



THE WORLD'S LEADING PREMIUM MATTRESS BRAND

BACKCARE® SERIES WITH e-ION CRYSTALS™



STORY

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).



1870

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.



1925

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.



1927

A New Kind Of Royalty

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



1958

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.



1999

Simmons Non-flip Mattress

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



2001



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



2011

Best of Both Worlds

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

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



2017

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.

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

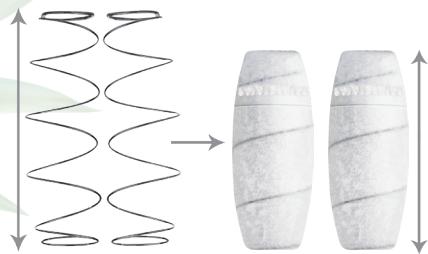
To reiterate Simmons' hotel presence from Marina Bay area to Sentosa, the Beautyrest Reef Water Suite (RWS) mattress was launched.

Simmons® Original Pocketed Coil® A REST ABOVE THE REST

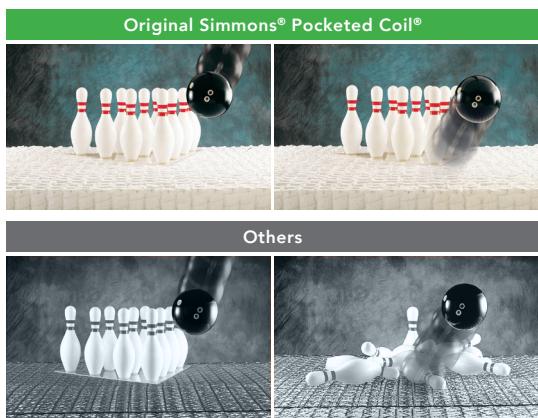
A Simmons hallmark since 1925, the Simmons Original Pocketed Coil continues to be the gold standard in providing undisturbed sleep with its unsurpassed motion separation technology for many rested sleepers all over the world.

Each Simmons pocketed coil is made with high tensile strength steel with optimum carbon.

These pocketed coils serve as the heart of your mattress that guarantees the structural integrity and stability that Simmons is known for.



Coils are pre-compressed to give more spring effect, greater resilience and better support for your back.



With Pocketed Coil® springs providing unsurpassed motion separation, conformability and durability, you are in for the sleep of your life.



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

You can rest easy knowing that all Beautyrest® mattresses come with the Simmons guarantee on comfort and durability.



Note: Simmons prides ourselves in manufacturing our own pocketed coils, using high quality tensile-strength steel, equivalent to that of piano wire steel. Owning a Simmons assures you true value for your purchase.



e-ION CRYSTAL™ TECHNOLOGY

Kneaded from 14 types of natural mineral stones that emit positive effects of Negative-Ion and Far-Infrared Rays, this special fibre is applied into each mattress to best deliver benefits to the sleeper.



NEGATIVE ION FIBRES
Emit negative ions
for enhancement
benefits



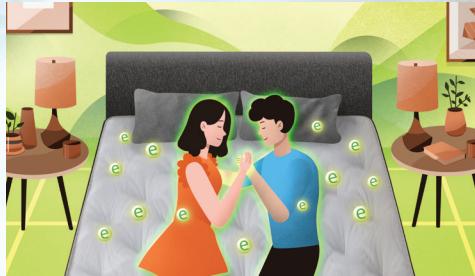
FAR-INFRARED THERAPY
Promotes blood
circulation and improves
metabolism for a more
energised you

BENEFITS:

- ✓ Increases metabolism
- ✓ Improves blood circulation
- ✓ Supports heart and lungs functions
- ✓ Invigorates your innate ability to self-rejuvenate
- ✓ Enhances health & well-being

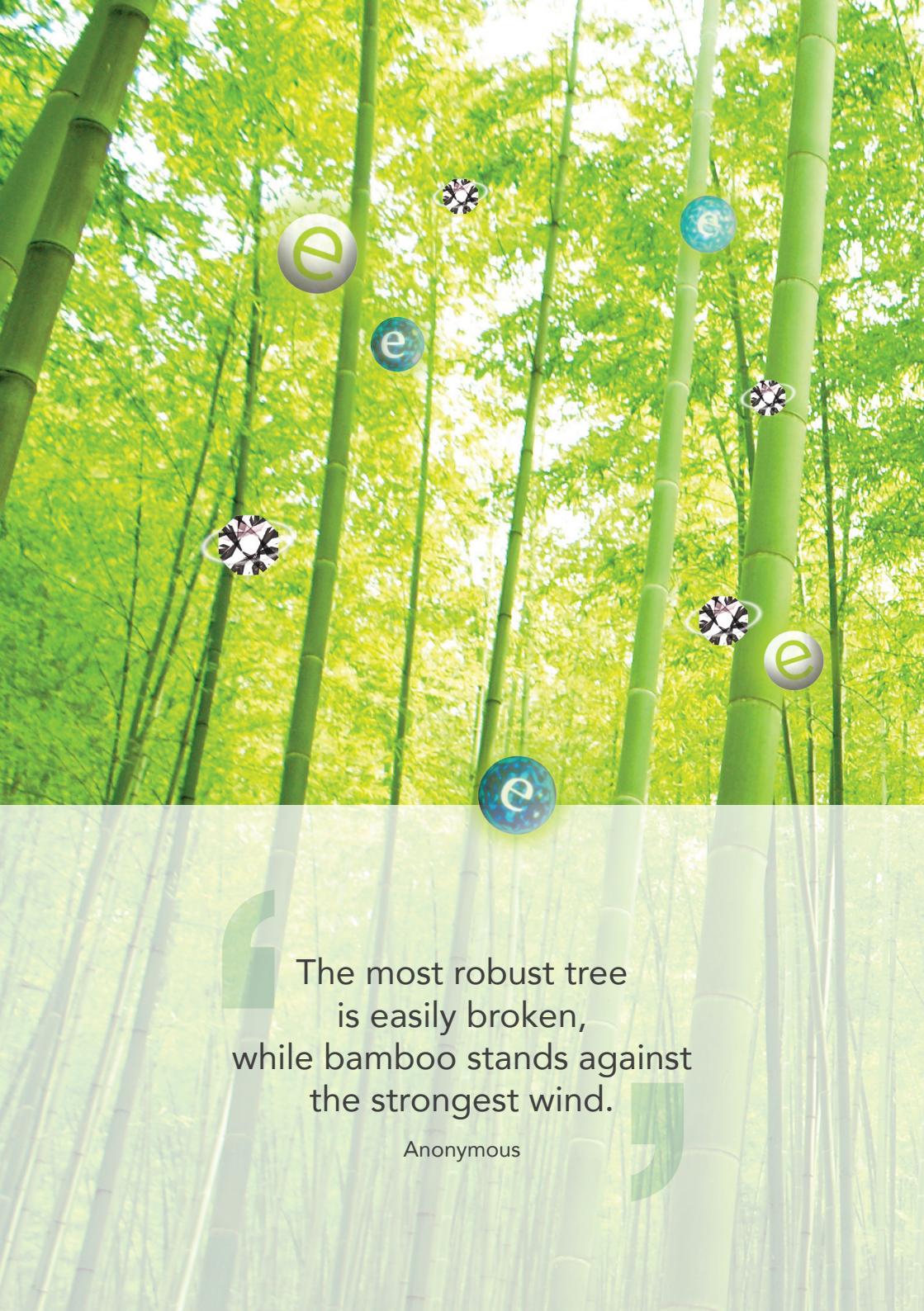


REFRESH, RECHARGE & REJUVENATE



e-ION Crystal™ works effectively within 50cm to 60cm of the mattress to bathe in the "sea of benefits of Negative Ions and Far-Infrared Rays".





**The most robust tree
is easily broken,
while bamboo stands against
the strongest wind.**

Anonymous



The high-tensile strength steel in Simmons pocketed coils are as strong and resilient as bamboo in the forest.

The steel used are of Japan JIS standards. For decades, Simmons, the gold standard of uninterrupted sleep, has grown from strength to strength, assuring you unmatched quality. Therefore, you can be rest assured of a good night's sleep when you own a Simmons.

CERTIFICATIONS

- The e-ION Crystal™ is the innovation of Adan and Panasonic (a joint collaboration between Adan Mineral Research Laboratory and Matsushita representing Panasonic).
- Generation of Negative-Ions is certified by Japan Cotton Spinning Association & tested by SETSCO Services Pte Ltd, Singapore.
- Test results proved the fibres contain high amount of carbon and oxygen.

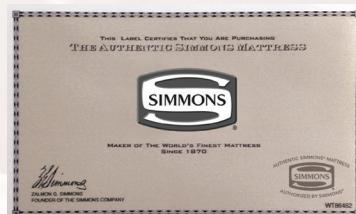


RECEIVED CLASS 1
MEDICAL DEVICE
CERTIFICATION IN Y2018



PROOF OF AUTHENTICITY

- A Simmons initiative to protect customers
- Authenticates your Simmons products as genuine
- Covers Simmons products with manufacturer warranty



TESTED, PROVEN AND 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.



Let Simmons assure you nights of perfect sleep, and let you rest easy with a peace of mind. These independent tests prove that Simmons mattresses are made to last three times longer through its extensive test results and proven track record.



NEW FEATURES OF BACKCARE® 2 & 3

Known as the “black diamond” in the world, bamboo charcoal is the new guardian of environmental protection in the 21st century.

BAMBOO CHARCOAL FABRIC

Bamboo Charcoal Fabric is microporous and cellular.
The benefits are:

- Absorbs Moisture
- Anti-Bacterial
- Environmentally Friendly
- Optimal Sleep Temperature
- Removes Odour



ESSENTIAL

BACKCARE® 2 | NEW with Bamboo Charcoal Fabric



Approx Height: 23.5cm

Available in Single, Super Single,
Queen & King size.



POCKETED
COIL®



PLUSH-TOP



NON-FLIP



MOISTCARE
FIBRE



TESTED &
PROVEN



BAMBOO
CHARCOAL
FABRIC



MADE IN
JAPAN

BEST VALUE!

BACKCARE® 3 | NEW with Bamboo Charcoal Fabric



Approx Height: 25cm

Available in Single, Super Single,
Queen & King size.



POCKETED
COIL®



TIGHT-TOP



e-ION
CRYSTAL™



20% BETTER
SUPPORT



TESTED &
PROVEN



BAMBOO
CHARCOAL
FABRIC



MADE IN
JAPAN

BEST SELLER!
NEW LOOK!

BACKCARE® 4



Approx Height: 29cm

Available in Single, Super Single,
Queen & King size.



POCKETED
COIL®



TIGHT-TOP



e-ION
CRYSTAL™



20% BETTER
SUPPORT



TESTED &
PROVEN



MADE IN
JAPAN

LUXE

BACKCARE® 5



Approx Height: 32cm

Available in Single, Super Single,
Queen & King size.



POCKETED
COIL®



SUPER
PILLOW-TOP



NON-FLIP



e-ION
CRYSTAL™



MEMORY
FOAM



3D MESH
FABRIC
ON V
BORDER



TESTED &
PROVEN



MADE IN
JAPAN

PREMIUM

BACKCARE® *Luxury*



Approx Height: 32cm

Available in Queen & King size.



POCKETED
COIL®



SUPER
PILLOW-TOP



NON-FLIP



e-ION
CRYSTAL™



COLD FOAM



20% BETTER
SUPPORT



TESTED &
PROVEN

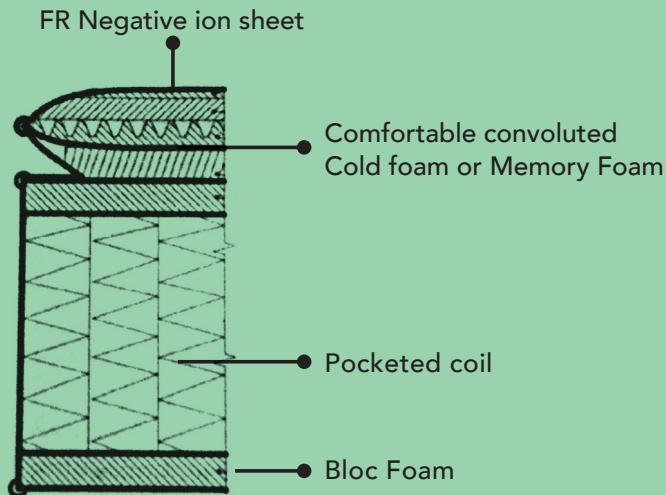


MADE IN
JAPAN

COLD FOAM / MEMORY FOAM

Selected models in the e-ION series are equipped with either Cold Foam or Memory Foam.

Cold Foam is an environmentally-friendly foam which is high in density, making it more durable and is quick in recovery. It enables superior moisture exchange and faster heat dissipation, providing a consistently cool sleeping surface.



Memory Foam - Provides greater conformability as the memory foam reacts to body heat and weight by 'molding' to the sleeper's body.

Undergirded with Bloc Foam, motion transfer is further reduced to provide that good night's rest for you and your sleeping partner.

CHOICE OF BASE

Choosing a right base is as important as selecting the mattress. We strongly recommend you to opt for Simmons base to match your preferred Simmons mattress. A foundation box or bedframe will provide a firmer feel to the mattress, while a boxspring will offer a softer feel as the springs inside does add bounce. Also, base should be changed when the mattress is changed to ensure a consistent performance.



BEDFRAMES / STORAGE BEDFRAMES / FOUNDATION BOX

Available in PU Leather, Fabric

DON'Ts:

- Avoid slate-based foundations as it will invalid the mattress warranty once the pocketed coils are caught in-between the slates, which may eventually cause a sag in the mattress.
- Avoid placing mattress on the floor for ergonomic reasons and to ensure proper back support.

PRODUCT DETAILS

POCKETED COIL®
“Do-Not-Disturb®” body contouring feature that minimises motion transfer.

TIGHT TOP
Tight-top sleep surface finish has a classic top panel with traditional quilt patterns. It has a flatter and tighter sleep surface finish and is suitable for people who prefer support to comfort.

PLUSH TOP
Deep quilted top panel with larger and bolder patterns to give a plusher feel. It has a higher level of comfort.

PILLOW-TOP
Pillow-top sleep surface finish has a built-on pillow pad over the top panel to provide added comfort. This type of sleep surface is a superb combination that offers support, comfort and luxury.

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

NON-FLIP
Maintenance-free mattress.

20% BETTER SUPPORT
Increased coil height & optimum wire gauge improve resilience & support.

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

MADE IN JAPAN
Fully imported
from Japan.



BAMBOO CHARCOAL FABRIC
A environmentally-friendly fabric
that removes odour, it also absorbs
moisture to ensure a optimal sleeping
temperature, ensuring a cool and
comfortable sleep.



MOISTCARE FIBRE
Releases or absorbs
moisture to provide a
constant level of humidity.



MEMORY FOAM
Moulds body shape to
reduce pressure points
and is heat sensitive.



e-ION CRYSTAL™
14 mineral stones
combined with benefits
of Negative-Ions & Far-
Infrared Rays.



COLD FOAM
Enables superior
moisture exchange and
faster heat dissipation,
providing a consistently
cool sleeping surface.



**3D MESH FABRIC
ON V BORDER**
Ventilated Mesh Fabric
enhances airflow for
superb temperature
regulation.



SIZES:

Single 91cm x 190cm
Queen 152cm x 190cm

Super Single 107cm x 190cm
King 182cm x 190cm

Note: The above measurements should be taken as close approximations only.

WHY YOU SHOULD OWN A SIMMONS?

ORIGINAL SIMMONS® POCKETED COIL®

"Do-Not-Disturb®" body contouring feature that minimizes motion transfer.



SUPPORT & CONFORMABILITY

Allows independent spring movement, delivers unsurpassed support and provides maximum conformability to varying body shapes.



Over **150 YEARS** of innovation & quality sleep.



TESTED & PROVEN

Increased durability proven through Cornell University Indentation Test.



ANTI-MICROBIAL

Kills entire colonies of bacteria and fungus.



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.



STILL NOT CONVINCED?

We are the cream of the crop in our industry and we believe in giving only the best to our customers. We deliver what we preach with no fancy names but only the finest quality and materials. They say seeing is believing, we say trying is the ultimate test.



Over **100 million** mattresses sold.



90% of the world's luxury hotel brands use Simmons mattresses.



Over **250** patents won

Source: Simmons USA

Notes

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simmons.sgp



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