



A PROUD LEGACY  
THAT DEFINES 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.
- 2013** 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™.

TESTED, PROVEN & MADE TO LAST



Beautyrest  
SILVER™

Every element in your Simmons® mattress is put through a series of stringent tests to ensure the highest attainable *quality and durability*.

The Cornell University Indentation Test assures its durability, while the 240-pound steel drum rollator proves the stability and structural integrity of each mattress.

Let Simmons assure you of nights of *perfect sleep*, and rest easy with *peace of mind*.

ENERGIZING SLEEP FOR  
A RESTORED YOU

SIMMONS (SOUTHEAST) PTE LTD

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ENERGIZING SLEEP FOR A RESTORED YOU

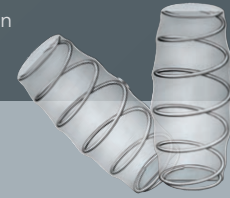
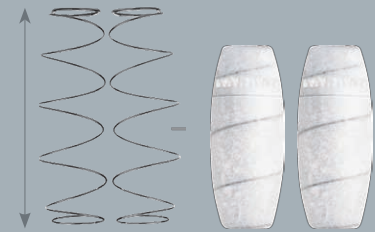


We all know that life can get a little hectic. Busy schedules and nonstop to-do lists mean you have to hit the ground running refreshed and ready to go. That's why there's Beautyrest®Silver™. Sophisticated design pairs with intuitive technologies helps you to wake up and embrace the day ahead.



WHY BEAUTYREST® SILVER™ IS ALWAYS GREAT FOR TWO OF YOU?

BEAUTYREST® POCKETED COIL® TECHNOLOGY - Helps provide conforming back support and motion separation for undisturbed sleep.



Simmons coils are precompressed to give more spring effect, provide greater resilience and better support for your back.

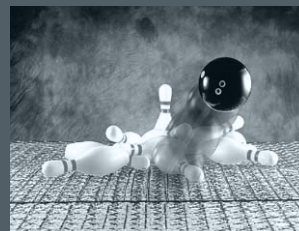
The Simmons Pocketed Coil® is an innovation perfected by Simmons. Each high carbon steel spring coil is pre-compressed, individually encased in tear-resistant non-allergenic pockets, and joined at the waist (not the top or bottom) to perform its best at reducing motion transfer.

Hence, moving and disturbing your sleeping partner will now be a thing of the past when you sleep on a Simmons mattress.

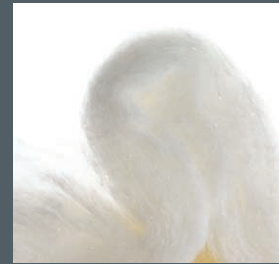
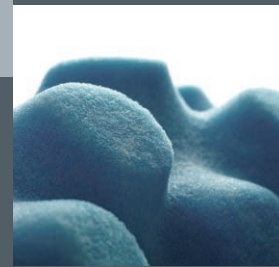
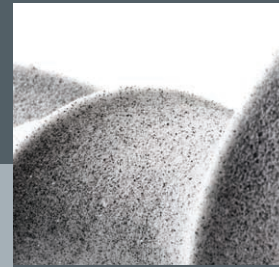
Non Simmons Coil



Original Simmons® Pocketed Coil®



UNIQUE SELLING POINTS OF SILVER



AIRCOOL® FOAM, AIRCOOL® MEMORY FOAM & AIRFEEL™ FOAM

These foams promote greater airflow to keep you at your ideal sleeping temperature. The AirCool® Foam and AirFeel™ Foam increase the comfort and softness level of the mattress, while the AirCool® Memory Foam conforms to your body and provides pressure relief during your sleep.

GELTOUCH® FOAM

The uniform distribution of gel throughout the foam ensures both comfort and support. The GelTouch® Foam provides exceptional surface contouring, cushioning and conformability.

DUALCOOL™ TECHNOLOGY FIBER

A fiber enhanced with silver designed to help move both heat and moisture away from the surface to maintain a ideal sleeping temperature while preventing the growth of stain, odor, mold and bacteria.

FULLY IMPORTED FROM USA ENSURING THE HIGHEST QUALITY.

BENEFITS



Beautyrest® Silver™ Series	Donier Luxury Firm Pillow-top	Garland Luxury Firm Summit Pillow-top	Benefits
DualCool Technology Fiber	✓	✓	A soft, supple fiber enhanced with silver to prevent growth of stain and odour-causing bacteria, mold & mildew to help keep the mattress fresh.
GelTouch Foam	✓	✓	A soft gel foam with conformability that provides soothing comfort.
AirFeel Foam	✓		A soft, quality foam with an open-cell structure that helps provide airflow, performance & durability.
AirCool Foam	✓	✓	A surface layer foam to help provide airflow through the mattress.
AirCool Gel Memory Foam	✓	✓	Helps provide great pressure relief • Promotes freedom of movement • Open-cell structure helps maintain a comfortable sleep temperature.
Micro Coil Support		✓	Addition of 490 micro coils designed to enhance contouring back support, helping you sleep comfortably.
Simmons Pocketed Coil Technology	✓	✓	<ul style="list-style-type: none"> <li>Enhanced conforming properties &amp; pressure relief</li> <li>Individualized back support for each unique shape</li> <li>Provide motion separation for undisturbed sleep.</li> </ul>
AirCool BeautyEdge	✓	✓	<ul style="list-style-type: none"> <li>30% more edge support provides a firmer and more stable perimeter • Ventilated design enhances airflow through the mattress.</li> </ul>
CertiPur-US Certified	✓	✓	Environmentally-friendly – foams are made without ozone depleters, PBEs or other flame retardents, Mercury, lead and heavy metals, Formaldehyde, Prohibited phthalates & with low emissions (VOCs) for indoor air quality.