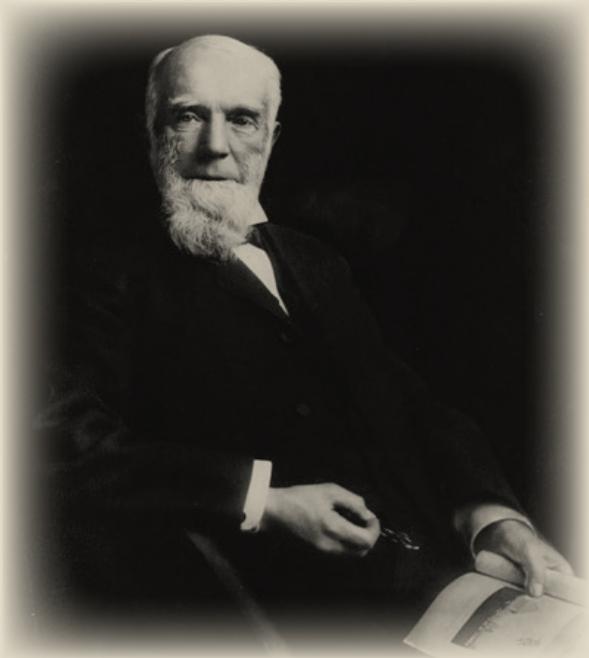


*Beautyrest*

ULTIMATE



## THE SIMMONS LEGACY



Simmons was founded by Zalmun Gilbert Simmons in 1870. With a rich history and focus on constant innovation, it has continuously propelled in research and improvements, and now into being one of the world's largest mattress producers today.

Simmons' relentless quest for quality sleep has resulted in many breakthroughs and innovations in its mattresses and sleep products. This is why customers all over the world trust Simmons, the sleep expert, for quality uninterrupted sleep, over the last 147 years and into the future.



## SIMMONS® ORIGINAL POCKETED COIL®

The Simmons® Original Pocketed Coil® are individually encased in tear-resistant, non-allergenic pockets and joined together in the middle to deliver the signature Do-Not-Disturb® benefit. It provides unsurpassed support, maximum conformability and minimal motion transfer, allowing for an uninterrupted night's rest between two sleeping partners.

Simmons® Original Pocketed Coil® are made of the highest quality with each high carbon steel spring pre-compressed before it is placed in individual pockets. The number of turns in each Simmons® Original Pocketed Coil® provides just the right amount of spring effect and resilience for your back support.

A Simmons hallmark since 1925, the Simmons® Original Pocketed Coil® has been, and continues to be the gold standard in providing undisturbed sleep with its unsurpassed motion separation technology for many happy and rested sleepers all over the world.



Non Simmons Coil

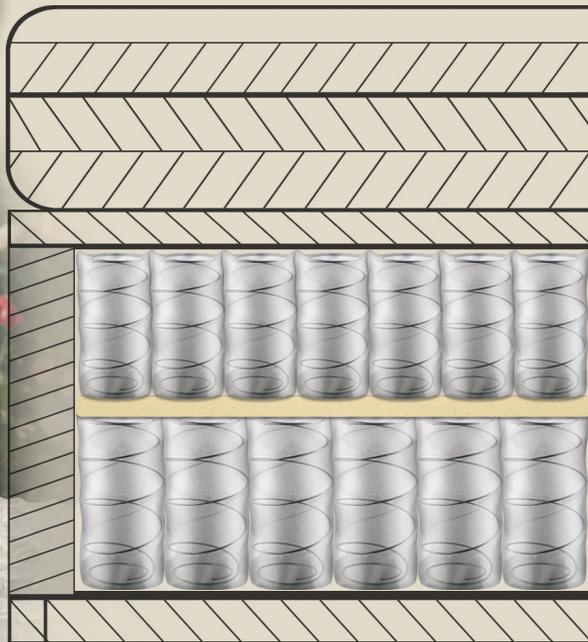


Simmons® Original Pocketed Coil®



## COIL-ON-COIL

The Beautyrest® Ultimate series introduces Coil-on-Coil technology, giving you even more support while you sleep. Having more coils mean more working wire being used, bringing greater resilience and durability to the mattress. You can rest easy with the assurance of better sleep for you and your sleeping partner.



## e-ION CRYSTAL™ TECHNOLOGY

The revolutionary e-ION CRYSTAL™ technology brings multiple benefits to your sleep. With better quality sleep, you will rest better and wake up fully refreshed and recharged, in mind, body and health.

Kneaded from 14 types of natural mineral stones that emit positive effects of Negative-Ion and Far-Infrared Rays, this special fibre is applied into each mattress to best deliver benefits to the sleeper.

e-ION  
CRYSTAL™



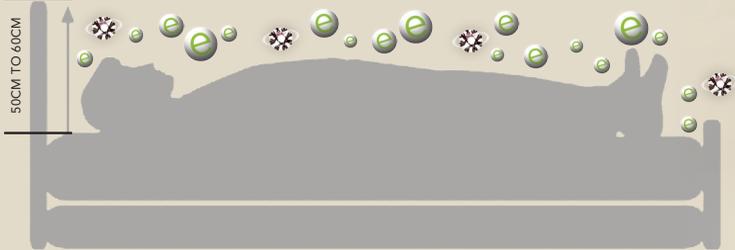
**NEGATIVE-ION FIBRES**  
Emit negative ions for  
enhancement benefits



**FAR-INFRARED THERAPY**  
Promotes blood  
circulation and  
improves metabolism  
for a more  
energised you

### THE BENEFITS:

- INCREASES METABOLISM
- IMPROVES BLOOD CIRCULATION
- ENHANCES HEART & LUNG FUNCTIONS
- INVIGORATES YOUR INNATE ABILITY TO SELF-REJUVENATE
- ENHANCES HEALTH & WELL-BEING



e-ION Crystal™ works effectively within 50cm to 60cm of the mattress to bathe in the “sea of benefits of Negative Ions and Far-Infrared Rays”.



## FUSED LATEX & MEMORY FOAM

The Fused Latex & Memory Foam is produced by fusing a layer of memory foam with a layer of latex foam. This process creates a single piece of hybrid foam, with an unique and consistent feel, while retaining the benefits of both memory and latex foams.



Fused Latex & Memory Foam

### BENEFITS:

- Provides better support and is highly adaptive to body contour.
- Relieves acute body pressure points.
- Hypoallergenic with open cell structure.
- Keep cool on warm nights.
- Provides ergonomic support during sleep.

### FILCARE FIBRE

Filcare is an anti-bacteria fibre which helps to reduce growth and reproduction of bacteria in the mattress.



## BEAUTYREST® MIST FOAM

Beautyrest® Mist Foam carries a moisture control function. This means that the foam is able to absorb and release moisture, keeping the surrounding at a constant level of humidity.

At optimum humidity level, one can enjoy the benefits of better air circulation and also prevention of mould and dust mites growth in the mattress.



## Beautyrest® Ultimate Crown

An ideal  
combination  
for quality sleep.

### FEATURES:

- Coil-on-Coil Technology
- Filcare Fibre
- e-ION CRYSTAL™ Technology
- Fused Latex & Memory Foam
- Non-Flip Design

### MATTRESS HEIGHT:

Approx. 41cm (16.1")

### SIZES:

QUEEN  
152cm x 190cm

KING  
182cm x 190cm



## Beautyrest® Ultimate Grandeur

The ultimate  
sleeping  
experience.

### FEATURES:

- Coil-on-Coil Technology
- Filcare Fibre
- e-ION CRYSTAL™ Technology
- Fused Latex & Memory Foam
- Beautyrest® Mist Foam
- Non-Flip Design

**MATTRESS HEIGHT:**  
Approx. 41cm (16.1")

### SIZES:

- QUEEN  
152cm x 190cm
- KING  
182cm x 190cm



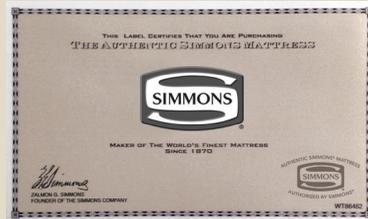
## TESTED, PROVEN AND MADE TO LAST

- The e-ION CRYSTAL™ is the innovation of Adan and Panasonic (a joint collaboration between Adan Mineral Research Laboratory and Matsushita representing Panasonic).
- Generation of Negative-Ions is certified by Japan Cotton Spinning Association & tested by SETSCO Services Pte Ltd, Singapore.
- Test results proved the fibres contain high amount of carbon and oxygen.



Simmons mattresses are tested with the strictest of industrial standards to ensure they withstand both time and extensive usage. The Cornell University Indentation Test ensures that the mattress withstands exceptional durability, while the 240-pound steel drum rollator test attests to their structural integrity and stability.

Let Simmons assure you of nights of perfect sleep, and let you rest easy with peace of mind. These independent tests prove that Simmons mattresses are made to last three times longer through its extensive test results and proven track record.



### RFID (RADIO-FREQUENCY ID):

- A Simmons initiative to protect customers.
- Authenticates your Simmons products as genuine.
- Covers Simmons products with manufacturer warranty.

## SIMMONS INNOVATIONS



**POCKETED COIL®**  
"Do-Not-Disturb®" body  
contouring feature that  
minimises motion transfer.



**COIL-ON-COIL**  
Coil-on-Coil technology  
provides additional support,  
durability and resilience.



**E-ION CRYSTAL™**  
14 mineral stones combined with  
benefits of Negative-Ions  
& Far-Infrared Rays.



**FILCARE FIBRE**  
A layer of anti-bacteria  
fibre which helps to reduce  
growth and reproduction of  
bacteria in the mattress.



**BEAUTYREST® MIST FOAM**  
Built with a moisture control  
function, the foam releases or  
absorbs moisture to provide a  
constant level of humidity.



**FUSED LATEX & MEMORY FOAM**  
Hypo-allergenic layers provides  
excellent support, relieves body  
pressure points and keeps you cool  
on warm nights.



**TESTED & PROVEN**  
Increased durability proven  
through Cornell University  
Indentation Test.



**NON-FLIP**  
Maintenance-free mattress.



**SUPER PILLOW TOP**  
Featuring a loftier and plusher  
pillow pad, its luxury is reflected  
in its ensemble of high quality  
materials like cashmere, wool, silk,  
latex and memory foam.



**MADE IN JAPAN**  
Fully imported  
from Japan.

### SIMMONS (SOUTHEAST ASIA) PTE LTD

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Features vary from model to model.

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