



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED
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NEWS RELEASE

Simmons launches Sleep Performance TVC to launch its new Beautyrest® Silver Series with DualCool Technology Fiber that has silver in it. Restore yourself with energizing sleep with Simmons It's more than just the hours. It's energizing sleep.

24 February 2018 Singapore – To kick off the launch of the all-new Beautyrest® Silver Series, Simmons launches its sports-themed TVC and a new tagline “Simmons Beautyrest. Sleep Performance, The New Performance”. “Positioning Beautyrest mattresses as the ultimate equipment for high-performance sleep, the new TVC builds upon the growing belief that personal performance is based on three basic pillars of health – exercise, nutrition and sleep – and that to achieve success in daily life, one must perform optimally in all three areas. The new TVC’s key message, which juxtaposes scenes of personal athletic performance, such as tennis, weightlifting and swimming, with the high-quality sleep attained on a Beautyrest mattress. As consumers, we all understand the important role of equipment plays in our everyday success. Whether we are striving for success at work, on the athletic field or during the pursuit of a personal passion, the right equipment is key to performance, and high-performance sleep is no different. Our new TVC drives home this idea and communicates that the right mattress with the right technology is essential to achieving optimal sleep,” affirmed Mr. Casey Teh, Managing Director, Simmons (SEA) Pte Ltd.

Highly bestowed as the world’s leading premium mattress brand, Simmons has once again break the norms, giving only the best to its consumers by offering both the needed support and the deserved comfort with Beautyrest® Silver Series. Consumers will no longer feel hot and humid during the night as the unique foams, gels and design in the Beautyrest® Silver Series are made to suit each individual’s ideal body temperature, allowing one to have a cool, comfortable sleep, while maintaining full support and a full night of undisturbed rest.



LIVING LIFE FULLY CHARGED™



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The all-new Beautyrest® Silver Series is powered by Simmons' signature pocketed coil technology and DualCool™ Technology Fibre enhanced with silver. Both are fully imported from the US and are Non-flip and tested for its structural integrity and durability. The two models, Dornier and Garland differ in the latter having 490 micro coils located in the centre third of the mattress to enhance contouring back support; while Dornier, on the other hand, comes with AirFeel Foam, a soft open-cell foam that delivers high airflow to give you a cool, comfortable sleep.

Both models features the patented Original Simmons Pocketed Coils®, DualCool™ Technology Fiber enhanced with silver, AirCool® Gel Memory FoamGelTouch Foam and AirCool Foam. DualCool™ Technology Fiber enhanced with silver serves to provide temperature management and elevated comfort. In managing temperature while one is sleeping, the presence of this DualCool™ Technology Fiber enhanced with silver helps moved heat and moisture away from the surface of the mattress to maintain an ideal sleeping temperature. AirCool® Gel Memory Foam, promotes freedom of movement and pressure relief while maintaining exceptional airflow for a cool, comfortable sleep environment. Coupled with GelTouch Foam and AirCool Foam, Beautyrest® Silver Series provides an additional layer of pressure relief and better air circulation while one sleeps.

"As the copy of our new Sleep Performance TVC aptly puts it, you need the best equipment for the best swing, the best time, the best lift in scoring a victory. But above all, it's 8 hours of high performance sleep. With Beautyrest innovations and technology, sleep performance is the new performance," reaffirmed Mr Teh.

To celebrate this launch, customers will be able to purchase Queen-sized Simmons® Beautyrest® Silver Dornier at \$5,850 (Retail Price: \$8,199) and Beautyrest® Silver Garland at \$6,750 (Retail Price: \$9,599). In addition, customers can also enjoy Purchase-with-Purchase of Fjords 755 at \$899 and Gift-with-Purchase of Fillico Swarovski Bottle (Silver Cap) worth \$360, 2 DeepSleep Pillows & 1 Corresponding size mattress protector.

Terms & Conditions apply

End



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- *Simmons Gallery – Capitol Piazza #02-25, 1 Nassim #01-04, IMM #03-04 & The Furniture Mall #01-05

About Simmons (SEA) Pte Ltd

Atlanta-based Simmons Bedding Company is one of the World's largest and oldest mattress producers with more than 147 years heritage. Maker of Beautyrest®, Beautyrest Black® and BackCare®, Simmons is also the preferred hospitality partner amongst world-renowned hoteliers, which include Marina Bay Sands®, Westin Hotels, Starwood Group of Hotels, Resorts World Sentosa, Rosewood Hotel Group, Peninsula Hotel Group, Shangri-la Hotels, Hotel Inter-Continental.

Simmons is committed to developing superior mattresses to promote a higher-quality sleep. It is also committed to research and development and innovation in its pursuit to develop better bed for better sleep. In Asia, the license to manufacture, distribute and market Simmons is owned by Simmons Japan Co., a full subsidiary of Nifco Group, 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 in over ten countries in the ASEAN regions; Singapore, Indonesia, Philippines, Malaysia, Thailand, Brunei, Vietnam, Myanmar and Cambodia.





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