



## **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 INDUSTRY'S FIRST HEALTHSMART™ MATTRESS, THE FIRST ZIP-OFF MATTRESS TOP THAT CAN BE LAUNDERED.**

*Also introducing Simmons® CoolMax® mattress, a cleaner, healthier and cooler mattress for a better sleep environment at FHA 2010.*

**Singapore, 20 April 2010**

At FHA 2010, hoteliers can be thrilled by Simmons' first zip-off mattress top that can be laundered. Simmons® HealthSmart™ mattress is the first zip-off mattress top that enables hoteliers to do something they have never been able to do so - to remove the mattress top and wash away any stains, germs, bacteria, dust mites, odors and perspiration.

As the presence of moisture, bacteria and skin cells serve as an ideal breeding ground for micro organisms and a reservoir for germs in mattresses, Simmons has created the HealthSmart™ mattress to bring greater hygiene to hoteliers. It comes with a unique design that allows the mattress top to be removed and be laundered, a first in the bedding industry.

Maintenance of Simmons® HealthSmart™ mattress top is easy as you just need to unzip the mattress top from the mattress, fold it lengthwise and zip it like a sleeping bag and place the mattress top into the washing machine then dry. Zip the mattress top back onto the mattress and the room is ready for guests to check in.

"When a hotel invests in a quality mattress to provide its guests with a great night's sleep, it has taken the most important step in delivering guest loyalty and satisfaction," said Mr. Casey Teh, Director of Simmons (SEA). "With Simmons® HealthSmart™ mattress top, hotels not just deliver healthier, clean and cooler sleep to their guests, they are able to turnaround their rooms in a shorter time, thus making their guests happy, increasing their customer satisfaction. With that, the guests not only get great sleep night after night at the hotel, they are more likely to recommend it to their friends and family members."

Apart from the HealthSmart™ mattress, Simmons also introduced Simmons® CoolMax® mattress in FHA 2010. Simmons® CoolMax® mattress provides cool comfort as it adjusts to the body temperature of the sleeper, regulates the moisture release and guarantees an ideal sleeping temperature night after night.

Studies have shown that an average adult loses a quarter of a litre of body moisture every night through perspiration or urination. Perspiration does not allow one to sleep peacefully hence, not achieving a particularly good, peaceful or comfortable night's sleep. This is why Simmons goes the extra mile to bring cool and comfortable mattresses into the hotel rooms. Enhanced with CoolMax® technology, the intrinsic quality of CoolMax® fabric is fast drying and stain resistant. The result is a fresh, clean mattress that is safe and healthy which is vital to hoteliers. The first hotelier to have the exclusive CoolMax® fabric, woven with their corporate logo is Resorts World Sentosa. You will be able to sleep on one in any of the six hotels at Resort World Sentosa.

CoolMax® technology is based on heat stress phenomenon, which is the irritation one feel when one becomes warm, losses concentration and resulting in a drop in performance. With highly air-permeable and heat-regulating capacity, the CoolMax® fabric used in Simmons mattress ensures that any moisture released during sleep is immediately carried to the external surface of the fabric, where it soon evaporates. Perspiration is then reduced and the body remains pleasantly cool for the rest of the night.



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At the core of each Simmons® HealthSmart™ and Simmons® CoolMax® mattress is the world-renowned patented Original Simmons® Pocketed Coil®. The coils are engineered in barrel shape and wrapped in tear-resistant Duon Pockets that move independently. This unique design delivers Do-Not-Disturb® benefit, conformability of body shape, support, better resilience and less tendency of breakage of the coils. Equipped with the zip-off mattress top, Simmons® HealthSmart™ mattress offers additional comfort and a plusher feel, yet maintaining the unsurpassed support and motion separation.

### About Simmons

Maker of Beautyrest®, BackCare® and Connoisseur™, Atlanta-based Simmons Company entered the Singapore market in 1977. In Asia, the license to manufacture, distribute and market Simmons is owned by Simmons Japan Co., a full subsidiary of Nifco Group, a listed multinational 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. 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's commitment to its cause is evident also in the hospitality industry with Simmons having the exclusive rights to the production of mattress and boxspring for the Heavenly Bed in the US. Simmons (SEA) has also provided Raffles The Plaza (then Westin Plaza) with the Heavenly Bed and the recent integrated resort, Resorts World Sentosa Singapore.

### **Issued By:**

Gio Kuo

Simmons (SEA) Pte Ltd

Tel: 6290 9222

HP: 9742 6947

Email: [gjo.kuo@simmons.com.sg](mailto:gjo.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)