



**SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED**  
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# NEWS RELEASE

*Advance your work performance with All-New revamped Simmons BackCare Advanced Recharge 5-Zoned construction for uninterrupted sleep and full back support.*

**Singapore, Embargoed till 31 May 2014,** The best just get better – Simmons Recharge Series is now available in the BackCare Advanced Recharge Series. Aesthetically pleasing to the eye, it provides a necessary back support one needs and delivers the ‘Do-Not-Disturb’ benefit, hence enhancing one’s work performance. BackCare Advanced Recharge Series is now available in S2000 and S4000. It is a dream come true for those who is keen on the finer aesthetics details of a mattress, and yet requires the spinal support the body needs to live life fully charged.

Ms Michelle Anne Ng, Marketing Manager of Simmons (SEA) Pte Ltd commented, “The purchase of mattresses has evolved to be more sophisticated these days. From the feedback gathered, consumers prefer a mattress which delivers both plushness and yet, firm support. The BackCare Advanced Recharge Series aims to serve this purpose, with the 5-Zoned construction. Understandably, PMEBs are not getting the necessary seven to nine hours of sleep, hence, the choice of mattress matters in bringing them uninterrupted sleep. Whatsmore, BackCare Advanced Recharge Series wows you with its dramatic designs.”

Ideally suited to match the 5 zones of the human body, the Simmons BackCare Advanced Recharge S2000 and S4000 is infused with the patented 5-Zoned Coil System to specifically target the upper back, lumbar, hips, thighs and lower legs. These 5 parts of the body are differently weighted, and thus require differing amounts of support.

In addition, layered with the all-new Zoned Latex and Zoned Soy Foam, BackCare Advanced Recharge S2000 and S4000 provide the extra support with the 5-zoned construction to aid in the support in the five areas you need it most. The all-new Soy Foam is eco-friendly and made from natural bean extracts, providing optimum sleep. Coupled with AirCool Foam and bamboo-knitted fabric which is hygroscopic, natural and anti-bacterial, you can be sure to add in the luxe into your sleeping experience and a clean and sterile sleep environment.

*..Page 2: Advance your work performance with All-New revamped Simmons BackCare Advanced Recharge 5-Zoned construction for uninterrupted sleep and full back support.*



LIVING LIFE FULLY CHARGED™



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Fully imported from Canada, Simmons BackCare Advanced Recharge S2000 is a Plush-top mattress of height 36cm and BackCare Advanced Recharge S4000 is a Super Pillow-top mattress of height 41cm. It is available in Queen, King and King Long sizes. It retails from \$6,999 to \$10,399.

Both models are available exclusively in all Simmons Gallery:

- ❖ Paragon, #04-06 Tel: 6734 0660
- ❖ Park Mall, #01-08 Tel: 6336 4233
- ❖ Marina Square, #03-341 Tel: 6339 7966
- ❖ Tampines 1, #04-35 Tel: 6783 6933
- ❖ IMM, #04-35 Tel: 6783 6933
- ❖ The Furniture Mall, #01-05 Tel: 6392 0477

### **About Simmons (SEA) Pte Ltd**

Atlanta-based Simmons Bedding Company is one of the world's largest mattress producers with more than 140 years heritage. Maker of Beautyrest®, Beautyrest Black®, BackCare® and Connoisseur™, among others, and preferred hospitality partner amongst world-renowned hoteliers, which include Westin Hotels, Starwood Group of Hotels, Resorts World Sentosa and Shangri-la hotels, Simmons is committed to constantly research, develop and create better beds to deliver better sleep. It is Simmons' goal 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. Simmons is committed to developing superior mattresses to promote a higher-quality sleep, helping ensure consumers around the world are truly Living Life Fully Charged™.

### **Simmons (SEA) Pte Ltd**

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*Beautyrest*

*BackCare*

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