



## SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

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# NEWS RELEASE

*Simmons brings First-Class Sleep closer to home with Its All-New Beautyrest Reef Water Suite.  
With Simmons Beautyrest & Technology, Sleep Performance is The New Performance.*

**29 May 2018, Singapore** – Simmons brings First-Class Sleep closer to home with its all-new Beautyrest Reef Water Suite into the consumer market. The latest addition reiterates Simmons' dominance in the hospitality industry. To date, Simmons supplies its mattresses to a large number of hotels by the Marina Bay area & Sentosa. These include Marina Mandarin Singapore, Mandarin Oriental Singapore, Fullerton Bay Singapore, The Fullerton Singapore, The Pan Pacific Hotel Singapore, Conrad International Centennial Singapore, Westin Singapore and The Ascott, Raffles Place by the Bay area; and in Sentosa, Simmons' presence extends to almost all of the hotels at Resorts World Sentosa including Beach Villas, Crockfords Towers, Equarius Hotel, Hard Rock Hotel Singapore, Hotel Michael and Ocean suite & Tree Top Loft. Other hotels in Sentosa that have the Simmons emblem include Le Meridien Singapore (former Movenpick Hotel), Shangri-la's Rasa Sentosa Resort & Spa, Singapore, Amara Sanctuary Resort Sentosa & W Singapore Sentosa Cove.

"Very often, we have received positive feedback and enquiries from hotel guests after they have experienced a good night's sleep at these renowned hotels. Since winning the biggest hotel project in Sentosa in 2010, Simmons has launched a super model similar to those hotel mattress that took the market by storm then. Last year when Simmons won a large hotel project by the Marina Bay for their bed replacement, we decided to celebrate the success by creating similar models for our customers to bring home their first-class sleep experience right into their bedroom. For this year's Great Singapore Sale, we want to celebrate the story of two islands where Simmons has its marquee extended. We're confident the story of our superb quality and pursuit for a



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*(Cont'd) Simmons brings First-Class Sleep closer to home with its All-New Beautyrest Reef Water Suite. With Simmons Beautyrest & Technology, Sleep Performance is The New Performance.)*

good bed for better sleep does not end here," commented Mr Casey Teh, Managing Director of Simmons (SEA).

The hoteliers' continuous support reflects their trust in Simmons in delivering structural integrity and durability. It assures customers that we are the epitome of a good quality sleep and a well rested you.

We are very proud to introduce the newly crafted Beautyrest Reef Water Suite, the exquisite model that comes with Simmons® Original Pocketed Coil®, renowned for its minimised motion transfer, maximum support and conformability for a night of uninterrupted sleep. Adding comfort to it, it comes with a super pillow-top to achieve a softer feel and the use of cool max fabric helps to regulate temperature, giving the user a cool, comfortable night of sleep. To enhance its aesthetic resort look, an aston blue border runs across the mattress to provide the feel of calmness, rest and relaxation. The Beautyrest Reef Water Suite has been tested by the Cornell University Indentation Test and the 240-pound steel rollator test to ensure its' strength and durability; reflecting the true value of Simmons.

### Beautyrest® Reef Water Suite Prices:

Single size Promo Offer \$3,124 (RP\$4,799)

Super Single size Promo Offer \$3,840 (RP\$5,899)

Queen size Promo Offer \$4,817 (RP\$7,399)

King size Promo Offer \$5,468 (RP\$8,399)

### End ###



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### **About Simmons (SEA) Pte Ltd**

Simmons is one of the world's largest mattress producers with more than 148 years of heritage. Maker of Beautyrest®, Beautyrest Black® and BackCare® mattresses, Simmons is also the preferred hospitality partner amongst world-renowned hoteliers, which include Westin Hotels, Starwood Group of Hotels, Resorts World Sentosa, Marina Bay Sands, Shangri-la hotels and Frasers Hospitality Group.

In Asia, the license to manufacture and distribute Simmons products is owned by Simmons Co. Ltd. Japan, a subsidiary of Nifco Inc., a plastic fastening company which is listed on the Tokyo Stock Exchange with a diverse business portfolio, including the Japan Times. Simmons Co. Ltd. Japan owns the perpetual licence to 23 countries in Asia, including Singapore. Simmons edged its presence in Singapore in 1977 and in 1993, Simmons (SEA) was set up.

Simmons is committed to developing superior mattresses to promote 8 hours of high performance sleep for our consumers. Because with Simmons Beautyrest innovations and technology, Sleep Performance is the New Performance.

### **Simmons (SEA) Pte Ltd**

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*Beautyrest*

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