



## A PROUD LEGACY THAT DEFINES YOUR GOOD NIGHT'S SLEEP

The crafting of every quality Simmons mattress stems from a relentless pursuit of providing a good night's rest for you, right from the start of our proud legacy in 1870.

- 1870.** Zalmon G Simmons built his first factory in Wisconsin, manufacturing wooden insulators & cheese boxes.
- 1876.** Mr Simmons switched to producing wire mattresses and set the pace to change the industry.
- 1925.** Simmons' top engineer John Franklin Gail designed the Pocketed Coil Spring machine which formed the basis of the Beautyrest® mattress.
- 1929.** Social luminaries Henry Ford, HG Wells, Thomas Edison, Guglielmo Marconi and George Bernard Shaw gave their unanimous endorsements for Simmons products.
- 1958.** Simmons introduced the first King and Queen size mattresses.
- 2000.** Simmons launched the industry's first non-flip mattress.
- 2005.** Simmons launched the first-ever mattress with alternating cable coils.
- 2009.** Simmons created yet another milestone by combining the benefits of a Beautyrest® mattress with the Next-Generation Advanced Memory Foam to create the Beautyrest® NxG™ Series.
- 2011.** Simmons launched the e-ION CRYSTAL™ Series and achieves unsurpassed rest and self-rejuvenating sleep.
- 2012.** With the introduction of the Beautyrest® Recharge™ Sleep System, a combination of AirCool® Memory Foam, Beautyrest® Pocketed Coil® technology and proprietary AirCool™ Design, everyone can be Living Life Fully Charged™.

## SIMMONS INNOVATIONS



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



**GEN FOAM**  
Promotes air circulation  
for vastly improved  
sleep.



**5-ZONED INSERT  
SPRING SYSTEM**  
Alternate placement  
of the shorter springs  
provide enhanced  
support.



**5-ZONED AIRBAND  
FOAM SYSTEM**  
For proper spine  
alignment and body  
support.



**5-ZONED SUPPORT  
SYSTEM**  
Ideally suited to match  
the five zones of the  
human body.



**HIGH QUALITY MATERIALS**  
Ensemble of high quality  
materials like cashmere,  
ecogene foam, wool fibre,  
latex and memory foam.



**ULTRA FRESH®**  
Anti-dustmite  
treatment to keep  
your mattress clean  
& sterile.



**SUPER PILLOW TOP**  
Featuring a loftier and  
plushier pillow pad, its luxury  
is reflected in its ensemble  
of high quality materials.

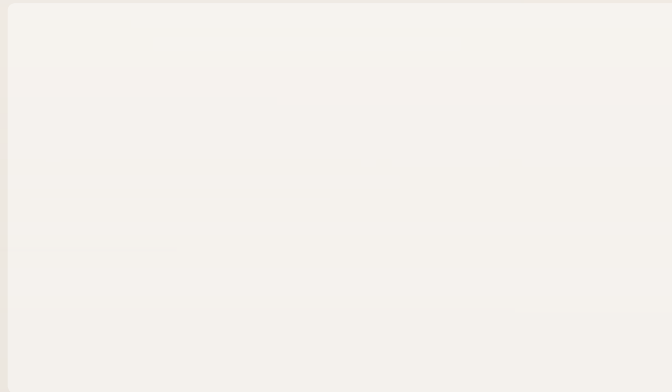


**NON-FLIP**  
Maintenance-free  
mattress.



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

Features vary from model to model.



### SIMMONS (SOUTHEAST ASIA) PTE LTD

Co. Reg. No.199303272D

100 Beach Road, #14-07 Shaw Tower Singapore 189702

Tel: (65) 6294 2278 Fax: (65) 6293 0002

simmons.com.sg eshop.simmons.com.sg

facebook.com/sea.simmons instagram.com/simmons.sea

All rights reserved. No part of this brochure may be used or reproduced in any manner whatsoever without the written permission from Simmons (SEA) Pte Ltd. Printed in August 2017.

# BackCare®

## ULTIMATE SERIES



EXCLUSIVELY AT TAKASHIMAYA

## ULTIMATE SUPPORT

### 5-ZONED AIRBAND FOAM SYSTEM



Simmons® patented 5-zoned AirBand Foam system is calibrated to match the respective weights of the body zones – upper back, lumbar, hips, thighs and lower legs. The 5-zoned AirBand Foam System ultimately delivers an optimum sleeping position, with proper spine alignment and body support.

### 5-ZONED INSERT SPRING SYSTEM



The 5-zoned Insert Spring System has a shorter spring inserted in between coils in the upper back and hip body zones. The alternate placement of the shorter springs provide enhanced support for the additional body weight in both areas.

## ULTIMATE COMFORT

### THE ULTIMATE DO-NOT-DISTURB® DIFFERENCE



Since conceptualization in 1925, the Simmons® Pocketed Coil® has been the proud hallmark that revolutionized the sleep industry.

Bringing new standards of undisturbed rest for you and your sleeping partner, this unique engineering ultimately translates into the Do-Not-Disturb® difference that Simmons is renowned for.

### TESTED, PROVEN & MADE TO LAST



Every element in your Simmons mattress is put through rigorous tests to ensure assurance on quality and durability.

The Cornell University Indentation Test uses a 240-pound steel drum rollator to stringently evaluate and prove stability and structural integrity of each mattress.

## ULTIMATE FEEL

### ULTRA FRESH®



Ultra-Fresh antimicrobial treatment inhibits the growth of bacteria and fungi responsible for creating unpleasant smells and staining, keeping the mattress fresh, hygienic, and odor-free.

### SUPER PILLOW TOP



The super pillow-top provides loftier and plusher feel, and its luxury is reflected in its ensemble of high quality materials like cashmere, ecogene foam, wool fibre, latex and memory foam.

### GEN FOAM



The anti-microbial Gen Foam encompasses all the beneficial properties of latex. Formulated to last even longer, it promotes superior air circulation for vastly improved sleep.