

# How much cushiony comfort can a reclining body stand?

## Hatteras Hammocks® answers with new Pillowtop Hammock style!

What's better than best? Three words: Hatteras Hammocks Pillowtop! Fold your stressed-out body into one of these exquisite constructions, and understand all at once what spoiled-rotten can feel like.

Our newest slice of Hatteras Hammocks relaxation innovation is kind of like stretching out across an assembly of heavenly clouds, yet with a level of lumbar support once unheard of in a hammock.

Two layers of solution-dyed, all-weather DuraCord® fabric sandwich a plush center of polyester fiberfill batting, with the fabric layers lockstitched together to create lavish interlocking pillows. The patterned cushion reverses to a solid neutral color.

DuraCord, our own branded new-generation synthetic, is resistant to rot, mold, mildew and staining, yet with a softness to rival cotton. Solution-dyed means the color goes into the DuraCord fiber as it's being made, and is effectively sealed inside, becoming a permanent part of the fiber itself. Not surprisingly, DuraCord is the most fade-resistant/colorfast outdoor fabric made today.



**Classic Black Stripe**

We chose three of our most popular fabrics to launch our exquisite new Pillowtop Hammock style. Our Classic Black Stripe (above), from our Artist line, and Royal Red Stripe (reverse of page), from our Equestrian line, take on a whole different feel atop such blatantly luxurious contours – what was once starkly beautiful is now richly bountiful! Our Rio Birch Stripe fabric (at left), a staple within our Adventurer line, seemed equally perfect for the heightened relaxation adventure promised by this inspired new airborne bed of pillowy plushness.

Hammock spreader bars are South American cumaru, among the hardest, densest, least absorbant, most durable woods on Earth, as well as being among the prettiest. This exotic hardwood's rich hue, ranging from a deep amber to a rich chocolate-brown, but with the faintest hint of cherry-red, reveals upon closer inspection a prominent grain varying frequently in shade, shape and intensity. (All Hatteras Hammocks cumaru is harvested only from managed forests.)

Manufacturer's suggested retail price for all three Hatteras Hammocks Pillowtop styles is \$249.99. (Award-winning Roman Arc Cypress Hammock Stand sold separately; MSRP is \$499.99.)



**Rio Birch Stripe**

# True story.

The International Casual Furniture & Accessories Market is our industry's premiere showcase event, held annually in Chicago for more than three decades now. But if you attend regularly, you inevitably start to see a lot of the same kinds of stuff, often-times just variations on a theme. It's not every year that something comes along that blows expectations straight out of the water. It's rarer still to see some attendee go stone-cold nuts over what's new on display.

So we confess to being bowled over ourselves by the response of one longtime Market regular when he dropped by to check out our Hatteras Hammocks booth at the 2010 Market in September and saw one of our never-before-displayed Pillowtop Hammocks, new for 2011.

First the gentleman raved about how nice the new hammock looked. Then he got onto the outlandishly plump and pillowy thing, easing himself back into it. And then he said something you'd better believe we wrote right down. He said:

"This is not (just) the most comfortable hammock, this is the most comfortable piece of furniture I've been in in 30 years!"

Truer words.



**Royal Red Stripe  
Pillowtop Hammock**