



## SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

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# NEWS RELEASE

*Indulge in the ultimate combination of comfort and support, Simmons introduces the Beautyrest® Ultimate Series with Coil-on-Coil and e-ION Crystal™ Technology.*

**22<sup>nd</sup> February 2017, Singapore** – Simmons, with its relentless quest for quality sleep, has launched the all-new Simmons® Beautyrest® Ultimate Series. Designed to provide a sleeping experience like never before, the Simmons® Beautyrest® Ultimate Series combines the revolutionary e-ION Crystal™ Technology from the top-selling BackCare Series with the all-new Coil-on-Coil technology.

Made with two set of Simmons® Original Pocketed Coil®, the Coil-on-Coil technology offers additional support and minimize motion transfer. Having more coils also mean more working wire being used, bringing higher resilience and durability, hence letting you rest easy with the assurance of better sleep for you and your partner.

Coupled with the e-ION Crystal™ technology which provides multiple benefits\* to your sleep, Simmons® Beautyrest® Ultimate Series also showcased Fused Latex and Memory foam to provide a unique and consistent feel, while retaining the benefits of both Latex and Memory foams. Additionally, it also features Filcare Fibre which with its anti-bacteria properties, helps to reduce growth and reproduction of bacteria in the mattress.

The Simmons® Beautyrest® Ultimate Series has a new feature, the Beautyrest® Mist Foam, which is available in the Grandeur model. The Beautyrest® Mist Foam is able to absorb and release moisture, keeping the mattress at the constant level of humidity. With the humidity control, one can enjoy the benefits of better air circulation. Furthermore, it also prevents the growth of mould and dust mites.

Fully Imported from Japan, the Simmons® Beautyrest® Ultimate Series retails from \$13,800 to \$19,700 and is available in Queen, King and King Long. The two models in

*Beautyrest* *BackCare*

LIVING LIFE FULLY CHARGED™



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Simmons® Beautyrest® Ultimate Series are Crown and Grandeur. They are available for purchase in all Simmons Gallery, major department stores and Simmons authorized dealers.

### End ###

**Try the Simmons® Beautyrest® Ultimate Series now at:**

Harvey Norman Millenia Walk Flagship Superstore, Metro Centrepoint and Takashimaya Departmental Store.

### \* Benefits of e-ION CRYSTAL™ Technology

- Increases metabolism
- Improves blood circulation
- Enhances heart & lung functions
- Invigorates your innate ability to self-rejuvenate
- Enhances health & well-being

### 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® and BackCare®, and also the 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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