



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

100 Beach Road #14-07 Shaw Tower Singapore 189702

Tel: 6294 2278 Fax: 6293 0002 email [simmons.sea@simmons.com.sg](mailto:simmons.sea@simmons.com.sg)

[www.simmons.com.sg](http://www.simmons.com.sg) Co. Reg. No.: 199303272D

### **SIMMONS LAUNCHES THE ALL-NEW NEXT GENERATION MATTRESS – SIMMONS® BEAUTYREST® NxG™ SERIES.**

*Incorporating a combination of technologies for next generation comfort and design, Beautyrest® NxG™ Series delivers an ultimate hybrid sleep experience with unsurpassed motion separation and enhanced conformability.*

**Singapore, 21 November 2009**

SINGAPORE, 21 October 2009 – Simmons, leader in quality and innovative mattresses, has launched the all-new Simmons® Beautyrest® NxG™ Series by combining the hi-tech patented NxG™ Advanced Memory Foam with the legendary Simmons® Pocketed Coils®. This perfect harmony of hybrid design enables consumers to experience both the benefits of Pocketed Coil® springs and NxG™ Advanced Memory Foam.

Thus, the Beautyrest® NxG™ Series features NxG™ Advanced Memory Foam on top of the Original Simmons® Pocketed Coils® creating a unique feel for consumers. Consumers will enjoy the benefits of the legendary motion separation and conformability of the Simmons® mattress and the quick recovery, dissipation of heat and consistent comfort of the Next Generation Advanced Memory Foam.

The NxG™ Advanced Memory Foam, created in a special vacuum-sealed chamber, has a unique formulated open cell structure that enhances heat dissipation to keep one at an ideal sleeping temperature. It also has the benefit of allowing one to move more freely with one's body contours, without the "quicksand" feeling that one gets from traditional memory foam.

The NxG™ Advanced Memory Foam also assures one with consistent comfort from the moment one sleeps on it as it contours to the body. The unique usage of Evenloft™ construction allows consumers to come in close contact with the luxurious comfort and conformability of NxG™ Advanced Memory Foam and Simmons® Pocketed Coil® technology.

The presence of the Original Simmons® Pocketed Coils® means that you will achieve optimum body support and conformability and at the same time, enjoy the Do-Not-Disturb™ benefit of Simmons® Pocketed Coils®. The pre-compressed, barrel shaped pocketed coils, joined in the middle using NASA space Shuttle glue, react independently to movement. The pre-compression of the Pocketed Coils® in tear-resistant Duon pockets ensure greater resilience and efficient working wires to support one's body. The barrel-shaped coils not only allow independent movement, but it also helps to prevent any friction or sound that is prevalent in open coil mattresses.

"Simmons continues to offer our consumers with new options to better meet our consumers' specific needs. Beautyrest® NxG™ Series is targeted at consumers who are interested in specialty sleep technology yet wants to have Pocketed Coil® for support. Beautyrest® NxG™ Series is liken to a marriage of two great technologies, a combination of the best of both worlds," said Mr. Casey Teh, Director of Simmons (SEA) Pte Ltd.

Simmons® Beautyrest® NxG™ Series is more than a sheer piece of technology. It is a blend of art, balanced harmony and the enjoyment of perfection. With Simmons, all you'll feel is rested.

With a choice of Queen, King and US King sizes, Simmons® Beautyrest® NxG™ Series has two models, 100 Plush and 250 Luxury Firm. The approximate height for both models is 29cm (11.5") and 33cm (13") respectively.



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

100 Beach Road #14-07 Shaw Tower Singapore 189702

Tel: 6294 2278 Fax: 6293 0002 email [simmons.sea@simmons.com.sg](mailto:simmons.sea@simmons.com.sg)

[www.simmons.com.sg](http://www.simmons.com.sg) Co. Reg. No.: 199303272D

### **The unique benefits of NxG™ Advanced Memory Foam are:**

#### **Dissipates heat**

NxG™ Advanced Memory Foam dissipates heat to help keep you at your ideal sleeping temperature.

#### **Quicker recovery**

Patented memory foam technology responds quickly to move more freely with your body's contours.

#### **Consistent comfort**

Creates a custom fit to your body from the moment it arrives to help eliminate any break-in periods and changes in feel due to temperature fluctuations.

Retail price of Simmons® Beautyrest® NxG™ Series ranges from \$6,999 - \$10,399 and is exclusively available at Simmons Gallery located at:

- The Paragon #04-06/07 Tel: 6734 0660;
- Marina Square #03-341/342 Tel: 6339 7966;
- Park Mall #01-08/09/10 Tel: 6336 4233;
- Tampines 1 #04-35 Tel: 6783 6933;
- IMM Building #03-04 Tel: 6565 8311; and
- The Simmons BetterSleep™ at The Furniture Mall #01-20/21 Tel: 6392 0477.

### **ABOUT SIMMONS**

Maker of Beautyrest®, BackCare® and Connoisseur™, the Atlanta-based Simmons Company entered the Singapore market in 1977. In Asia, the license to manufacture, distribute and Simmons Japan Co., a full subsidiary of Nifco Group, owns market Simmons a public listed plastic fastening company headquartered in Japan with a diverse business portfolio, which includes the Japan Times. Simmons (Southeast Asia) Pte Ltd, which was set up in 1993, reports to Simmons Japan and is the headquarters to 23 countries in Asia. Simmons (SEA) aims to be the leading bedding company with regional dominance. Simmons (SEA) has stores over eight countries in Asean regions and South-Asia region. Driven by the passion for better sleep, Simmons (SEA) strives to consistently deliver innovative products of premium quality, to provide a unique customer experience and overall total satisfaction to our consumers and continues to be committed to the relentless pursuit of developing superior quality mattresses to ultimately deliver better sleep.

#### **Issued By:**

Gio Kuo  
Simmons (SEA) Pte Ltd  
Tel: 6290 9222  
HP: 9742 6947  
Email: [gio.kuo@simmons.com.sg](mailto:gio.kuo@simmons.com.sg)

Michelle Anne Ng  
Simmons (SEA) Pte Ltd  
Tel: 6290 9221  
HP: 9674 8961  
Email: [michelle.ng@simmons.com.sg](mailto:michelle.ng@simmons.com.sg)