



# NEWS RELEASE

## SIMMONS ACHIEVES TECHNOLOGICAL BREAKTHROUGH

***Simmons, First-in-the-Industry to Launch QR (QUICK RESPONSE) Tag Technology On its Latest, e-ION Crystal™ Series Mattress That Debuts Today Islandwide & Rollout Touchscreen Interactive at Robinsons Department Stores***

**Singapore, 08 June 2011** – Simmons is revolutionising mattress shopping with the launch of an in-store QR (Quick Response) tagging application and touchscreen interactive<sup>^</sup> aimed at engaging consumers while shopping for a mattress. Beginning today, consumers will find QR tags for mattresses from the new Simmons e-Ion Crystal™ Series which debuts today, and touchscreen interactive at Robinsons Department stores making both technological rollout the first-of-its-kind in the mattress industry.

QR tags are small barcode-like visuals that may be scanned and “read” by smart phones, with the goal of making in-store signage more interactive and engaging for consumers. Once scanned by a smart phone, consumers can download and view a 30-second video clip with simple animation on how the e-Ion Crystal™ work and its benefits. The touchscreen interactive allows consumers to obtain information on Simmons and its product offerings while shopping for a mattress.

“With QR Tag introduced to our newly-launched Simmons e-Ion Crystal™ Series mattresses, and the touchscreen interactive at Robinsons, we hope to make customers shopping experience more robust, engaging and convenient. This is especially important when retail consultants are engaged with other customers, customers who are waiting to be attended, can scan the QR tag, download and watch the video to obtain more information about Simmons e-Ion Crystal™ Series or if they are at the Robinsons Department stores, they could use the touchscreens to find out more information on Simmons mattresses,” Mr. Casey Teh, Director of Simmons SEA Pte Ltd pointed out. “The benefit of QR Tag and touchscreen interactive is to bring life to the ‘silent’ point-of-purchase materials,” added Mr. Teh.

<sup>^</sup> Available at Robinsons Centrepoint and Robinsons Raffles City only.



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(To view Simmons e-Ion Crystal™ Series QR tag content, see factsheet 1).

On the same day as the QR Tag launch, Simmons also pushed out its long-awaited Simmons e-Ion Crystal™ Series. Marrying the benefits of Simmons® Negative Ion-Fibres™ with far infrared therapy, Simmons e-Ion Crystal™ Series is created to achieve unsurpassed rest and self-rejuvenating sleep. The success of Negative-ion Fibres mattress in Y2002 pushed Simmons to further harness the ion-technology with far infrared therapy. Developed in Japan, Simmons is proud to launch the e-Ion Crystal™ Series on both its Beautyrest® and BackCare® models. Amongst the list are the classic and top-selling models BackCare 3 & 4 and at the same time, two new models are introduced, BackCare Luxury and Custom Royal Premier.

Simmons e-Ion Crystal™ Series consists of 14 types of natural mineral stones, amongst which includes tourmaline. Simmons e-Ion Crystal™ create 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, bacteria and viruses in the environment and enhancement to mental alertness, increased oxygen absorption in the blood stream and better sleep.

The combination of Simmons® Negative Ion-Fibres™ and far-infrared rays made up the e-Ion Crystal™. Requiring no water, electricity or ozone, e-ion crystals are exceptionally beneficial to our heart and lung functions, blood circulation and metabolism. Sleeping on an e-Ion Crystal™ Series mattress is clinically proven to provide therapeutic effects that include the reduction of fatigue, stress, increased mental alertness and overall better sleep.

The other major aspect of the e-Ion Crystal™ is Far Infrared Rays. Far Infrared Rays are a healthy, natural form of infrared thermal energy. Health professionals had used red infrared heat lamps to treat wounds, muscle and joint ailments. Far infrared thermal rays elevate the heart rate and improved blood circulation, crucial to maintaining good health. “The Simmons e-Ion Crystal™ Series technology is specifically aimed™ at rebalancing the ion atmosphere of our

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city-living environment, particularly with the exponential growth of technologies over the last years,” commented Mr. Teh. Simmons recognises the escalating severity of this problem. Thus, Simmons had dedicated its resources to the renewal and development of the ion technology.

In addition to the Simmons e-Ion Crystal™ Series, two new foam technologies, Cold Foam and Fused Latex & Memory Foam are also introduced into the top range of the Simmons e-Ion Crystal™ Series, namely BackCare® Luxury with Cold Foam and Beautyrest® Custom Royal Premier with Fused Latex & Memory Foam to further enhance the sleeping experience of the consumers who desire luxury. (More information on foams is in Factsheet 2).

“Simmons strives to consistently deliver innovative products of premium quality to our valued consumers. We are also committed to the improvement of our current products and we believe that enhancement of our technologies are essential to meeting the needs of our customers in the ever so dynamic times of today. The Simmons e-Ion Crystal™ Series, the QR Tag and touchscreens are testaments to our belief which is a quantum leap in science and technology,” said Mr. Teh.

All models from Japan feature not only the e-Ion Crystal™ Series but they also have the high tensile-strength Simmons® Pocketed Coil®. The coils are of a higher coil height, providing greater resilience and firmer support. With a smaller coil diameter, more coils are packed into the Simmons e-Ion Crystal™ Series, thus providing 20 percent more support to the sleeper.

**### End ###**



**About Simmons (SEA) Pte Ltd**

Simmons Bedding Company is one the world largest mattress manufacturers, based in Atlanta, USA. It was founded by Mr. Zalmon G. Simmons since 1870. Through the 140 years long heritage, Simmons has introduced technological innovations like the Beautyrest® Pocketed Coil® spring mattress, the Hide-A-Bed® product and HealthSmart™ bed.

Simmons is the maker of Beautyrest®, Beautyrest Black®, BackCare® and Connoisseur™, among others. With our belief in Better Sleep Through Science™ programme, Simmons is committed to constantly research, develop and create better beds to deliver better sleep. Also Simmons aims to work continually with medical and industry experts to educate the public on the importance of quality sleep and the impact that a lack of it can have on our lives. Ultimately, Simmons hopes to help consumers achieve a better quality of life.

In Asia, the license to manufacture, distribute and market Simmons is owned by Simmons Japan Co., the headquarters to 23 countries across Asia. Simmons Japan is a full subsidiary of Nifco Group, a listed multinational company headquartered in Japan with a diverse business portfolio. Simmons Southeast Asia Pte Ltd, which was set up in 1993, reports to Simmons Japan directly.

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