

## What's Hiding Inside Your Camo Cushion?

Buyer Beware. If you want a fast lesson on “A fool and his money” go out and buy some foam for a cushion. You will quickly discover a wealth of smoke and wonders – claims like those of snake oil. If you try to get some information on the contents of the marvel oil, you will start to get a clearer picture. The foam market is somewhat notorious for claims and the lack of easily understood standards. So how do we set a course on getting through the market without getting skinned?

We have considered the “What's Inside?” dilemma for a very long time. Here are our thoughts condensed in a nutshell:

- 1) Forget the mumbo jumbo lingo. Squeezing or bending a cushion is a poor test for seating comfort. Before you buy a cushion, sit on it for long enough to get some feedback from your tailbone. Remember, the longer you sit on it, the more you'll learn about the cushion. A minute's worth of sitting will not reveal to you the same amount of truth that 45 minutes worth of sitting will. Compare a few cushions, and look at the build quality and the warranty on each cushion. Hunt Comfort cushions have a unique benefit – we guarantee the comfort of our seats or your money back. When it comes to the quality of your cushion, you must be the judge.
- 2) Check the density. This is probably the single most important consideration in buying high quality foam. Simply put, high density means more pounds of polyurethane chemistry per cubic foot. Higher density usually equates to better durability and greater resiliency. All of Hunt Comfort cushions are made of high density foams.
- 3) Learn about the support factor. The support factor is a formula determined by compressing foam to 25% of its original height and then to 65% percent of its original height. Cheap foam hunting cushions have low to terrible support factors. Hunt Comfort's formula, which includes gel in the mix, gives you a phenomenal support factor that creates a cradle effect which truly relieves pressure in your back and legs.
- 4) Test the properties. You're not going to look at resiliency, ball rebound, static fatigue and tear resistance, but we do because we avoid foams which have weaknesses in these areas. We don't use foam in our cushions that quickly wears out. Foam which easily tears on the surface is not going to outlast a three year warranty. That's why we only use the best.

## We Step Up To the Challenge When Others Don't

If you think that other hunting cushions were cheaply made before Hurricane Katrina shook up the oil prices, just wait until you see what poor-quality items hit the market in the upcoming months due to the rising cost of polyurethane foams.

After Katrina hit, the petrochemical market saw its largest price increases ever. So what do 37-45% price increases mean to you? Buyer really beware. You will either find product with increased costs without improved quality or poorer quality products at the same price. That's just the law of the jungle.

Hunt Comfort's design strategy remains constant. We continue to improve our design specifications to increase the comfort performance of our cushions, while providing you with the best value possible. We build best quality first. Simply put, our customers count on us so we cannot afford compromise in what we build – "The Best Seat in the Woods."™