Urban Underpriced Expands Mattress Selection with Tempurpedic Products in Indianapolis

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INDIANAPOLIS, IN - January 23, 2026 -
Urban Underpriced has expanded its furniture offerings to include Tempurpedic mattresses across its Indianapolis locations, marking a significant addition to the discount furniture retailer's product lineup this month.

The expansion brings premium sleep technology to budget-conscious consumers throughout the Indianapolis metropolitan area, as each Furniture Discounters location under the Urban Underpriced umbrella now stocks a comprehensive selection of Tempurpedic models. The addition represents the company's response to growing customer demand for quality mattress options at competitive prices.

"Adding Tempurpedic Mattresses in Indianapolis to our inventory allows us to serve a broader range of customer needs while maintaining our commitment to value pricing," said Fred Isaac, spokesperson for Urban Underpriced. "These mattresses represent some of the most advanced sleep technology available, and we're pleased to make them accessible to Indianapolis residents seeking quality furniture solutions."

The timing of this expansion aligns with industry trends showing increased consumer investment in sleep

quality and home furnishings. Recent market research indicates that mattress purchases have risen steadily as consumers prioritize health and wellness through better sleep. Urban Underpriced's decision to stock Tempurpedic products positions the company to meet this evolving demand while maintaining its reputation for affordability.

Tempurpedic mattresses utilize proprietary memory foam technology that adapts to individual body shapes and sleeping positions. The material, originally developed from NASA research, provides targeted support and pressure relief that distinguishes these products in the mattress market. Urban Underpriced's selection includes various firmness levels and sizes to accommodate different preferences and bedroom configurations.

The rollout across multiple Indianapolis locations ensures consistent availability throughout the region. Customers can explore the full range of options at any Furniture Discounters location, where trained staff can provide guidance on selecting appropriate models based on individual sleep needs and preferences.

This product line expansion follows Urban Underpriced's ongoing strategy to diversify its furniture offerings while maintaining competitive pricing. The company has built its reputation on providing quality home furnishings at below-market prices, serving Indianapolis area residents for multiple years.

Urban Underpriced operates as a discount furniture retailer with multiple Furniture Discounters locations throughout Indianapolis. The company specializes in offering brand-name furniture and home furnishings at reduced prices, serving residential customers across the metropolitan area. Through strategic purchasing and efficient operations, Urban Underpriced provides access to quality furniture products that might otherwise be outside many consumers' budgets. The addition of Tempurpedic mattresses represents the latest step in the company's mission to deliver value and selection to Indianapolis furniture shoppers.
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Urban Underpriced

Serving Indianapolis since 1993, Urban Underpriced is a family-owned furniture and mattress store. We offer over one million items from top brands like Ashley, blending luxury quality with discount prices. Enjoy flexible financing and exceptional value.

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