



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

100 BEACH ROAD #14-07 SHAW TOWER SINGAPORE 189702

tel +65 6294 2278 fax +65 6293 0002 email simmons.sea@simmons.com.sg

www.simmons.com.sg Co. Reg. No: 199303272D

NEWS RELEASE

Simmons introduces Canadian Series in both Beautyrest and BackCare® Advanced with many cooling properties to deliver a cool, uninterrupted sleep everyday.

For immediate release – Five years since its last launch, Simmons refreshes its BackCare® Advanced Series with S2500 and S4500 to make it better and more comfortable for consumers. Fully imported from Canada, the basis of both models sturdily lies on Simmons® Original Pocketed Coil®, renowned for its minimised motion transfer, maximum support and conformability for a night of uninterrupted sleep.

Similar to its predecessor models S2000 and S4000, the uniqueness of this range lies in its 5-zoned support system which Simmons has designed to calibrate and match the five zones of the body – upper back, lumbar, hips, thighs and lower legs. These five parts are differently weighted, thus require differing amount of support.

Additionally, the BackCare® Advanced series also features copper-infused latex. This copper-infused latex helps to disperse heat, hence effectively keeps one at optimal temperature while one sleeps. Such a unique property is largely welcomed by consumers living in local humid climate. Another 'cool' feature to beat the heat is Silver Fibre designed to resist the growth of microbes and to reduce odour with its anti-microbial property. It also keeps the mattress cool due to the conductivity property. All unique properties are aligned to achieve a single goal. A better and more comfortable night rest for our consumers.

The other two models launched under the Simmons made-in-Canada series are Beautyrest® Silver Celestine Clouds and Beautyrest® Exceptionnel Rosehall. Built with Simmons® Original Pocketed Coil®, tested by the Cornell University Indentation Test and the 240-pound steel rollator test, the mattress not only provides luxurious sleep but it is also a peace of mind as the mattresses are put to the strictest test to ensure structural integrity.

Beautyrest

BackCare



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

100 BEACH ROAD #14-07 SHAW TOWER SINGAPORE 189702

tel +65 6294 2278 fax +65 6293 0002 email simmons.sea@simmons.com.sg

www.simmons.com.sg Co. Reg. No: 199303272D

(Cont'd) Simmons introduces Canadian series in both Beautyrest® and BackCare® Advanced with many cooling properties to deliver a cool, uninterrupted sleep everyday).

The Beautyrest® Silver Celestine Clouds likens to our hotel bed with both firmness and comfort roll into one. It boasts with Silver Fibre, CoolGel Conformance foam; a new pressure-relieving cooling gel foam and foam encasement that maintain support and stability right to the edge. Inspired by the word 'Celestine' in French which means 'Heavenly', it reiterates the blissful sleeping experience in a six-star hotel. The model aims to reminisce an experience for avid travellers who have stayed in top hotels in the world. Topping the range is the Beautyrest® Exceptionnel Rosehall made more luxurious with Silk Gel Fibre, AirFeel Foam, GelTouch and Latexair Foam and a comfort-top finished, which features a loftier and boxier pillow pad that flushes with the mattress edge to provide added comfort, softness and luxury to the sleep surface. Targeting the cream of the crop, it attracts consumers looking for premium and luxury combined and with emphasis on the smaller details.

The Simmons Canadian Series is available in Simmons Gallery & Simmons Studio only and retails from \$8,399 to \$10,300 (See Appendix in factsheet for full addresses and promotional prices)

End





SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

100 BEACH ROAD #14-07 SHAW TOWER SINGAPORE 189702

tel +65 6294 2278 fax +65 6293 0002 email simmons.sea@simmons.com.sg

www.simmons.com.sg Co. Reg. No: 199303272D

About Simmons (SEA) Pte Ltd

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, Marriot 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.

Simmons (SEA) Pte Ltd

Michelle Anne Ng

Tel: 6290 9221

HP : 9674 8961

michelle.ng@simmons.com.sg

Ang Wei Jie

Tel: 6290 9222

HP: 9846 8516

weijie.ang@simmons.com.sg

