



SIMMONS (SOUTHEAST ASIA) PTE LTD Co.Reg. No 1993033272D
100 Beach Road #14-07 Shaw Tower Singapore 189702
Tel: (65) 6294 2278 Fax: (65) 6293 0002



All rights reserved. No part of this brochure may be used or reproduced in any manner whatsoever without the written permission from Simmons (SEA) Pte Ltd.
Information is correct at the time of print. Printed in November 2019



DREAMSCAPES

SERIES



MADE FOR DREAMERS

HISTORY



1870 From Wisconsin Cheese Boxes To Bed Coils

It all began with Zalmon G. Simmons, a Wisconsin-based entrepreneur and former cheese-box manufacturer. Simmons established the Simmons Bedding Company and set out to build a better, more comfortable mattress. Things really sped up in 1900 when James Marshall patented the first wrapped coil spring. These springs were more comfortable, but also expensive to craft by hand - initially they could only be found on luxury liners (such as the Titanic).



1925 The First Pocketed Coil

John Franklin Gail, Simmons' top engineer, designed a machine that inserted coil wire into fabric sleeves, giving birth to the unique Pocketed Coil design. It formed the basis of the Simmons Beautyrest mattress. This process made the most comfortable and durable mattresses in the world, affordable for the masses, and democratising comfort for the world.



2005 These Springs Are No Mere Fling

Continuing the legacy of Pocketed Coil® innovation, Simmons developed and launched Advanced Pocketed Coil® springs —triple-wrapped, high-carbon steel springs that offer strength, motion separation, conformability and durability.



2008 Best of Both Worlds

Simmons pioneered the first hybrid mattress in the industry by combining memory foam and Pocketed Coil® in Beautyrest NxG™.



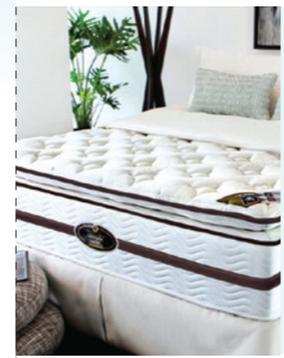
1927 First Lady Approved

Eleanor Roosevelt was featured in print advertising for the Simmons® Beautyrest® line and collection. She continued to be an advocate through her radio show into the 1930s.



1958 A New Kind Of Royalty

Simmons became the first mattress company to introduce king and queen size mattresses.



2011 e-ION Crystal™ Series Launch

With the success of Negative-ion Fibres mattress in 2002, Simmons further harnessed the ion-technology with far-infrared therapy. Developed in Japan, Simmons launched the e-ION Crystal™ Series on both its Beautyrest® and BackCare® models, achieving unsurpassed rest and self-rejuvenating sleep standards.



2013 Taking Charge With Beautyrest Recharge®

Simmons wants everyone to be Living Life Fully Charged®. Enter Beautyrest Recharge® Technology - a pioneering combination of AirCool® Memory Foam, legendary Smart Response® Pocketed Coil® technology and proprietary AirCool Design.



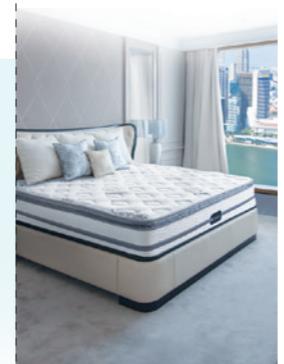
1999 The Joy Of Sleeping

Simmons created a Heavenly® Bed for Westin® Hotels and Resorts, and soon guests from around the world began experiencing the joy of sleeping on Beautyrest® Pocketed Coil® springs.



2001 Simmons Non-flip Mattress

Simmons introduced the first Non-flip mattress that took the industry by storm and many to follow.



2017 Marina Bay Series

Almost all hotels by Singapore's Marina Bay are using Simmons Mattresses. To celebrate this success, Simmons launched the Beautyrest Marina Bay Series so all customers could bring Singapore's Marina Bay sleep experience home.



2018 Beautyrest Reef Water Suite

To reiterate Simmons' hotel presence from Marina Bay area to Sentosa, the Beautyrest Reef Water Suite (RWS) mattress was launched.

MADE FOR DREAMERS



BELLEVILLE

Approx height of mattress: 38cm. Available in Queen & King Sizes



MADE IN JAPAN



CONVOLUTED FOAM

This egg crate shape foam alters pressure points to help create a soft feel with durable support. It is used to add softness to the comfort level.



OPEN CELL FOAM

Allows maximum ventilation for a cool uninterrupted and refreshed sleep.



FILCARE ANTI-BACTERIA FIBER

Kills entire colonies of bacteria and fungus.



LATEX WITH GEL FOAM

A natural foam layer that vastly improves sleep by promoting superior air circulation and is anti-microbial.



SUPER PILLOW TOP

A loftier and plusher pillow pad reflected in its ensemble of high quality materials such as latex, memory foam etc.

MADE FOR DREAMERS



MAYVILLE

Approx height of mattress: 40cm. Available in Queen & King Sizes



MADE IN JAPAN



FILCARE ANTI-BACTERIA FIBER

Kills entire colonies of bacteria and fungus.



CONVOLUTED FOAM

This egg crate shape foam alters pressure points to help create a soft feel with durable support. It is used to add softness to the comfort level.



FUSED LATEX MEMORY FOAM

Hypo-allergenic layers provides excellent support, relieves body pressure points and keeps you cool on warm nights.



OPEN CELL FOAM

Allows maximum ventilation for a cool uninterrupted and refreshed sleep.



FOAM ENCASEMENT

Enhances airflow through the mattress and offers support and stability right to the edge.



SUPER PILLOW TOP

A loftier and plusher pillow pad reflected in its ensemble of high quality materials such as latex, memory foam etc.

SIMMONS POCKETED COIL STORY

Each Simmons Original Pocketed Coil is made from high-carbon steel spring and pre-compressed before it is placed in individual pockets. The number of turns in each Simmons Original Pocketed Coil provides just the right amount of spring effect and resilience for your back support.

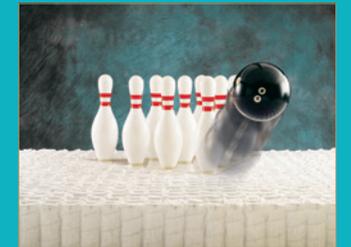
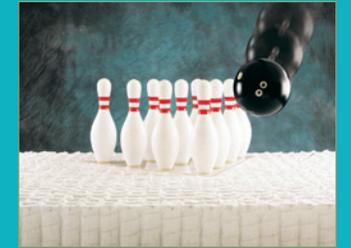
The pockets where the Simmons Original Pocketed Coils are individually encased, are tear-resistant and non-allergenic. They are joined together in the middle to deliver the signature Do-Not-Disturb benefit. It provides unsurpassed support, maximum conformability and minimal motion transfer, allowing for an uninterrupted night's rest between two sleeping partners.

Simmons is the inventor of the Simmons Original Pocketed Coil and is the only brand that manufactures its own pocketed coils.

Non Simmons Coil



Original Simmons® Pocketed Coil®



A Simmons hallmark since 1925, the Simmons® Original Pocketed Coil® has been, and continues to be the gold standard in providing undisturbed sleep with its unsurpassed motion separation technology for many happy and rested sleepers all over the world.



Foam Encasement

The four walls of foam provides support and stability right to the edge of mattress.

Latex Foam

Improves sleep by promoting superior air circulation and is anti-microbial.

Memory Foam

Allows the foam to mould to the body shape to reduce pressure points and is heat sensitive.

Open-cell Foam

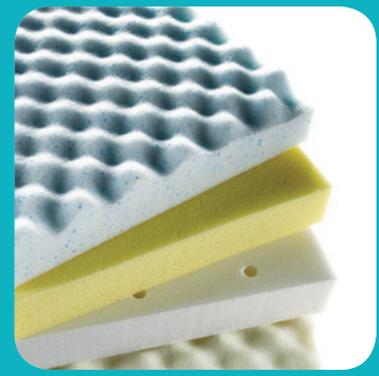
The Japan-made foam has supreme ventilation and breathability that helps to regulate body temperature for optimal comfort and sleep.

Fused Latex & Memory Foam

Fusing memory foam with latex foam, the hybrid foam provides a consistent feel and better support as it is highly adaptive to contours and relieves acute body pressure points.

Convoluted Foam

This egg crate shape foam alters pressure points to help create a soft feel with durable support. It is used to add softness to the comfort level.



Normal body impressions of 38mm (1.5 inch) or less. (Note: Body impressions are a normal phenomenon of premium bedding and indicate that the comfort layers are conforming to your body. Impressions of 38mm (1.5 inch) or less on the mattress in all sleeping areas are quite possible and not considered a manufacturing defect.)



Filcare Fibre

An anti-bacteria fibre which helps to reduce growth and reproduction of bacteria in the mattress.



TESTED, PROVEN & MADE TO LAST



Simmons mattresses are tested with the strictest of industrial standards to ensure they withstand both time and extensive usage. The Cornell University Indentation Test ensures that the mattresses withstand exceptional durability, while the 240-pound steel drum rollator test attests to their structural integrity and stability.



5 REASONS TO OWN A SIMMONS



ORIGINAL SIMMONS POCKETED COIL
"Do-Not-Disturb" body contouring feature that minimizes motion transfer.



TESTED & PROVEN
Increased durability proven through Cornell University Indentation Test.



ANTI-MICROBIAL
Kills entire colonies of bacteria and fungus.



SUPPORT & CONFORMABILITY
Independent spring movement delivers unsurpassed support and provides maximum conformability to varying body shapes.



LONG-TERM INVESTMENT
A Simmons will last you for over 10 years. You can bring home a 5-Star hotel sleep experience for less than a dollar per night, every night.

