



SIMMONS (SOUTHEAST ASIA) PTE LTD

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SIMMONS FIRST TO HARNESS ION-TECHNOLOGY TO DELIVER HEALTH BENEFITS OF NEGATIVE IONS FOR BETTER SLEEP & WELL-BEING

SINGAPORE, July 9, 2002

While the advent of intelligent computers, high-speed transportation systems and effective machines facilitates efficiency in the 21st Century, such first-world aid depreciate our quality of life, health-wise.

These modern conveniences emit electromagnetic waves thereby producing positive ions. City dwellers who live long-term in an unbalanced ionic atmospheric space (more positive ions than negative ions), suffer often from poor body immunity, sinuses, allergies, migraines, irritability, low work concentration and productivity, as well as, high levels of tension and sleeplessness.

Recognising the threat to our health as we subject our bodies to immense stress daily, Simmons, the leading global bedding and mattress company, takes the lead to combat and remedy the harm of positive ions by being the first to apply ion technology in its revolutionary **Simmons® BackCare® Original Series**.

Ion technology creates an air space filled with an abundance of negative ions, which have been clinically proven to possess therapeutic effects that include the reduction of fatigue, stress, oxygen absorption in the blood stream, mental alertness, better sleep and reduction of bacteria and viruses in the environment.

For Simmons, the ion technology is leveraged via the patented **Simmons® Negative Ion-Fibres™** also known as the AP (short for Adan & Panasonic) fibre. A technological breakthrough in mineral research, the fibre was invented through a collaborative effort between Adan Mine Central Laboratory and Matsushita, representing Panasonic in Japan and was developed in Japan exclusively for the Simmons Company.

The Simmons® Negative Ion-Fibres™ is made by grinding the mineral stone, tourmaline and 13 other different natural mineral stones and mixing them with polyurethane to make threads that are woven into fibre. The fibre forms a layer in the **Simmons® BackCare® Original Series**. The **Simmons® Negative Ion-Fibres™** generates an air space that contains up to 1600 negative ions per cubic centimetre of air. This is equivalent to the ion count in fresh country air, which ranges between 1000-5000 negative ions per cubic centimetre of air.

"If you have savoured the experience of being utterly relaxed and stressless by being in the countryside or near waterfalls, this is the kind of physical and mental state that the ion technology hopes to create for people prior to and during sleep. A more relaxed demeanour leads to less interrupted and better sleep and a higher level of physical and mental rejuvenation the next day," said Mr Michael Koo, Managing Director of Simmons (Southeast Asia) Pte Ltd.

The **Simmons® Negative Ion-Fibres™**, which has been tested and proven to generate negative ions by the Japanese Cotton Spinning Association and SETSCO Services Pte Ltd, one of Singapore's largest accredited testing and inspection companies, also comes with clinical support that the negative ions it emits provide physiological benefits.

According to Professor Yoshio Machi of the Engineering Faculty of the Tokyo Denki University, subjects who wore a polyester cloth kneaded from specially processed tourmaline



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powder experienced an increase in blood circulation and a greater level of relaxation. The comparative study on the physiological effects of subjects who wore the tourmaline cloth and those who wore ordinary polyester cloth also found the former to have increased mental alertness due to a higher concentration of oxygen in the body.

Based on researches by Dr Albert P. Kruger of the University of California and Dr Robert McGowan of the Northeastern Hospital in Philadelphia, USA, negative ions are therapeutic simply because they prevent the overproduction of Serotonin in our bodies by breaking it down in the bloodstream. Positive ions, on the other hand, increase the Serotonin level.

Serotonin is a natural chemical produced by the body, which reduces the body's ability to absorb oxygen and cause differing effects like migraine headaches, allergic reactions, irritability, insomnia, hot flushes, tension swellings and sore throat. Negative ions also prevent a high level of Histamine (natural chemical in the body to produce gastric juice for the digestion of food) in the body, which could lead to adverse reactions similar to those caused by excess Serotonin.

In addition, negative ions also possess the sterilisation effect as they kill germs. According to Russian researchers who modeled their studies after pioneer researcher, A.L.Tchijevski's study on the effect of ions on bacteria growth, negative ions retard the decay rate. This is because negative ions simply kill the bacteria, while positive ones bond themselves to the bacteria, thus accelerating decay.

It is found that the air space within 50 to 60 centimetres of the mattress has the highest concentration of negative ions. Hence, sleeping on the new **Simmons® BackCare® Original Series** with **Simmons® Negative Ion Fibres™**, would mean lying in a sterile environment and breathing in negative ion-rich air throughout the life span of the mattress since the fibre is effective in generating an air space of negative ions for a long time.

"Long-term exposure to a negative-ion rich environment as proven by researches can reduce restlessness, bring about a calming effect, while quickening healing and keeping infection and the aging process at bay. What better way to let our tired body and mind recuperate after a day's beating," said Mr Koo.

While **Simmons® BackCare® Original Series** with the patented **Simmons Negative Ion-Fibres™** promote our well-being as we sleep, the new mattress range also oversees appropriate back alignment and increased support by up to 20 percent by using the Simmons® high-profile barrel-shaped Pocketed Coils® that are of higher tensile strength and thinner coil gauge.

"The high tensile-strength Simmons® Pocketed Coil® is re-engineered to a higher coil height, providing greater resilience and firmer support as greater pressure is asserted against the mattress. The re-engineering of the Simmons® Pocketed Coil® also uses a thinner coil gauge, while providing 20 percent more support to the sleeper's back. This is certainly Simmons' continuous effort in research and development to provide consumers value-added features. While we optimise our resources more efficiently, we are also mindful to provide better back support so as to help consumers achieve better sleep and eventually, better health," elaborated Mr Koo.

The new **Simmons® BackCare® Original Series** is fire retardant and has passed the British Standard 7177 to slow down and prevent the spread of open fire. The new mattress series is also treated with Ultra-Fresh, which keeps it fresh and sterile at all times.



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Maker of Beautyrest[®], BackCare[®] and Connoisseur[™], Atlanta-based Simmons Company entered the Singapore market in 1977. In Asia, the license to manufacture, distribute and market Simmons is owned by Simmons Japan Co., a full subsidiary of Nifco Group, a listed multinational 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 Hong Kong, Taiwan and Southeast Asian markets. Through its corporate philosophy of Better Sleep Through Science[™], Simmons is committed to the relentless pursuit of research and development to design superior quality mattresses and to ultimately deliver better sleep. The Company's commitment to its cause is evident not only in its awareness campaigns to educate Singaporeans on sleep but also in its constant introduction of innovative sleep solutions. These solutions include the Simmons BetterSleep[™] and Stressless[®] Stores as well as the new Simmons[®] BackCare[®] Original Series that champions Better Sleep Better Health[™] by harnessing the health benefits of negative ions in some of its models and improve back support while sleeping by up to 20 percent.

Established in 1870, Simmons is the world's leading manufacturer of mattresses and bedding products with a presence in more than 32 countries spanning the United States of America (USA), Europe and Asia. Renowned for its relentless pursuit for technological advancements and product innovations, the Company is the maker of signature products like the Beautyrest[®] and BackCare[®] mattresses that have strong presence in both the consumer and institutional markets.

Through its new Better Sleep Through Science[™] programme, Simmons also aims to work continually with medical and industry experts to highlight the importance of quality sleep and to innovate relentlessly for breakthrough bed products to deliver better sleep.

Presently, Simmons has its headquarters in Atlanta, Georgia, USA. Simmons (Southeast Asia) Pte Ltd, the regional headquarters for Southeast Asia, Hong Kong and Taiwan, is based in Singapore.

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