



150<sup>th</sup>  
Anniversary  
Since 1870

**THE ALL-NEW  
BEAUTYSLEEP SERIES**

YOUR JOURNEY  
TO AN UNINTERRUPTED  
SLEEP BEGINS WITH  
SIMMONS BEAUTYSLEEP



The adage **"A Journey of a thousand miles begins with a single step"** by Lao Tze can be referenced to one's journey to a good night's sleep when one is well-rested and enjoys eight hours of uninterrupted sleep.

We like to say, your journey to an uninterrupted sleep begins with Simmons BeautySleep Series.

As an aspiring young adult who begins your journey of life, you will have both life goals and material goals that you will want to achieve.



# THE IMPORTANCE OF SLEEP

To achieve both life and material goals, one must remember that health is wealth. When there is no health, one cannot enjoy the wealth.  
*Sleep plays a critical role in ensuring one has good mental and physical health.*

## BUILD UP BODY RESISTANCE WITH ADEQUATE REST

Getting adequate sleep is critical in protecting ourselves. At Simmons, our research confirms that sleep is a necessity than a luxury. While we sleep, our bodies are busy working in five important areas:

### **GROWTH**

Especially critical for baby and children.



### **RESTORATION**

Repairs tissues, recovers.



### **LEARNING**

Stores, reorganizes and prioritizes information.



### **MEMORIZING**

Sorts information, aids memory storage.



### **IMMUNITY BOOSTING**

Fights infection, increases energy level.

Getting adequate sleep means all the above areas are covered and with sufficient rest, you will perform better and be more productive at work.

**YES, YOU WILL BE MORE AWAKE!**

# DEEP SLEEP CRITICAL FOR ANTI-VIRAL IMMUNITY

Studies reveal different stages of deep sleep affect bodily restoration and growth. REM sleep is key for new learning, memory and performance, while slow-wave sleep releases natural immune-system modulators which increase the body's anti-viral resistance. Thus, uninterrupted sleep is critical to avoid any hindrances during the deep sleep cycle.

All our products have been designed with this aim in mind. We have achieved minimal sleep motion transfer with our coil construction, foundational support and many other product innovations that aid in the process of bodily rejuvenation.

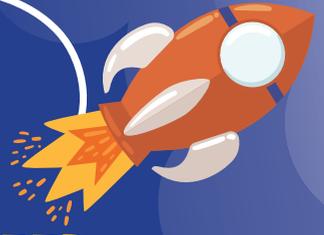


## 10 SLEEPING STRATEGIES

Simple modifications to your daily routine are effective way to help your body's sleep cycle regulate itself. *Source: Power Sleep by Dr. James B. Maas*

- *Keep mentally stimulated during the day.*
- *Reduce stress.*
- *Reduce caffeine intake.*
- *Eat a proper diet.*
- *Stop smoking.*
- *Avoid alcohol near bedtime.*
- *Exercise, but not within two hours of bedtime.*
- *Take a warm bath before bed.*
- *Maintain a relaxing atmosphere in the bedroom.*
- *Establish a bedtime ritual.*





**YOUR JOURNEY TO  
PEAK PERFORMANCE  
BEGINS HERE**

## SIMMONS BEAUTYSLEEP DISCOVERY SERIES

This Simmons BeautySleep Discovery Series is tailored for your pocket and is a value Simmons has created specially for you.

Made with Simmons Original Pocketed Coils, the heart and soul of Simmons mattresses, investing in Simmons BeautySleep is your first step to a better and greater you!

And as you progress in your career journey, we will have various series of products to suit your lifestyle and stages of life. Here's an insight into the world of Simmons:

*Beautyrest*  
BLACK

Describes as the crème-de-la-crème of Simmons, it is luxury meets technology. It is imported from Japan and is described as the rolls royce of Simmons mattress.

*BackCare*

We've got your back since 1970s. This imported Simmons top-selling range gives you ultimate assurance of back support.



*Beautyrest*

A Simmons signature since 1925, it has a long heritage. Even Presidents and renowned personalities slept on it. It has a wide range of feel to suit varying budgets, and they are either imported or fully assembled in Asia.

*BeautySleep*

Your baby steps to an uninterrupted sleep.



No matter which you choose, as long as you choose Simmons, you will wake up feeling out of this world!



**SLEEP THAT IS OUT OF THIS WORLD**

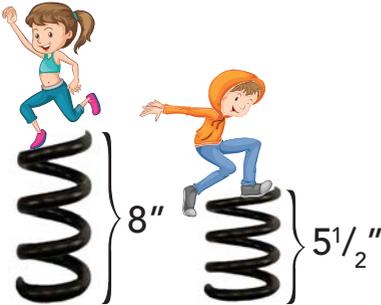
# SIMMONS SIMPLE FACTS

## POCKET SCIENCE!



In 1925, Simmons invented  
**POCKETED COIL TECHNOLOGY.**

And since then, they've made so many,  
you can wrap the coil wire around the  
world **68 TIMES!** That's a lot of support!



They power pack an eight-inch coil  
in a five and half inch space. so it is  
always pushing upward for **MAXIMUM  
SUPPORT.**

Each coil works **INDIVIDUALLY** like  
piano keys. So if your partner moves  
around, you stay asleep. Nice huh?



A standard Simmons mattress  
has about **6** football fields of  
steel for **LONG-LASTING SUPPORT.**  
Impressive huh?

# SIMMONS POCKETED COIL STORY



## UNSURPASSED MOTION SEPARATION

Individual Pocketed Coil® springs work independently to provide quality undisturbed sleep.

## CONFORMABILITY

The spring system effectively and readily responds to different weights and contours for individualised comfort and support.

## DURABILITY

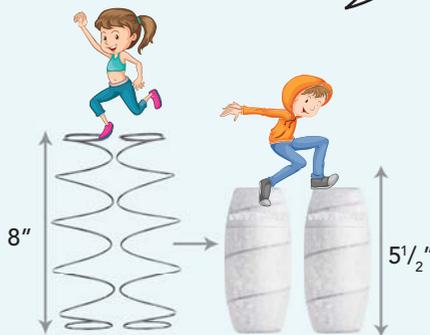
All Simmons mattresses come with the Simmons guarantee on comfort and durability.



## POCKETED COIL®

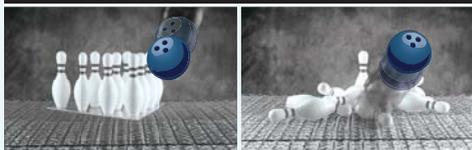
Each Simmons® Pocketed Coil® is

- ✓ Engineered in a barrel shape
- ✓ Individually wrapped & encased
- ✓ Made with high quality carbon steel wire
- ✓ Having greater spring effect with more turns
- ✓ Waist-joined using high quality hot-melt glue
- ✓ Pre-compressed for greater spring effect

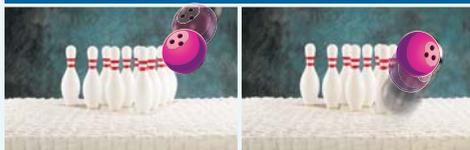


Coils are **PRE-COMPRESSED** to give more spring effect, greater resilience and better support for your back.

Non Simmons Coil



Original Simmons® Pocketed Coil®



# BEAUTYSLEEP® DISCOVERY I



Height: 20cm

\*Firmness Scale (1) Firmest ~ (10) Softest

1 | 2 | 3 | 4 | **5** | 6 | 7 | 8 | 9 | 10



**POCKETED COIL®**  
"Do-Not-Disturb®"  
body contouring  
feature that  
minimises motion  
transfer.



**NON-FLIP**  
Maintenance-free  
mattress.



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



**TIGHT-TOP SLEEP  
SURFACE FINISH**  
Classic top panel  
with traditional quilt  
patterns. It has a  
flatter and tighter  
sleep surface finish  
and is suitable for  
people who prefer  
support.



**HIGH  
PERFORMANCE  
FOAMS**  
Various density for  
different feel and  
comfort. Higher  
density for durability  
and firm support.  
Lower density yields  
a softer feel and  
medium density, a  
plush comfort feel.



# BEAUTYSLEEP® DISCOVERY II



Height: 23cm

\*Firmness Scale (1) Firmest ~ (10) Softest

1 | 2 | 3 | 4 | 5 | **6** | 7 | 8 | 9 | 10



**POCKETED COIL®**  
"Do-Not-Disturb®"  
body contouring  
feature that  
minimises motion  
transfer.



**NON-FLIP**  
Maintenance-free  
mattress.



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



**PILLOW-TOP**  
Featuring a loftier  
and plusher pillow  
pad, its luxury is  
reflected in its  
ensemble of high  
quality materials.



**HIGH  
PERFORMANCE  
FOAMS**  
Various density for  
different feel and  
comfort. Higher  
density for durability  
and firm support.  
Lower density yields  
a softer feel and  
medium density, a  
plush comfort feel.



**SUNNYSIDE**  
by  
Dunlopillo

# 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**  
Allows 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.



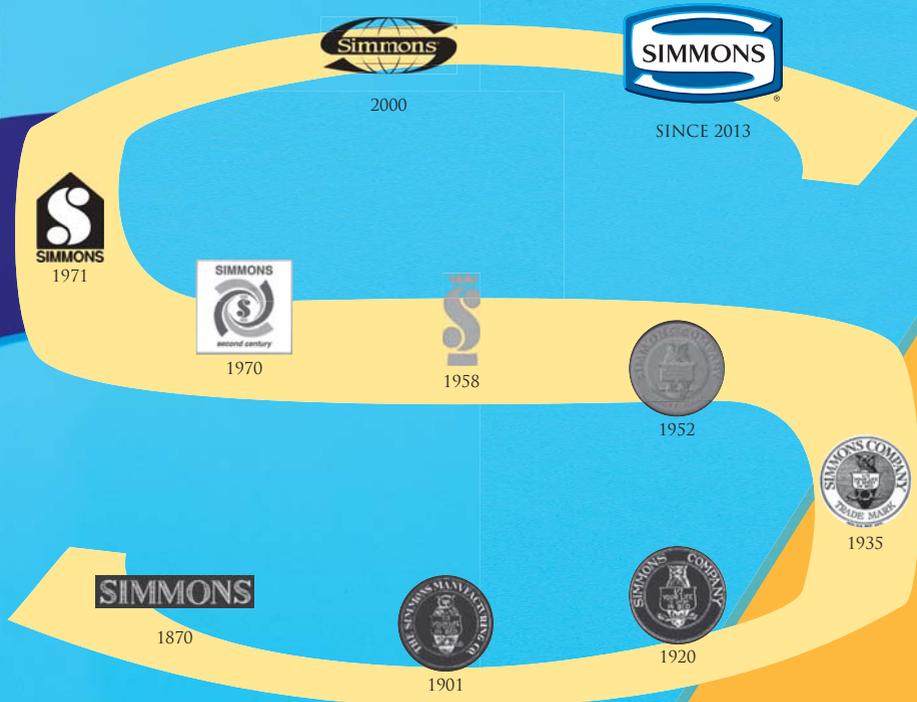
**10 YEARS  
LIMITED  
WARRANTY**  
Assurance for  
good night's sleep



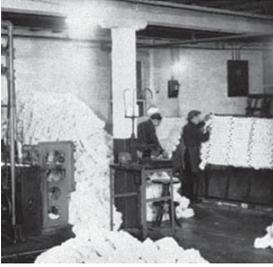
And if you are still not convinced,  
here's a piece of history that you will be owning:

## THE CHANGING SHAPE OF SIMMONS

Registered as a trademark since 1899, the Simmons logo has evolved through one and a half century. It has grown from a US brand to a global brand. With growth as its only constant, Simmons continues to do what we are best at. Mattresses, being our core and only business, has made us the most well-known bedding brand worldwide and an industry leader.



# 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.



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.



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.



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™.

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.

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.





**150<sup>th</sup>**  
Anniversary  
Since 1870

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