



FOR IMMEDIATE RELEASE
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Contour Products, Inc. Unveils All-New Warm/Cool Lumbar Support

Charlotte, NC (September, 2015) – Contour Products, a leader in the sleep, comfort and support industry, is pleased to announce the introduction of their latest innovation, the Warm/Cool Lumbar Support. This unique cushion provides 2-in-1 relief: use it for comforting support or enjoy warm/cool therapy for your lower back. Incorporated into the cushion’s design is an extra-large 9X5 build-in sleeve. Simply slide the over-sized gel pack (included with the product) into the sleeve to relax back muscles and enjoy soothing warm/cool pain relief.



“The Warm/Cool Lumbar Support is the latest example of how Contour Products continually takes a basic, commodity-type mass-market item to the next level through a thoughtful, problem-solution design process,” said Scott Davis, President and founder of the company. “We’re proud to take the lumbar support category to a new level of therapeutic relief.”

The Warm/Cool Lumbar Support is orthopedically designed to encourage proper posture and spinal alignment for complete back comfort while

seated. The product also includes a strap to secure the cushion to any chair, making it the perfect choice for superior back support at home, at the office, or in the car.

All Contour Products are engineered and tested in the USA before being offered to consumers. The popular line includes the Contour Pillow®, the Contour Cloud® Pillow and Contour Cloud Mattress Pad, as well as the Contour Freedom Back. Since 1991, over 10 million Contour products have been sold in the U.S. and in 80 countries abroad. The company is operated and headquartered in Charlotte, North Carolina.

For further information about the Warm/Cool Lumbar Support and other available products call toll-free 1-800-MY-CONTOUR

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