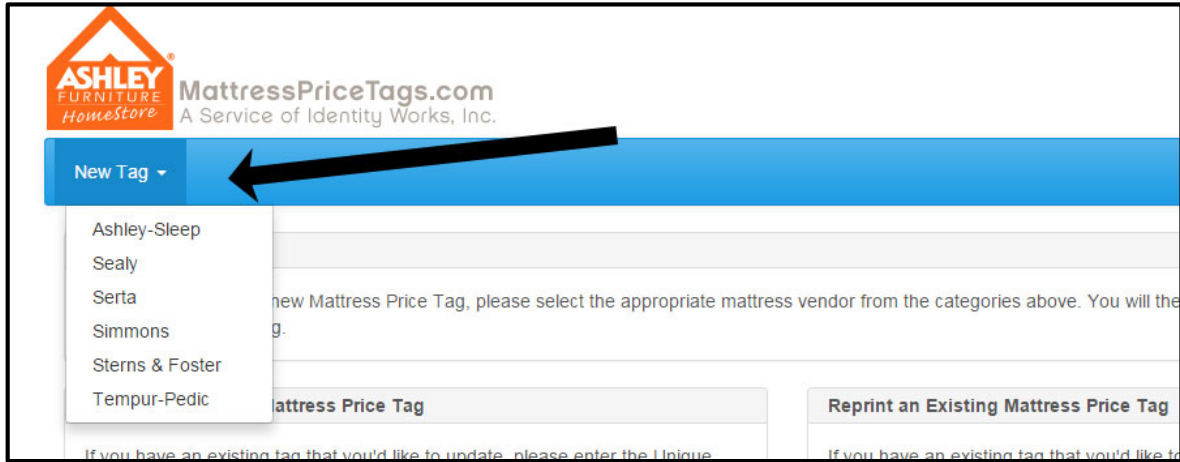
New Tag
Ashley-Sleep
Sealy
Serta
Simmons
Sterns & Foster
Tempur-Pedic

Customer Service
Customer Service FAQ
Contact Us
Privacy Policy
Terms of Use

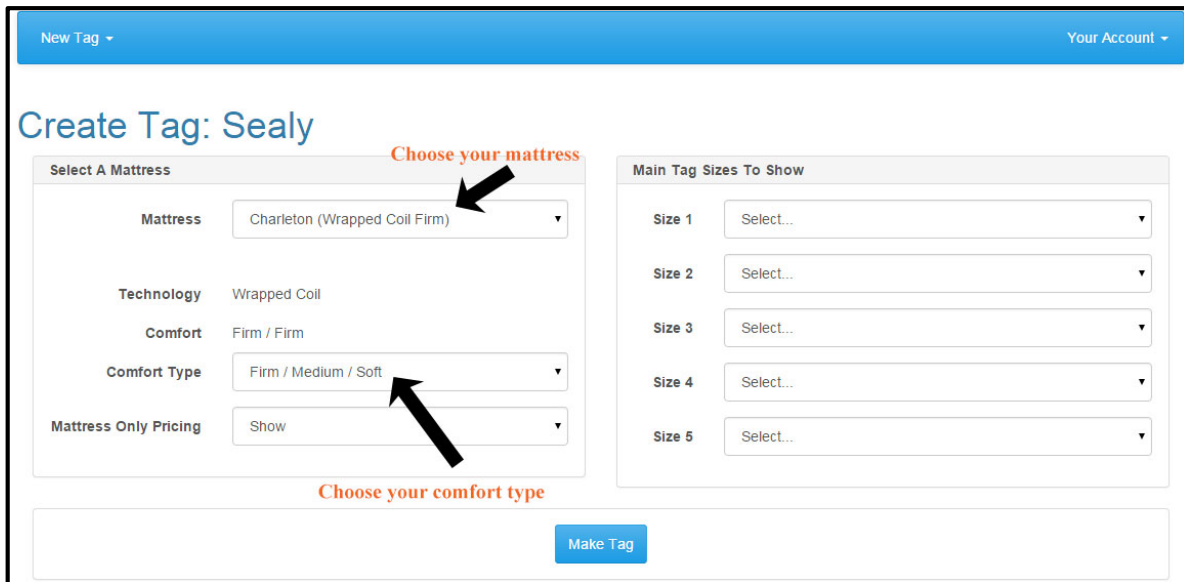
Need Help Now?
Can't find an answer in our FAQ?
We're here to help!
1-800-658-9014 x111
customerservice@idworks.com

Creating a New Tag

1. Click on the New Tag button in the top navigation to view the dropdown menu. Choose the brand of mattress that you want to create a tag for.



2. Once you have selected the brand, you will get the "Create Tag" page. From here, you can select your mattress from the dropdown menu.



3. You can also choose your comfort type description. Choose from:
 - a. Firm/Medium/Soft
 - b. Firm/Plush/Ultra Plush

4. You can also decide to show or not show the mattress only pricing in this area.

New Tag Your Account

Create Tag: Sealy

Select A Mattress

Mattress: Charleton (Wrapped Coil Firm)

Technology: Wrapped Coil

Comfort: Firm / Firm

Comfort Type: Firm / Medium / Soft

Mattress Only Pricing: Show

Main Tag Sizes To Show

Size 1: Select...

Size 2: Select...

Size 3: Select...

Size 4: Select...

Size 5: Select...

Show or Hide Mattress Only Price

Make Tag

5. Choose the sizes you want to show. You can show up to 5 sizes:

- a. Twin
- b. Twin XL
- c. Full
- d. Full XL
- e. Queen
- f. Split Queen
- g. King
- h. Split King
- i. Cal King
- j. Split Cal King

New Tag Your Account

Create Tag: Sealy

Select A Mattress

Mattress: Charleton (Wrapped Coil Firm)

Technology: Wrapped Coil

Comfort: Firm / Firm

Comfort Type: Firm / Medium / Soft

Mattress Only Pricing: Show

Main Tag Sizes To Show

Size 1: Select...

Size 2: Select...

Size 3: Select...

Size 4: Select...

Size 5: Select...

Choose your sizes to show

Make Tag

- 6. Next decide the Main Tag Columns to Show. You can choose up to four columns to show. You do not need to fill out all four. These will be the options that you can put prices to later in the tag. You can also add column text notes. These notes will show on the Grid Tag only.

The screenshot shows two side-by-side configuration panels. The left panel, titled 'Main Tag Columns To Show (Financing Allowed)', contains four dropdown menus labeled 'Column 1' through 'Column 4'. Column 1 is set to 'Arise Power Foundation', Column 2 to 'Arise Power Set', Column 3 to 'Better Power Foundation', and Column 4 to 'Select...'. The right panel, titled 'Column Notes (Shown Under Column Name in Grid Tag Only)', contains four text input fields labeled 'Note 1' through 'Note 4'. Note 1 contains 'Text Note 1', Note 2 contains 'Text Note 2', and Notes 3 and 4 are empty.

- 7. The Upper Right Highlight Area: This will be a square at the top right of the page. You can change what is highlighted on each Tag. You can highlight the following:
 - a. Not Shown (nothing will be highlighted then)
 - b. Comfort (Firm/Medium etc)
 - c. Technology (Wrapped Coil, Innerspring, etc)
 - d. Specified Below in Pricing/Financing Area – this will be covered later.

The screenshot shows two side-by-side configuration panels. The left panel, titled 'Display Options', has a red circle around the title and contains seven dropdown menus: 'Simple Tag (No Specs)' (Don't Print), 'Simple Tag (With Specs)' (Don't Print), 'Grid Tag' (Print), 'Spec Tag' (Don't Print), 'Comfort & Technology Tag' (Don't Print), and 'Half Page Tag' (Don't Print). The right panel, titled 'Upper Right Highlight Area', has a red circle around the title and contains six dropdown menus: 'Simple Tag (No Specs)' (Comfort), 'Simple Tag (With Specs)' (Technology), 'Grid Pricing Tag' (Not Shown), 'Spec Tag' (Not Shown), and 'Comfort/Technology Tag' (Not Shown). A red text box at the bottom of the right panel says 'Use all of the dropdown menus to modify your tags and what is printed'. Two black arrows point from this text box to the bottom-most dropdown menus in both panels.

- 8. Display Options: This section allows you to choose what tags to print and what is highlighted. For Simple, Grid, and Half Page Tags to work correctly, you will need to input more data such as prices.
 - a. Simple Tag (No Specs): You can choose to highlight any one size (twin, full, etc) and any one column that you chose in number six (the different set options). Note: Pricing must be put in for the tag to show up like the sample below.

Simple Tag (No Specs) Sample

Sealy Posturepedic Charleton

Upper Right Highlight → Firm

Highlight Mattress Only Column 3 →

Regular Price: \$300
\$280

Queen Mattress
C

Mattress

Twin A	\$100	\$95
Full B	\$200	\$190

SLEEP POSITION
NO. 24: BALLERINA

UMC: 301564

Good mornings start here.

- b. Simple Tag (With Specs): You can choose to highlight any one size (twin, full, etc) and any one column that you chose in number six (the different set options). Note: Pricing must be put in for the tag to show up like the sample below.

Simple Tag (With Specs) Sample

Sealy Posturepedic Charleton

Upper Right Highlight → Wrapped Coil

Highlight Mattress Only Column 3 →

Regular Price: \$300
\$280

Queen Mattress
C

Mattress

Twin A	\$100	\$95
Full B	\$200	\$190

Wrapped Coil

Look What's Inside!

1. FlameGuard Fiber
2. 1" Conv Hypersoft Foam
3. 1" Poly
4. .5" Gel Poly Center 1/3
5. Embrace Encased Coil
6. SolidEdge HD Support System

UMC: 301567

Good mornings start here.

- c. Grid Tag: This option you can either print or not. Note: Pricing must be put in for the tag to show up like the sample below.

Grid Tag Sample

	3.1 Power Base Set text note 1	4.1 Power Base text note 2	Ergo Plus Power Foundation Head & Foot
SALE Twin Mattress A Reg. \$400 \$190	Reg. \$120 \$120 AB	Reg. \$130 \$125 AC	Reg. \$140 \$130 AD
Full Mattress B Reg. \$200 \$190	Reg. \$220 \$220 BB	Reg. \$230 \$225 BC	Reg. \$240 \$230 BD
Queen Mattress C Reg. \$300 \$280	Reg. \$320 \$320 CB	Reg. \$330 \$325 CC	Reg. \$340 \$330 CD

- d. Spec Tag: This option you can either print or not.

Spec Tag Sample

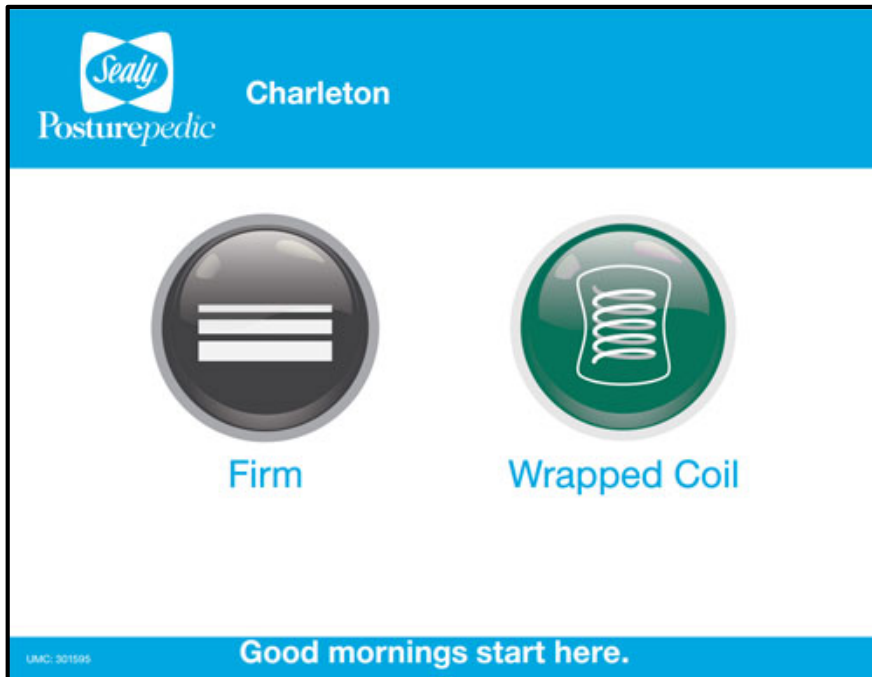
Wrapped Coil

Look What's Inside!

1. FlameGuard Fiber
2. 1" Conv Hypersoft Foam
3. 1" Poly
4. .5" Gel Poly Center 1/3
5. Embrace Encased Coil
6. SolidEdge HD Support System

- e. Comfort and Technology Tag: This option you can either print or not.

Comfort and Technology Tag Sample



- f. Half Page Tag: You can choose to highlight any one size (twin, full, etc) and any one column that you chose in number six (the different set options). Note: Pricing must be put in for the tag to show up like the sample below.

Half Page Tag Sample



9. Mattress Only Pricing: In this section, you can input the following information for each size you selected earlier in the process (twin, full, queen, etc). This information will show on and tags that involve pricing (simples, grid, and half) if it is entered and if Mattress Pricing is selected to show in number 4.

- a. SKU
- b. Regular Price (NO dollar sign needed)
- c. Sale Price (NO dollar sign needed)

Size: Twin	Size: Full	Size: Queen
SKU: A	SKU: B	SKU: C
Regular Price: 100	Regular Price: 200	Regular Price: 300
Sale Price: 190	Sale Price: 190	Sale Price: 280

Enter if you want mattress pricing to show

10. Pricing/Financing Area: In this section, you can input pricing information. The columns will change based on what Main Columns you chose in Number 6 above.

- a. SKU
- b. Regular Price (NO dollar sign needed)
- c. Sale Price (NO dollar sign needed)
- d. Term drop down – you can choose how many months the financing is or you can choose not financed
- e. Payment: this can be calculated
- f. Highlight drop down: You can choose one of the sets to be featured in the Upper Right Highlight Area (from number 7). The regular price, sale price, or financing can be highlighted.

3.1 Power Base Set			3.1 Power Base Set			3.1 Power Base Set		
Size: Twin	Size: Full	Size: Queen	Size: Twin	Size: Full	Size: Queen	Size: Twin	Size: Full	Size: Queen
SKU: AB	SKU: BB	SKU: CB	SKU: AB	SKU: BB	SKU: CB	SKU: AB	SKU: BB	SKU: CB
Regular Price: 125	Regular Price: 225	Regular Price: 325	Regular Price: 125	Regular Price: 225	Regular Price: 325	Regular Price: 125	Regular Price: 225	Regular Price: 325
Sale Price: 120	Sale Price: 220	Sale Price: 320	Sale Price: 120	Sale Price: 220	Sale Price: 320	Sale Price: 125	Sale Price: 225	Sale Price: 325
Term: 7 Months	Term: 4 Months	Term: 12 Months	Term: 7 Months	Term: 4 Months	Term: 12 Months	Term: 13 Months	Term: 13 Months	Term: 7 Months
Payment:	Payment:	Payment:	Payment:	Payment:	Payment:	Payment:	Payment:	Payment:
Highlight: No	Highlight: No	Highlight: No	Highlight: No	Highlight: No	Highlight: No	Highlight: No	Highlight: No	Highlight: No

Fill out each section. Payment can be calculated.

- 11. To calculate Payment: Once all of your SKUs, regular price, sale price, and terms are inputted, you can calculate payments using either regular price or sale price. Click either button and the payment amounts will automatically populate. Note: you have to have the price inputted and term selected for this option to work.

The screenshot shows the 'Pricing / Financing Area' with a red box highlighting two buttons: 'Calculate Payments (Regular)' and 'Calculate Payments (Sale)'. A red text label 'Click either button' is positioned to the right. Below, three product configurations are shown for '3.1 Power Base Set'.

SKU	Regular Price	Sale Price	Term	Payment	Highlight
AB (Twin)	125	120	7 Months	18	No
BB (Full)	225	220	4 Months	57	No
CB (Queen)	325	320	12 Months	28	No

- 12. Your tags are now ready to be made. There are two Make Tag buttons, one at the top of the screen, and one right above the Pricing/Financing Area.

The screenshot shows the 'Create Tag: Sealy' interface. It includes a 'New Tag' dropdown at the top left and 'Your Account' at the top right. The main content is divided into two sections: 'Select A Mattress' and 'Main Tag Sizes To Show'.

Select A Mattress:

- Mattress: Charleton (Wrapped Coil Firm)
- Technology: Wrapped Coil
- Comfort: Firm / Firm
- Comfort Type: Firm / Medium / Soft
- Mattress Only Pricing: Show

Main Tag Sizes To Show:

- Size 1: Select...
- Size 2: Select...
- Size 3: Select...
- Size 4: Select...
- Size 5: Select...

A red box highlights the 'Make Tag' button at the bottom center.

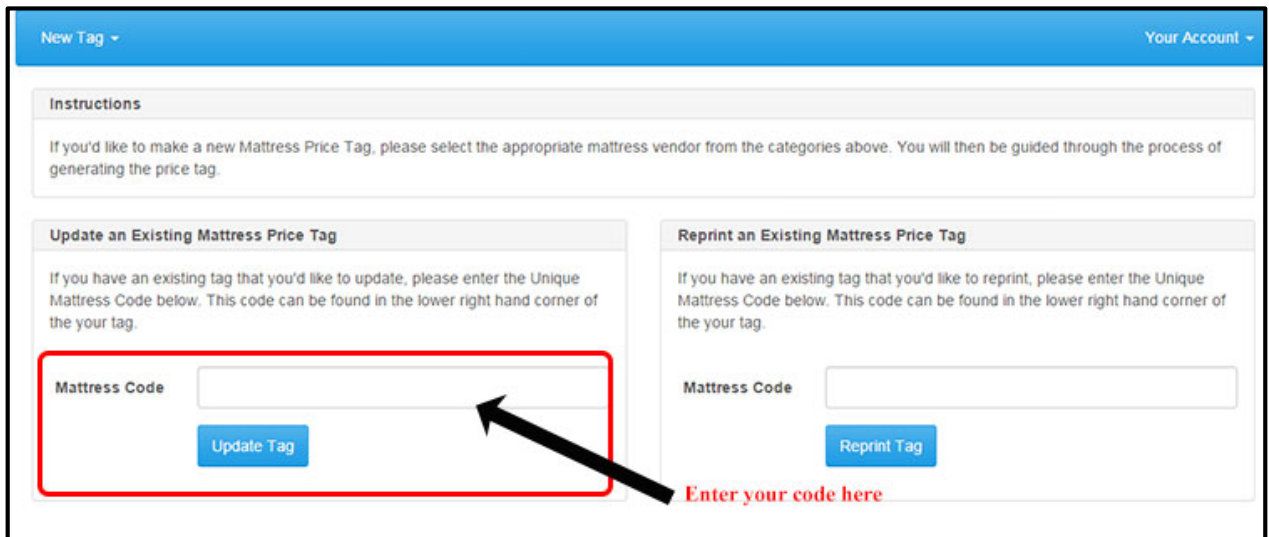
- 13. Your tags will now open in a new tab/window for you to print.

Update an Existing Mattress Price Tag

1. If you have an existing tag that you'd like to update, find your Unique Mattress Code. This code can be found in the lower right hand corner of your tag.



2. Enter your code on the homepage of mattresspricetags.com



3. Make any modifications that are needed on your tag and then hit the Make Tag button

Reprinting an Existing Mattress Tag

1. If you have an existing tag that you'd like to update, find your Unique Mattress Code. This code can be found in the lower right hand corner of your tag.



2. Enter your Code in the box and then hit Reprint Tag. A new window/tab will open for you to reprint it.

