



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

300 Beach Road #25-03 The Concourse Singapore 199555 tel: 65-6294-2278 fax: 65-6293-0002
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UEN: 199303272D

NEWS RELEASE

Launch of Simmons First Voice-Activated Pocketed Coil® Adjustable Bed at Simmons Gallery Raffles City

Singapore, for immediate release – Experience innovative luxury at the launch of Simmons First Voice-Activated Pocketed Coil® Adjustable Bed, which enhances comfort to bring you total relaxation. With just a voice command or a tap on your remote or app, consumers can conveniently achieve their optimum position, and even set a timer to adjust your position at your ideal time. The mattress comes with the Simmons® Original Pocketed Coil® technology that provides durability and conformability for the best sleep of your life.

Held at Simmons Gallery Raffles City, the Simmons First Voice-Activated Pocketed Coil® Adjustable Bed was first launched on 20 February 2024 to an intimate group of VIPs. Accompanied by captivating melodies from the harp and having their personalised illustrations drawn, it was an engaging night over champagne and canapés as guests were invited to try out the smart adjustable bed.



Event space at Simmons Gallery Raffles City



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L-R: Mr David Batchelor, Ms Samantha Vong (Managing Director of Simmons SEA), Mr Aloysius Chew (General Manager of Simmons SEA)



The Simmons (SEA) Pte Ltd team



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L-R: Ms Samantha Vong, Mrs Karen Maheshwary, Mr Laksh Maheshwary



L-R: Mr Scott Ang, Mr Leo Lam, Ms Elsa See, Mr CK Chan, Mr Daniel Poon, Mr Nicholas Chew, Mr Benjamin Choo



Mr Patrick Sng trying out the Simmons First Voice-Activated Pocketed Coil® Adjustable Bed



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Simmons held a second event on 23 February 2024, for Simmons local and regional trade partners who flew in specially for the launch event. The guests were interested in the voice-activated pocketed coil adjustable bed technology, as they attentively watched the demonstrations and tried the smart adjustable bed.

Following the launch introduction at Simmons Gallery Raffles City, guests were then treated to a luxurious dinner at SKAI Suites. It was a celebration of innovation and partnership, thanking our esteemed partners who have provided their utmost support to Simmons for years, and for many more to come.



Regional Trade Partners at the launch of Simmons First Voice-Activated Pocketed Coil® Adjustable Bed



Esteemed local and regional guests at Simmons Gallery Raffles City



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Jazz music from a two-piece acoustic band accompanies guests throughout the dinner



L-R: Ms Gena Lee, Ms Jamie Pang, Ms Khin Marla



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L-R: Mr Roger Ang, Ms Samantha Vong, Mr Ronald Lim, Ms Jolene Lee, Mr Andrew Lim



L-R: Mr Yanto Then, Mr Izman Junaidi, Ms Le Thi Hoang Yen, Ms Lesley Victorino, Ms Justiene Ortega, Ms Aileen Ong, Mr Desmond Tan, Ms Rita Vo Truong Xuan, Mr Aloysius Chew



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L-R: Ms Michelle Anne Ng, Mr Roy Fong, Mr Eddie Ng (Senior General Manager of Simmons SEA), Ms Atricia Chan, Ms Cheryl Wee



L-R: Mr Eddie Ng, Ms Samantha Vong, Mr Danny Fong, Ms Loong Siew Hsien, Ms Ann Lee, Mr Edward Ng

The Simmons First Voice-Activated Pocketed Coil Adjustable Bed is currently available for pre-order, and can be tried out at Simmons Gallery Raffles City. Get world-class sleep, only with Simmons.

Images can be found [here](#).



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About Simmons (SEA) Pte Ltd

For over 150 years, Simmons has been at the forefront of innovation and technology — enabling generations of individuals to experience deep and restful sleep like never before. That's because Simmons truly understands individuality, and reaches out to meet the unique needs of each and every person — and body type. Maker of Beautyrest®, Beautyrest Black® and BackCare® mattresses, Simmons is also the preferred hospitality partner amongst world-renowned hoteliers, which include Westin Hotels, Marriott Group of Hotels, 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. Simmons Co. Ltd. Japan owns the perpetual license to 22 countries in Asia, including Singapore. Simmons edged its presence in Singapore in 1977 and in 1993, Simmons (SEA) was set up. Simmons Co. Ltd. Japan owns the perpetual licence to 22 countries in Asia, including Singapore. Simmons edged its presence in Singapore in 1977 and in 1993, Simmons (SEA) was set up.

Simmons (SEA) Pte Ltd

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