



# NEWS RELEASE

*Simmons celebrates its 150<sup>th</sup> Anniversary by launching two new models to commemorate 150 years of quality sleep to consumers*

**Singapore, for immediate release** - Simmons, founded in 1870, celebrates its 150<sup>th</sup> Anniversary this year. A brand that stood and still stands the test of time, Simmons has more than 250 patents, is available in 140 countries and is the preferred mattress brand of close to 90% of luxury hotels worldwide.

Simmons premium brand positioning amongst hoteliers and consumers is a result of its constant innovation and its relentless efforts in creating better beds. Simmons is proud to create a brand synonymous to quality sleep and that it plays a pivotal role in consumers' night of uninterrupted sleep."

Two limited edition Beautyrest models were created to celebrate Simmons 150<sup>th</sup> Anniversary. First, Simmons® Beautyrest® Diamond Jubilee is available at department stores and authorised dealers. Fully made in Asia, it is built with 8" advanced Simmons® Original pocketed coils. Consumers are assured of an uninterrupted sleep as the coils are pre-compressed and individually wrapped to deliver minimised motion transfer. The 8" coils also means more turns and greater resilience for greater conformability and support.

Simmons® Beautyrest® Diamond Jubilee also boasts both convoluted foam and natural latex, giving you the added plush and softness when lying down. Natural latex is a natural, environmentally-friendly foam layer with anti-bacteria benefits and pressure relief functions. To top it all, fabric in Simmons® Beautyrest® Diamond Jubilee is treated with Silver-Ion AG, providing you a clean and cool night sleep. It is a non-flip mattress, hence it is maintenance free.

Second model is the Simmons® Beautyrest® Royal Jubilee. It is a Simmons Gallery exclusive model, hence only available at Simmons stores. Fully imported from Japan, it harnesses the benefits of Simmons e-ION Crystal™ technology, helping one become more energized and recharged after a full night's sleep. In addition to using the renowned Simmons® Original pocketed coils, providing the Do-Not-Disturb sleep system and great support, Simmons® Beautyrest® Royal Jubilee mattress also features the anti-bacteria FilCare fabric which eliminates the entire colonies of bacteria and fungus, making your sleep sterile and clean.



## SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

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For a limited period, consumers can now enjoy up to \$250 GNC vouchers with purchase of any e-ION or 150<sup>th</sup> Anniversary models. Terms & conditions apply.

Both models can also be purchased online at [Simmons e-shop-beautyrest-diamond-jubilee](#) & [Simmons e-shop-beautyrest-royal-jubilee](#)

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### **About Simmons (SEA) Pte Ltd**

Simmons is one of the world's largest mattress producers with 150 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, Marriott Group of Hotels, 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 22 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, consumers sleep better and be more awake.

### **Simmons (SEA) Pte Ltd**

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