



**SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED**

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# NEWS RELEASE

*Simmons launches new hotel products and a first VR experience at FHA2018, Booth 3L2-01, to enhance your First Class sleep experience.*

**Singapore, Embargoed till 24<sup>th</sup> April 2018** - Simmons, the preferred bedding brand amongst renowned hoteliers, is back at the acclaimed Food & Hotel Asia exhibition 2018 with a bigger and experiential booth. Riding on the latest tech wave, visitors to the Simmons booth can enjoy a Virtual Reality (VR) tour of the Simmons factory. The first of its kind, it offers visitors an insight of how Simmons mattresses are made, and the quality assurance given to each mattress. Simmons booth is located at Booth 3L2-01.

"This virtual tour is a great way to engage with our customers as oftentimes, hoteliers would want to know why Simmons has a premium positioning amongst competitors. It drives home the message of the Simmons brand quality and why it plays a pivotal role in providing hotel guests a good night of uninterrupted sleep that is so necessary for a traveller." Mr Aloysius Chew, General Manager of Simmons (SEA) Pte Ltd commented.

While at the booth, guests can also try their hands at the Simmons' signature Bowling Ball Challenge. The Bowling Ball Challenge displays the signature Simmons Do-Not-Disturb benefit which showcases the durability, conformability and minimised motion transfer only Simmons® Pocketed Coil can provide. It gives hoteliers a chance to witness the inner workings of a Simmons mattress, and how it provides the user with an uninterrupted sleep throughout the night.

With a bigger booth space of 48m<sup>2</sup>, Simmons also uses FHA2018 as a platform to announce its success in bringing uninterrupted sleep to key hotel establishments such as Marina Bay Sands®, Resorts World Sentosa, Shangri-La Hotel and Starwood Group of Hotels. Hoteliers can also view a wider variety of mattress models. It encompasses of new products with various heights and specifications, which clearly showcases the unique differentiations of each model, while keeping the essence of Simmons products – the Simmons® Original Pocketed Coil® that delivers the Do-Not-Disturb benefit. This FHA, hoteliers can also anticipate the launch of new unique features, such as the Tencel Fabric and the new DualCool™ Technology Fibre.





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The Tencel® fabric is a layer of vertically oriented Tencel fibres located just beneath the fabric. It is designed to dissipate body heat away from the sleeping surface. As for the DualCool™ Technology Fibre, it is enhanced with silver to help move heat and moisture away from the surface to maintain an ideal sleeping temperature, elevated comfort and provide temperature management.

“In every FHA we’ve participated in, we aim to showcase and provide new, innovative products for our discerning hoteliers. Taking into consideration factors such as environmental and customers’ needs and wants, Simmons has placed more emphasis on technology and materials which helps to dissipate heat and encourage good airflow in order to cater to Southeast Asia’s warm weather. Our USPs such as the Simmons® Original Pocketed Coil® provides the support, with quality materials to enhance the comfort of our mattresses. We are confident that Simmons, with over 148 years of history, will be able to continue delighting and providing six-star sleep to our discerning customers.” Mr Chew affirmed.

For the true experiential first class sleep experience, visit Simmons booth at Hall 3 Booth 3L2-01.

### End ###

About Simmons (SEA) Pte Ltd:

Atlanta-based Simmons is one of the world's largest mattress producers with more than 148 years of heritage. Maker of Beautyrest®, Beautyrest Black® and BackCare® mattresses, Simmons is also the preferred hospitality partner amongst world-renowned hoteliers, which include Westin Hotels, Starwood Group of Hotels, Resorts World Sentosa, Marina Bay Sands, Shangri-la hotels and Frasers Hospitality Group.

In Asia, the license to manufacture and distribute Simmons products is owned by Simmons Co. Ltd. Japan, a subsidiary of Nifco Inc., a plastic fastening company which is listed on the Tokyo Stock Exchange with a diverse business portfolio, including the Japan Times. Simmons Co. Ltd. Japan owns the perpetual licence to 23 countries in Asia, including Singapore. Simmons edged its presence in Singapore in 1977 and in 1993, Simmons (SEA) was set up.

Simmons is committed to developing superior mattresses to promote 8 hours of high performance sleep for our consumers. Because with Simmons Beautyrest innovations and technology, Sleep Performance is the New Performance.





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*Beautyrest*

BackCare®