



Bringing

GREAT COMFORT TO YOUR LODGING

SLEEP SYSTEMS ~ INDOOR & OUTDOOR FURNITURE



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Great American Direct • 4000 Newman Road • Williamsburg, Virginia 23188
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About Us...



Great American Direct is a woman-owned small business which designs and provides sleep products and solutions to the outdoor hospitality industry. Our family has owned and operated the Williamsburg KOA Campground since 1972. Great American Direct grew out of our experience in outdoor hospitality. We believe guests deserve a great night's sleep after a long day of travel. Many people choose to stay in a mid to upper end hotel for the level of comfort provided, but miss out on the wonderful experiences a campground inherently offers. We believe that a guest can enjoy hotel level sleep while enjoying the great outdoors. Since upgrading our sleep products, our guests sleep better, stay longer, come back more often, and speak more highly of us.

All our products are tested in real world conditions on our campground. They are used by our guests on a daily basis and stand the test of time. We stand behind our products and only sell what works. You can be confident that what you put into your lodging accommodations will offer the higher hotel quality and comfort your guests deserve while preserving the atmosphere of the campground.

We look for the best products and go directly to the manufacturer to get the best prices possible. We seek out American made, eco-friendly products first. We have operated a campground for more than 45 years and know what works in our industry.

Our Program



Great American Direct proudly offers exceptional levels of sleeping comfort to the outdoor hospitality industry. Our Rugged Comfort Design Team has worked with professionals at every level of the process to specially design and manufacture top-quality mattresses and bedding materials.

Our product line includes a variety of mattress models, mattress protectors, bed frames, futons, sleep sofas, and outdoor furniture. Add comfort, style, and warmth to your accommodations to add value and improve your guests' overall vacation experience. Buy a higher quality product for the same price or less than you would pay elsewhere for a lower quality product. Why pay more when you can buy direct?

- We carefully evaluate each and every product we sell.
- We feature products that create nurturing environments and solutions that are proven to work.
- We are committed to higher standard products.
- We seek out American made products and green solutions first.



Where to Find Us



**Remember to ask for
your new cabins to come with
our comfortable mattresses.
Your guests will thank you for it!**

Our Philosophy



GREAT SLEEP = GREAT VACATIONS = GREAT REVIEWS = INCREASED BUSINESS

GREAT SLEEP:

Provide your guests with comfortable mattresses.

GREAT VACATION:

Your guests will wake up well rested for a day of fun!

GREAT REVIEWS:

Your guests will have an enjoyable stay and check out happy.

INCREASED BUSINESS:

Satisfied guests will come back, stay longer, and encourage others to visit you.



Rugged Comfort Mattresses



Our stylish comfortable queen mattress features 988 individually pocketed coils which deliver personalized support to each guest and reduces motion transfer for uninterrupted sleep. The gel-infused memory foam top provides cooling comfort and helps alleviate pressure points for deep sleep all night long. Full foam encasement along all sides of the mattress enhances the stability of the sleep surface and provides for better seating in small spaces. Rugged Comfort Plush Mattresses are available in Twin, Full, Queen, and King.



PLUSH 12"

Designed with individually encased pocketed coils. Full foam encasement provides superior comfort to enhance bedside seating. Fits and contours to the body providing the best comfort in a non-motion transfer sleep system. Specifically designed to offer a consistent level of sleep at factory direct pricing.

3-YEAR NON-PRORATED
RUGGED COMFORT MATTRESS

BED IN A BOX

The very latest in foam bed technology. This mattress provides a cooler, drier, more comfortable foam mattress for your guests. It does not react to temperature, meaning it is comfortable for the guests even at lower temperatures. This mattress is specially rolled and packed.



COOL BED

Our Rugged Comfort Renue Cool Mattress enhances the comfort of our Rugged Comfort mattress with Renue Cool Technology. This added layer expels body heat for a comfortable sleep surface that feels cool to the touch. Experience a drop of 4 to 5 degrees while sleeping. Renue Cool Mattresses are protected by a 10 year, non-prorated warranty.

SHORT QUEEN PROGRAM

Our Rugged Comfort Short Queen Mattress is ideal for RVs and other smaller spaces. They feature bonnell coils for comfortable support ensuring you enjoy great sleep even while on the road.

Short Kings available.

Wipe-Down Mattresses



All Wipe-Down mattresses feature Embrace recycled leather fabric. This material is breathable, feels good against the skin, stands up to the rigors of commercial use, and wipes clean with light soap and water or a mild all-purpose cleaner. These mattresses are perfect for rustic camping cabins, camp dormitories, and church camp lodges.



MATTRESSES 5"

Our 5" mattresses are perfect for bunk beds and offer a comfortable sleep surface for twin and full size beds. These light-weight foam mattresses make moving easy, ensuring the cleaning staff have no problem getting under and around each mattress. Sizes: Bunk, Twin, Full



MATTRESSES 8"

The double sided mattresses features 8" foam for maximum comfort. The deeper mattresses provide a relaxing sleep surface for your guests leading to better, more restful sleep while remaining light and easy to move during cleaning. Sizes: Twin, Full



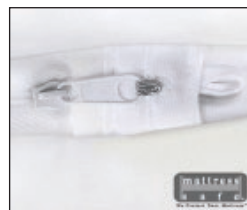
COWBOY BEDROLL

Our new Cowboy Bedroll utilizes futon mattress technology to create a lightweight mattress which rolls up for easy storage when not in use. The Bedroll is perfect for lofts, tipis, yurts, and other small spaces. Available Sizes: Bunk, Twin (Reg. & XL), Full (Reg. & XL)

Mattress & Foundation Protection



Mattress protection provides you with fully-encased waterproof coverage of your mattresses. Our unique, state-of-the-art products are the best way to protect your mattress sets, ensuring they last for years to come. All products are waterproof, breathable, non-allergenic, and fire retardant. All are made from luxurious fabric that is soft to the touch and conforms to fit any mattress. This low maintenance product will not attract lint or hair. Simply wipe down with a damp cloth or vacuum your mattress protectors periodically. Wash and dry in moderate temperature. Do not clean with bleach. Do not iron. Mattress and box spring protection is available in two colors to suit the décor of any room.



BED BUG CERTIFIED



BREATHABLE



WATERPROOF & STAIN RESISTANT



FIRE RETARDANT



NON-ALLERGENIC



PREVENTS BED BUG INFESTATIONS



PATENTED "ZIPPER WITH A HOOK"



MADE IN THE USA



PROTECTS AND RECOVERS YOUR
BEDDING INVESTMENT

AVAILABLE IN THESE
COLORS:



Bed Bases



METAL BED BASE

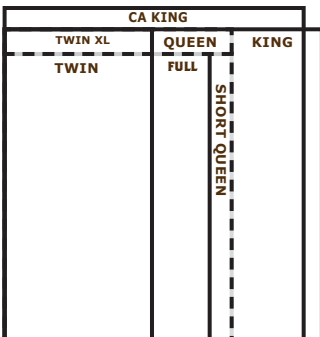
Leggett and Platt brown enamel all steel bed bases are available in 6" or 7 1/2" constructions. The finest support available — will never warp, peel, loosen or come apart. Bed bases prevent guests from losing and leaving items under the bed while reducing vacuuming and housekeeping areas. The recessed design adds toe room; nontoxic and noncombustible.



METAL BUNK BEDS

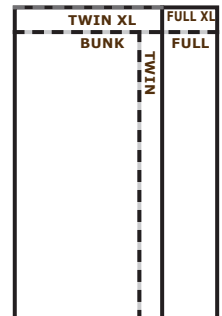
Our metal bunk beds offer durability, stability, and comfortable support. Beds assemble quickly, no tools required. All steel construction ensures bed bugs have no home in these frames. Available with optional wood grain laminate inserts. Includes one rail and ladder. Extra ladders and railings are available for an additional charge.

MATTRESS SIZES



TWIN	74 X 39
FULL	75 X 53
QUEEN	80 X 60
SHORT QUEEN	75 X 60
KING	80 X 78
CA KING	84 X 72
SHORT KING	75 X 72
HOTEL KING	80 X 72

BUNK	73 X 29.5
TWIN	75 X 39
TWIN XL	80 X 39
FULL	75 X 53
FULL XL	80 X 53



Rugged Comfort Futons



RUGGED COMFORT FEATHER TOUCH MATTRESS

Our new Feather Touch futon mattress uses dense, custom blended cotton batting and layers of soft, contoured foam to enhance the softness and luxury of our standard futon mattresses, providing a comfortable sleep surface. The lightweight materials ensure it's easy for anyone to move.



FRAMES

Our Albany and Boston frames are compact and light with solid construction and rustic finishes. The E-Z Glide gravity conversion makes for easy transitions between seated sofa to bed. Both frames can also be locked into a reclined position before converting to bed or upright position. These frames are easy to put together and offer the support your guests need.

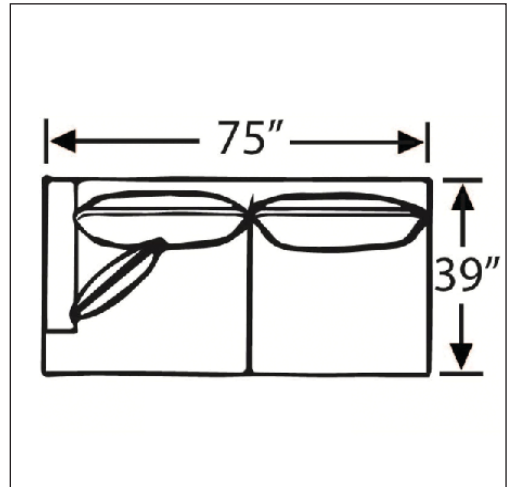


**LIGHTWEIGHT AND EASY
TO CLEAN, FEATHER
TOUCH MATTRESSES MAKE
HOUSEKEEPING A BREEZE.**



Sleep Sofas

Our sofa beds offer comfort and durability for any space. Utilizing Sunbrella fabric, our Rugged Comfort Sofa Beds are comfortable for every guest and built for everyday commercial use. Sunbrella fabric is safe for use with any cleaner. Available in several color options.



Rugs

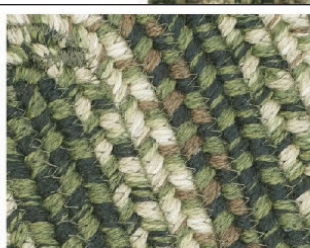


These ultra durable, indoor/outdoor rugs resist stains from liquids, foods, and pets, while providing a stylish touch to your living spaces. Highly absorbent materials leave the surface below the rug dry with most spills, and are easy to clean with just a hose or mild detergent.

- ✓ UV Treated
- ✓ Indoor/Outdoor
- ✓ Super Soft
- ✓ Washable
- ✓ Pet Friendly
- ✓ 3 Year Warranty
- ✓ 99.9% Recycled



For both indoors & outdoors



✓ Made From Recycled Water Bottles



C.R. Plastics Furniture



In 1994, CR Plastics began producing furniture from recycled plastics with the goal of creating a product that would duplicate the look and warmth of wood, without the associated maintenance, all while reducing plastic materials from oceans and landfills. We are proud to offer this durable, low-maintenance, eco-friendly furniture to our customers.

**Make the most of
your cabin's space by
expanding your outdoor
experience.**



CHAIRS & ROCKERS



1. Adirondack Chair
2. Addy Rocker

3. Addy Dining Side Chair
4. Bar Stool

5. Dining Arm Chair
6. Porch Rocker

AVAILABLE IN THESE COLORS:



BLUE



YELLOW



BURGUNDY



BEIGE



CHOCOLATE



KIWI GREEN

BENCHES



GARDEN BENCH

This stylish and comfortable garden bench is great for gardens, patios, walkways, or just about anywhere. Seats 2 adults comfortably.



BASIC BENCH

Looking for something timeless and simplistic? Look no further! Our new Backless Benches provide folks with utilitarian seating. Rugged design ensures many years of use. Perfect for use on a dock, deck, or in the garden.

**5 YEAR COMMERCIAL
WARRANTY**

TABLES



1



2



3



4



5



6



7



8

- 1. Tete-A-Tete
- 2. Side Tables
- 3. Addy Side Table

- 4. Pub Pedestal
- 5. Round Table Top
- 6. Pub Table Top

- 7. Pub Legs
- 8. Picnic Table

AVAILABLE IN THESE COLORS:



BLUE



YELLOW



BURGUNDY



BEIGE



CHOCOLATE



KIWI GREEN

Telescope Casual Furniture



Since 1903, Telescope Casual has been producing quality outdoor furniture and umbrellas. Handmade in the USA, Telescope promises the highest quality products and fast delivery.

UMBRELLAS:

- Commercial Grade
- 3 Year Warranty
- Sunbrella Fabrics Available



CALL FOR COLOR AVAILABILITY AND OPTIONS

SLING FURNITURE:

- Contract Sling
- Powder Coat Frame
- Available in: 4 position armless chaise lounge, stacking café, stacking sled base sand chair



Polly Products



We have added a Campground line from Polly Products. Located in rural Michigan, Polly Products holds to the values of hard work, honesty, and quality craftsmanship. Combining attractive designs with eco-friendly, low maintenance materials, Polly Products deliver outdoor furnishings for a green world.

- 20 Year Warranty
- High Density Polyethylene
- Stainless Steel Hardware
- Commercial Grade
- Custom Engraving Available

CALL FOR DETAILS

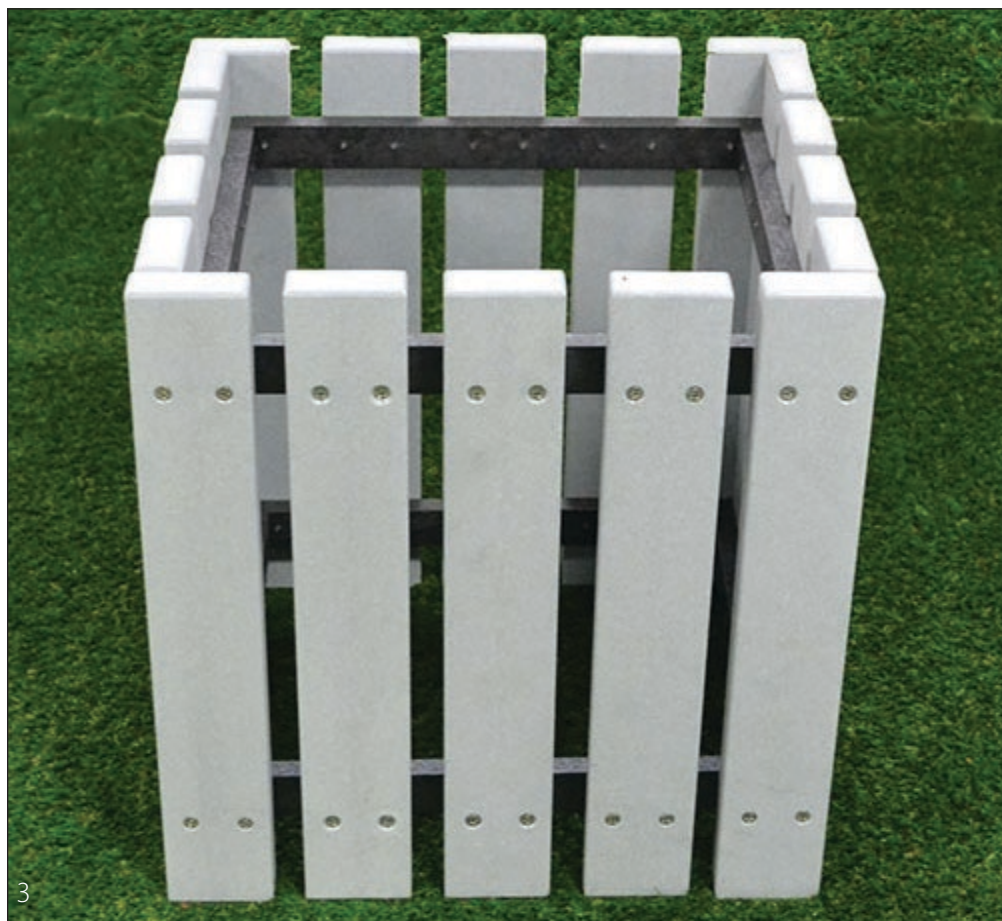




- 1. 6 Position Bike Rack
- 2. Hexagon Table



1. Round Trash Receptacle
2. Backed Bench with Arms
3. Square Trash Receptacle





1. Backed Bench

2. Traditional Bench Ends

3. Flat Bench Ends

4. Anchoring Kit

5. In-ground Anchoring Kit

La Siesta Hammocks

We are excited to offer artisan made hammocks from La Siesta. Made from organic, sustainably-sourced cotton, these hammocks are both beautiful and durable. The weatherproof fabric was specially designed for the particular requirements of outdoor hammocks. It is easy to maintain, quick-drying and weather-resistant, as well as mold-, mildew- and UV-damage resistant, offering top notch comfort to your guests at a factory direct price.



- Padded surface for maximum comfort



- Integrated 360° safety swivel



- Weatherproof fabric for all outdoor needs



LA SIESTA® 

ELIPSO NATURE WOOD STAND:

Elegant design meets natural materials: With the weather-resistant Elipso hammock stand, you have the perfect setting for the most precious moments in the garden.



POWDER COATED STEEL STAND:

For quick and easy hammock hanging – the Powder Coated Steel stand, made of powder-coated steel tubes, is the stress-free choice for hanging La Siesta hammocks.



**INDULGE YOUR GUESTS
WITH COMFORTABLE
AND STYLISH
SITE FURNISHINGS**



How to Order



CALL US TODAY AT

(757) 229-0567

FINANCING IS AVAILABLE

**VISIT OUR WEBSITE
FOR MORE INFORMATION**

www.GreatAmericanDirect.com



- ★ **FACTORY DIRECT PRICING**
- ★ **HIGH QUALITY PRODUCTION**
- ★ **ECO-FRIENDLY OPTIONS**

**Bringing comfort to
your guest's home
away from home.**



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