



## **SIMMONS (SOUTHEAST ASIA) PTE LTD**

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### **New Simmons® Beautyrest® 2001 Brings A Better Night's Sleep To Sleep-deprived Singaporeans**

*Industry's First Ultimate Do-Not-Disturb Mattress That's Maintenance-free*

**SINGAPORE, April 24, 2001**

In the recent survey on sleep habits commissioned by Simmons, the leading mattress and bedding manufacturer, 88 percent of professionals, managers, executives and businessmen (PMEBs) in Singapore were found to be sleep-deprived. Simmons now introduces the Simmons® Beautyrest® 2001, the industry's first Ultimate Do-Not-Disturb mattress that is maintenance-free to help not only our sleep-deprived PMEBS, but Singaporeans at large sleep better and to enhance our quality of life.

Based on a sleep research by a leading sleep disorders centre by Simmons USA, an average person tosses and turns 40 to 60 times a night. Clinical studies show that the ripple effect caused by a bed partner's tossing and turning can result in up to 20 percent loss of critical deep sleep as 70 percent of the time that a partner moves, the other follows.

According to Dr James B. Maas, author of the best-seller, *Power Sleep* and a Simmons Consultant, "...the bedroom environment does make a difference to how well you sleep. For fully restorative sleep, you must set the stage right." To ensure a good bedroom environment, Dr Maas recommends that we see to the four factors - noise, light, temperature and the surface we sleep on, as they are critical to our quality of sleep.

Thus, with Simmons' commitment to the Better Sleep Through Science™ programme, the company has successfully re-engineered the 75-year-old signature Beautyrest® to further reduce motion transfer between sleeping partners. The new Simmons® Beautyrest® 2001 dramatically increases motion separation by 71 percent over the traditional Beautyrest® and up to 300 percent over leading competitors. With the new construction, the new Simmons® Beautyrest® 2001 is not only an enhanced and more durable model compared to the current Beautyrest®, but is also the industry's first line of no-flip mattress.

"Given that 87 percent of our PMEBS reported daytime sleepiness and one in two took catnaps to get through the day, it is Simmons' aim that the new Simmons® Beautyrest® 2001 will help Singaporeans achieve quality sleep and be more ready for the challenges of tomorrow. Feeling more rejuvenated and executing better performance, we can all be more effective workers and more focused as spouses, friends and parents," said Mr Michael Koo, Managing Director, Simmons (Southeast Asia) Pte Ltd.

Moving away from the classic "sandwich" design (pocketed coils supported by identical layers of comfort materials on both sides), the new enhanced Simmons® Beautyrest® 2001 is built "from the ground up". Its additional feature, the motion-deadening "Bloc Foam" in the support layer helps absorb and deaden motion, preventing it from spreading across the mattress.

"The use of "Bloc Foam" together with the renowned Simmons® Pocketed Coil™ system offers you support, conformability and further reduction in motion transfer, which are essential for an undisturbed sleep. It also offers you more convenience, as there is no need to flip the mattress - ever!" added Mr Koo.



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The new Simmons® Beautyrest® 2001 also boasts increased durability, which is tested and proven by the Cornell University Indentation Test, while the structural integrity of the mattress is tested through intense rollator test.

Inside, the new architecture of the mattress features the following layers:

1. Comfort Layer - plush Comfort Foams on top;
2. Conformability Layer - patented Beautyrest® Pocketed Coil™ construction that is central to the Do-Not-Disturb system;
3. Support Layer - high density "Bloc Foam" underneath

"Contrary to popular belief, the bottom-side of a mattress wears out faster than the top due to extensive coil movements and compression. Thus, the support and comfort rendered by a mattress diminishes as the years go by, unless the mattress is flipped routinely to spread out the wear and tear to both sides. However, in the enhanced Simmons® Beautyrest® 2001, its unrivalled mattress construction boasts a more durable bottom layer that absorbs the energy expanded by frequent movements and compression without wearing out easily. Thus, the enhanced Simmons® Beautyrest® 2001 is No-flip in addition to its Do-Not-Disturb feature," said Mr Koo.

This ultimate sleep system is anti-dust mite as it is treated with Ultra Fresh® and the inclusion of Micro-Guard protects and keeps the mattress clean and sterile. Furthermore, the Zipper feature, which is an industry's first, also boasts quality assurance as it allows you to refresh your mattress with 3Zero anti-bacteria pack to keep the mattress odour free.

Simmons® Beautyrest® 2001 mattresses are available at all three wholly-owned Simmons Galleries located at Great World City, Paragon and Stamford House and the two franchised Simmons Galleries at The Furniture Mall and IMM Building, from April 27, 2001. The Simmons® Beautyrest® 2001 mattresses will also be available at stores such as Robinsons at Centrepoint and Raffles City, Takashimaya, Safe Bishan and Courts Orchard at Plaza Singapura and selected furniture dealers from May 4, 2001.

The range of mattresses (Expedition, Apex, Felicity, and Westbury) comes in different specifications and price points. To launch the Simmons® Beautyrest® 2001 series of mattresses, a joint promotion with Bang and Olufsen (B&O) is held from May 4, 2001. Consumers who purchase either a queen or king size mattress will be entitled to redeem a B&O Beocom 1401 or B&O Beocom 1600 telephone.

Maker of Beautyrest®, BackCare® and Connoisseur™, Atlanta-based Simmons Company entered the Singapore market in 1977 and set up Simmons (Southeast Asia) Pte Ltd as the regional headquarters in 1993. Through its corporate philosophy of Better Sleep Through Science™, Simmons is committed to the relentless pursuit of research and development to design superior quality mattresses and to ultimately deliver Better Sleep. The Company is also involved in awareness campaigns to educate Singaporeans on sleep.

### **Issued on behalf of:**

Simmons (Southeast Asia) Pte Ltd

### **By:**

Foreword Communications



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