



NEWS RELEASE

Simmons teams up with NIKE STORES (operated by SUTL Group) to send the message of the importance of quality sleep, staying active and maintaining a healthy body amidst the Covid-19 pandemic.

Singapore, Embargoed till 18 June 2021 – As Singaporeans marches on towards winning the Covid-19 pandemic and returning lives to new normal, premium mattress brand Simmons, teams up with renowned international sporting brand NIKE Stores, operated by SUTL Group of companies in Singapore, to send the message of the importance of quality sleep, staying active and maintaining a healthy body in our fight against Covid-19 pandemic.

Dating back to last February, Simmons has been actively advocating and promoting key messages of building health immunity and resilience through better sleep. “Sleep is often forgotten and neglected. When Covid-19 hits, we identify the need to reiterate and re-educate consumers on the importance of sleep. Sleep helps to improve our immune system as many studies have shown. So, when we go to bed every night, what our body does is it recharges and rejuvenates by repairing the muscles and tissues, producing T-cells which play a critical role in our body's immune response to an infectious disease such as COVID-19. It also helps to balance our mood and improves cognitive ability. All these, together with good hygiene, donning surgical masks in a proper manner and safe distancing measures are important factors in keeping Covid-19 away”, affirmed Ms. Michelle Anne Ng, Senior Marketing Manager, Simmons SEA.

Ms Ng further added, “There is a lot of synergy working with NIKE Stores, operated by SUTL Group of companies. Sleep and sports performance always go hand-in-hand. We believe that sleep plays a critical role to every top athlete’s performance.” To celebrate this collaboration, Simmons is now running an islandwide promotion with NIKE Stores, operated by SUTL Group of Companies:

Buy a Pair, Get a Pair - Buy a Queen/ King mattress from a selected series*, one gets to purchase a second piece** (Single/Super-single size) mattress at HALF the price. In addition, one will receive up to *\$200 Simmons / NIKE Stores vouchers.



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

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(cont'd) Simmons teams up with NIKE STORES (managed by SUTL Group) to send the message of the importance of quality sleep, staying active and maintaining a healthy body amidst the Covid-19 pandemic.

Additionally, consumer can also choose to add on a selected bed frame with prices starting from \$150. Terms & conditions apply. Promotion starts from 19 June to end July.

* Simmons BackCare® e-ION series. Prices from: \$2,752 ; Simmons Beautyrest® Marina Bay series. Prices from: \$2,859 ; Simmons Beautyrest® Jubilee Series. Prices from: \$3,054.

Prices are of Single Size onwards.

** Simmons / NIKE Stores vouchers \$100 for Single/Super Single and 2x\$100 for Queen/King

- A pair of single/super single mattresses = \$100 voucher 1st pc (S/SS) + \$100 voucher 2nd pc (S/SS)
Customers gets \$100 + \$100.
- A pair of queen/king mattresses = \$200 (2 x \$100 vouchers) 1st pc (Q/K) + \$200 (2 x \$100 vouchers) 2nd pc (Q/K)
Customers gets \$200 + \$200.
- A pair of queen/king mattresses + single/super single mattresses = \$200 (2 x \$100 vouchers) 1st pc (Q/K) + \$100 voucher 2nd pc (S/SS)
Customers gets \$200 + \$100.

Buy a Queen/ King mattress from a selected series*, one gets to purchase a second piece (Single/Super-single size) mattress at HALF the price.

End



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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. 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 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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