



NEWS RELEASE

SIMMONS LAUNCHES NEWLY SCENTED MATTRESS THAT ENSURES HOTEL GUESTS A UNIQUE AND REFRESHING SLEEP EXPERIENCE.

Embargoed Till - Singapore, 17 April 2012 – Simmons has yet again revolutionized the hospitality bedding industry with the launch of the chamomile-scented mattress at Food and Hotel Asia 2012. With micro-encapsulation technique, the mattress is ensured of a lifetime of fresh chamomile fragrance. Hoteliers will have a choice of having chamomile scented mattress in the rooms to provide a unique sleeping experience for their discerning guest.

The fragrances are incorporated into the fabric via a technique called Micro-Encapsulation. Micro-Encapsulation allows fragrances to be contained in mini containers of resin that are just 3 to 8 microns in size. Such individual capsules in the fabric protect the fragrance from oxidation, dehydration and contamination. Thus, the scents can be maintained throughout the lifespan of the mattress.

Besides durability, another benefit of the micro-encapsulation technique is that it ensures that the fragrances are only released gradually upon contact or gentle rubbing. This prevents the scent from being released in excess and becomes overwhelming for the guest.

Scents are closely linked with our memories and often create strong associations to our emotions. With the launch of the scented fabric mattress, Simmons provides hoteliers an avenue for their guests to feel emotionally attached to the comfort and rest provided by the hotel.

“The sense of smell remains fundamentally important in our everyday lives as scents are closely linked to memories. A beautifully scented mattress presents hoteliers with an opportunity for forging a deeper association of great stay with the traveller,” Mr. Casey Teh, Managing Director of Simmons (SEA) Pte Ltd commented.



**Micro-Encapsulation
Technique**



For the Food and Hotel Exhibition 2012, Simmons will be showcasing two mattresses with chamomile scented fabrics. Do head down to feel for yourself the renowned comfort and support from our Simmons Original Pocketed Coil Spring system, and also, let the refreshing and calming notes of chamomile flowers flirt with your senses. The mattresses are as close as it gets to lying on a bed of roses.

Simmons Booth information

Singapore Expo Hall 3

Booth number 3K2-12

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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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