Press Releases

GhostBed Offers Klarna Financing Options to Enhance Customer Purchasing Experience

Leading Mattress E-Tailer GhostBed Partners with Payment Provider Klarna to Finance Better Sleep with Just a Few Clicks

NEW YORK and FORT LAUDERDALE, Fla., Feb. 28, 2017 – Klarna (www.klarna.com), one of the world's most innovative payment providers, is partnering with GhostBed (www.ghostbed.com), a leading online mattress e-tailer, to provide an instant financing solution for GhostBed customers.

Made in America and purchased via the website, GhostBed prices are among the most competitive in the mattress in a box space, starting at $495. The full product line features complimentary items that complete the sleep experience, including an all-wood foundation and the popular real-time cooling GhostPillow.

At checkout, GhostBed customers now have additional options which have been seamlessly integrated into the e-tailer's checkout system. In addition to using a credit or debit card, they can choose from two Klarna financing options—planned payments over six to 36 month periods with a special promotional rate, or flexible month-to-month payments.

"Our customers have come to appreciate and expect exceptional products and service from GhostBed, and our integration of these Klarna flexible payment options extends our commitment into the payment process," said Marc Werner, founder and CEO, GhostBed. "Great online shopping is about a hassle-free experience, and Klarna helps us eliminate some of the friction of purchasing mattresses and accessories."

Financing a purchase has historically been optimized for brick and mortar stores. The online equivalent, however, can often be an ordeal, with redirects, lengthy forms and unclear information. Klarna's process only requires a few fields of information, and lets customers know instantly if they qualify for the financing solution.

"We're glad to partner with GhostBed and help provide more payment choices for its loyal customers," said Brian Billingsley, CEO, Klarna North America. "Many of our merchant partners realize a significant lift in sales after implementing our financing options into their checkout operations. We look forward to a great partnership with this successful and entrepreneurial company."

About GhostBed

GhostBed is made by Nature's Sleep, a mattress industry leader for over 15 years, focusing on high-quality, low-cost sleep products. With expert craftsmanship and superior materials designed for comfort and durability, GhostBed offers an affordable alternative in the online mattress marketplace. The only mattress of its kind that comes with an optional matching foundation, GhostBed ships in 24 hours, is delivered to your front door with free shipping, and includes an industry-leading 20 year Warranty and 101-Night risk free trial period.

About Klarna

Klarna is a leading payments provider that aims to make the payment process simple, smooth and safe for customers and its merchant partners. The company, founded in 2005, was recently named as one of the top disruptor companies in the world by CNBC.

Klarna works together with 65,000 merchants to offer payment solutions to more than 45 million users in Europe and North America. The company's North America headquarters is in Columbus, Ohio with sales and marketing operations in New York. Klarna has 1,500 employees and is active in 18 countries. Klarna Credit is issued by WebBank, member FDIC.

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