



THE WORLD'S LEADING PREMIUM MATTRESS BRAND



30
ANNIVERSARY
SIMMONS SEA

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).

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.

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.

A New Kind Of Royalty

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

The Iconic Bowling Ball Test

In 1995, Simmons took the world by storm by launching its most successful advertisement, the iconic "Bowling Ball Test" advertisement, which showcased the renowned Do-not-Disturb® benefit.

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.

1870



1925

1927



1958

1995



1999



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.



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

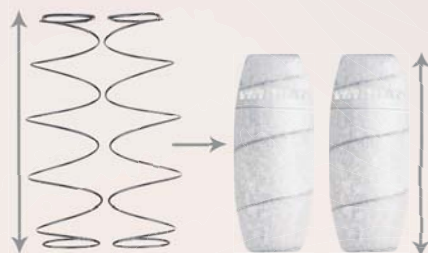
To reiterate Simmons' hotel presence from Marina Bay area to Sentosa, the Beautyrest Reef Water Suite (RWS) mattress was launched.

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.

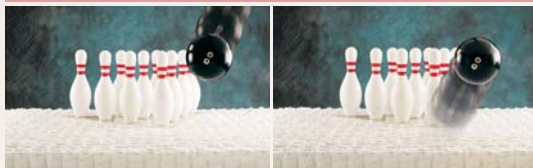
Each Simmons pocketed coil is made with high tensile strength steel with optimum carbon.

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

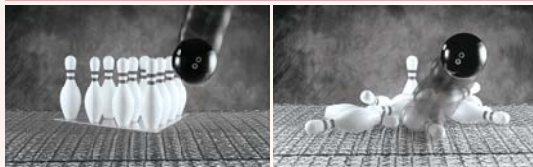


Coils are pre-compressed to give more spring effect, greater resilience and better support for your back.

Original Simmons® Pocketed Coil®



Others



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.



Crafted with the iconic Simmons® Original Pocketed Coil® Technology which delivers a Do-Not-Disturb® benefit for an uninterrupted sleep, Beautyrest® Pearlescence is complemented by a pillow top to ensure optimal comfort.

Specially crafted with Organic Cotton with Silver Ions, the environmentally friendly fabric offers a breathable and naturally soft feel coupled with antibacterial properties.

Additionally, Beautyrest® Pearlescence also has Ventilated Cool Foam and Smart Response Foam which provide superior support and relieve body pressure points whilst offering cooling comfort for a truly refreshing rest.

Elevate your sleeping experience and indulge in the opulence of Beautyrest® Pearlescence.

BEAUTYREST® *Pearlescence*



Pictorial Representation only

Approx. Height: 30cm

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



POCKETED
COIL®



PILLOW-TOP



NON-FLIP



ORGANIC
COTTON WITH
SILVER ION



VENTILATED
COOL FOAM



SMART
RESPONSE
FOAM

PRODUCT DETAILS

POCKETED COIL®

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



PILLOW-TOP

Built-on pillow pad
that is a superb
combination of
support, comfort
and luxury.



NON-FLIP

A non-flip design
enhances motion
separation and
eliminates the need
to flip the mattress,
bringing you greater
convenience.



ORGANIC COTTON WITH SILVER IONS

An environmentally-
friendly, breathable fabric
enriched with Silver Ions
for a cooler feel and anti-
bacteria properties.



VENTILATED COOL FOAM

An egg-crate shaped
foam that helps to
alleviate aches and
pains in the back.



SMART RESPONSE FOAM

A fusion of two high
performance foams with
differing densities, this hybrid
foam offers exceptional
support and comfort with its
greater conformability and
pressure relief.



TESTED & PROVEN

Every Simmons mattress is
rigorously tested through the
Cornell University Indentation
Test and 240-pound steel
drum rollator test to ensure
its quality and durability.



CHOICE OF BASE

Choosing a right base is as important as selecting the mattress. We strongly recommend you to opt for Simmons bases 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, bases should be changed when the mattress is changed to ensure a consistent performance.



BEDFRAMES

Available in
PU Leather, Fabric

STORAGE BEDFRAMES

Available in
PU Leather, Fabric

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.

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.



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



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