



MADE IN CANADA







BackCare



"SLEEP IS THE
BEST MEDITATION"
- DALAI LAMA



WHY SLEEP IS IMPORTANT -

We all know that life can get a little hectic. Busy schedules and non-stop to-do lists mean you have to hit the ground running refreshed and ready to go. That's why there's Beautyrest® & BackCare®. Sophisticated designs paired with intuitive technologies help you to wake up and embrace the day ahead





Each Simmons Original Pocketed Coil is made from high-carbon steel spring and pre-compressed before it is placed in individual pockets. The number of turns in each Simmons Original Pocketed Coil provides just the right amount of spring effect and resilience for your back support.

The pockets where the Simmons Original Pocketed Coils are individually encased, are tear-resistant and non-allergenic. They are joined together in the middle to deliver the signature Do-Not-Disturb benefit. It provides unsurpassed support, maximum conformability and minimal motion transfer, allowing for an uninterrupted night's rest between two sleeping partners.

Simmons is the inventor of the Simmons Original Pocketed Coil and is the only brand that manufactures its own pocketed coils.

Non Simmons Coil







Original Simmons® Pocketed Coil®





A Simmons hallmark since 1925, the Simmons® Original Pocketed Coil® has been, and continues to be the gold standard in providing undisturbed sleep with its unsurpassed motion separation technology for many happy and rested sleepers all over the world.



Simmons mattresses are tested with the strictest of industrial standards to ensure they withstand both time and extensive usage. The Cornell University Indentation Test ensures that the mattresses withstand exceptional durability, while the 240-pound steel drum rollator test attests to their structural integrity and stability.

ROLLATOR TEST & CORNELL UNIVERSITY INDENTATION TEST







BACKCARE® ADVANCED \$2500



SILVER FIBRE

Anti-microbial property with ability to resist the growth of microbes and reduce odour.



COOLGEL CONFORMANCE FOAM

New pressure-relieving cooling gel foam



AIRCOOL FOAM

A surface layer foam to help provide airflow through the mattress



5-ZONED COIL WITH FOAM ENCASEMENT

Ideally suited to match the five zones of the human body



AIRCOOL MEMORY FOAM

Conforms to your body, provides pressure relief and freedom of movement



COPPER-INFUSED LATEX

Improves the mattress conductivity and support, while creating a cooler sleep surface. Copper is highly conductive, pulling heat away from the body.



NON-FLIP

Non-flip design enhances motion separation and eliminates the need to flip the mattress, thus bringing you greater convenience.



PLUSH-TOP

Deep quilted top panel with larger and bolder patterns to give a plusher feel. The higher level of comfort distinguishes it from the tight top.



HIGH PROFILE POCKETED COIL®

Barrel-shaped high-tensile strength steel for maximum support & resilience.



BACKCARE® ADVANCED \$4500



SILVER FIBRE

Anti-microbial property with ability to resist the growth of microbes and reduce odour.



COPPER-INFUSED LATEX

Improves the mattress conductivity and support, while creating a cooler sleep surface. Copper is highly conductive, pulling heat away from the body.



COOLGEL CONFORMANCE FOAM

New pressure-relieving cooling gel foam



NON-FLIP

Non-flip design enhances motion separation and eliminates the need to flip the mattress, thus bringing you greater convenience.



AIRCOOL FOAM

A surface layer foam to help provide airflow through the mattress



AIRFEEL FOAM

A soft, quality foam with an open-cell structure that helps provide airflow, performance & durability



5-ZONED COIL WITH FOAM ENCASEMENT

Ideally suited to match the five zones of the human body



COMFORT-TOP

Featuring a loftier and boxier pillow pad, this comfort-top sits neatly and flushed with the mattress edge to provide added comfort, softness and luxury to the sleep surface.



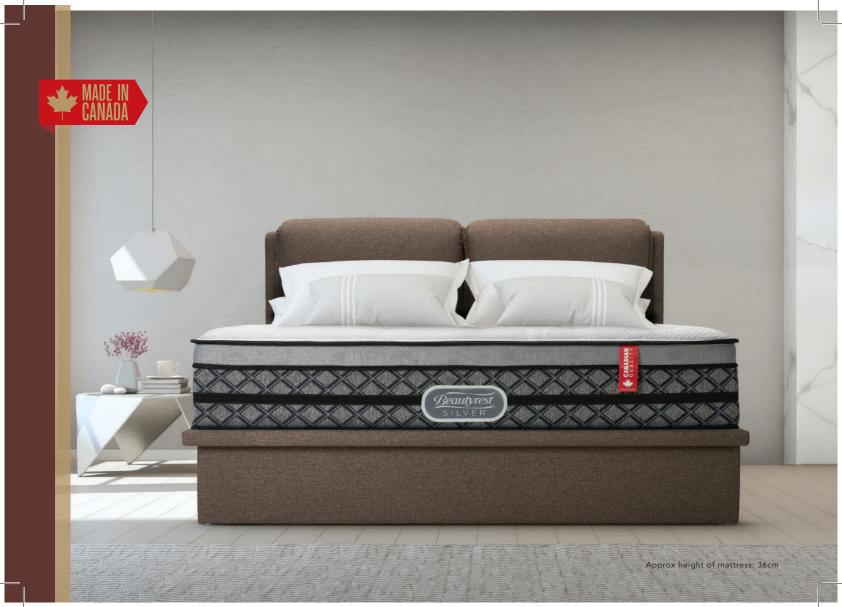
AIRCOOL MEMORY FOAM

Conforms to your body, provides pressure relief and freedom of movement



HIGH PROFILE POCKETED COIL®

Barrel-shaped high-tensile strength steel for maximum support & resilience.





BEAUTYREST® CELESTINE CLOUDS



SILVER FIBRE

Anti-microbial property with ability to resist the growth of microbes and reduce odour.



NON-FLIP

Non-flip design enhances motion separation and eliminates the need to flip the mattress, thus bringing you greater convenience.



COOLGEL CONFORMANCE FOAM

New pressure-relieving cooling gel foam



COMFORT-TOP

Featuring a loftier and boxier pillow pad, this comfort-top sits neatly and flushed with the mattress edge to provide added comfort, softness and luxury to the sleep surface.



AIRCOOL FOAM

A surface layer foam to help provide airflow through the mattress



FOAM ENCASEMENT

Maintaining support and stability right to the edge.



HIGH PROFILE POCKETED COIL®

Barrel-shaped high-tensile strength steel for maximum support & resilience.





BEAUTYREST® EXCEPTIONNEL ROSEHALL



SILK GEL FIBRE

Luxurious Silk and Gel infused fibre for cooler sleep experience.



GELTOUCH

A soft gel foam with conformability that provides soothing comfort



COOLGEL CONFORMANCE FOAM

New pressure-relieving cooling gel foam



AIRCOOL FOAM

A surface layer foam to help provide airflow through the mattress



AIRFEEL FOAM

A soft, quality foam with an open-cell structure that helps provide airflow, performance & durability



NON-FLIP

Non-flip design enhances motion separation and eliminates the need to flip the mattress, thus bringing you greater convenience.



HIGH PROFILE POCKETED COIL®

Barrel-shaped high-tensile strength steel for maximum support & resilience.



COMFORT-TOP

Featuring a loftier and boxier pillow pad, this comfort-top sits neatly and flushed with the mattress edge to provide added comfort, softness and luxury to the sleep surface.



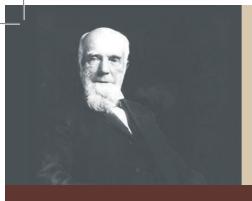
LATEXAIR FOAM

Newly formulated latex is light and airy, dissipates heat quickly to give unparalleled luxurious comfort



FOAM ENCASEMENT

Maintaining support and stability right to the edge



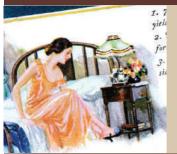
1870 - From Wisconsin Cheese Boxes To Bed & Coils

It all began with Zalmon G. Simmons, a Wisconsin-based entrepreneur and former cheese-box manufacturer. Simmons established the Simmons Bedding Company and set out to build a better, more comfortable mattress. Things really sped up in 1900 when James Marshall patented the first wrapped coil spring. These springs were more comfortable, but also expensive to craft by hand initially they could only be found on luxury liners (such as the Titanic).

1925 - The First Pocketed Coil

John Franklin Gail, Simmons' top engineer, designed a machine that inserted coil wire into fabric sleeves, giving birth to the unique Pocketed Coil design. It formed the basis of the Simmons Beautyrest mattress. This process made the most comfortable and durable mattresses in the world, affordable for the masses, and democratising comfort for the world.





1927 - FIRST LADY APPROVED

Eleanor Roosevelt was featured in print advertising for the Simmons® Beautyrest® line and collection. She continued to be an advocate through her radio show into the 1930s.



1958 - A NEW KIND OF ROYALTY

Simmons became the first mattress company to introduce king and queen size mattresses.

1996 - The Joy of Sleeping

Simmons created a Heavenly® Bed for Westin® Hotels and Resorts, and soon guests from around the world began experiencing the joy of sleeping on Beautyrest® Pocketed Coil® springs.



2005 - These Springs are no Mere Fling

Continuing the legacy of Pocketed Coil® innovation, Simmons developed and launched Advanced Pocketed Coil springs - a triple-wired , high carbon steel spring that offers added strength, motion separation, conformability and durability.





2008 - BEST OF BOTH WORLDS

Simmons pioneered the first hybrid mattress in the industry by fusing memory foam and Pocketed Coil* in Beautyrest NxG^{TM} .



2002 / 2011 - e-ION CRYSTAL™ SERIES LAUNCH

Developed in Japan, Simmons launched the e-ION Crystal™ Series for BackCare® models in 2002. Following its success, the e-ION Crystal™ is re-launched in 2011 in both BackCare® and Beautyrest® models, achieving unsurpassed rest and self-rejuvenating sleep standards. In 2018, it is classified as 1st class medical device in Japan.

2013 - Taking Charge With Beautyrest Recharge®

Simmons wants everyone to be Living Life Fully Charged®. Enter Beautyrest Recharge® Technology - a pioneering combination of AirCool® Memory Foam, legendary Smart Response® Pocketed Coil® technology and proprietary AirCool Design.





2017 - MARINA BAY SERIES

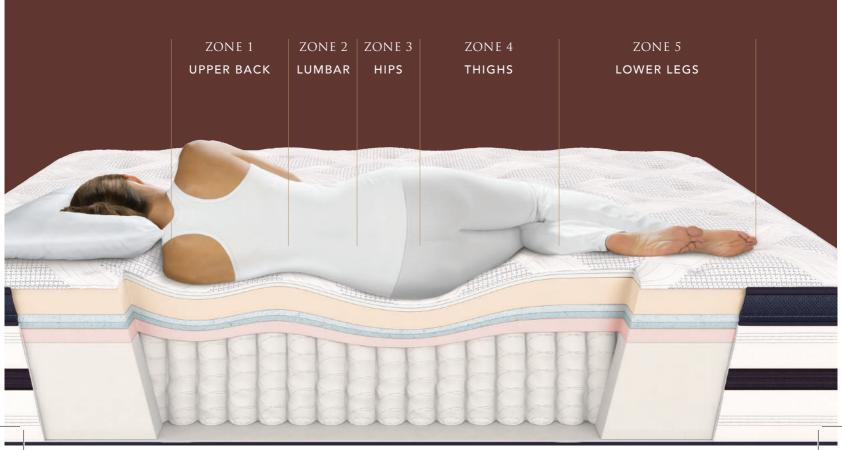
Almost all hotels by the Marina Bay are using Simmons mattresses.

To celebrate this success, Simmons launched the Beautyrest Marina Bay Series so that all customers could bring the Marina Bay sleep experience home.



5 ZONES STORY

Simmons 5-Zoned Coil System is calibrated to match the 5 zones of the body - upper back, lumbar, hips, thighs and lower legs. These 5 parts are differently weighted and thus require differing amount of support. With 5-zoned options, ideal spinal alignment is achieved.







SIMMONS (SOUTHEAST ASIA) PTE LTD Co.Reg. No 1993033272D

100 Beach Road #14-07 Shaw Tower Singapore 189702

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



simmons.com.sg

facebook.com/sea.simmons



immons.sea



eshop.simmons.com.sg