



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

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UEN: 199303272D

NEWS RELEASE

Simmons First Voice-Activated Pocketed Coil® Adjustable Bed

Singapore, for immediate release – Embrace the idea of comfort and total relaxation, all at your convenience. The launch of Simmons First Voice-Activated Pocketed Coil® Adjustable Bed enhances comfort and helps achieve your optimum position with just a tap on your app*, remote control or by voice command.

The adjustable bed set has been rigorously tested and approved for use in Japan. To better the user's experience and flexibility, it also has three different modes of operation: wireless remote control, voice command and smartphone app* (iOS and Android). Users can even pre-set their settings to their favourite resting positions, and time the alarm function to a gentle wake-up inclined position. For the individual's convenience, the bed set has adjustable leg heights, and comes with a wireless charger and USB ports for charging multiple devices; two on the base of the bed set, and two on the voice controller device. Soft under-bed LED lights are also installed to guide individuals out of bed in a dark bedroom setting.

Imported from Japan, the mattress is equipped with the renowned Simmons® Original Pocketed Coils® that provide durability and conformability for the best sleep of your life. It is touted as the first pocketed coil mattress on a voice-activated adjustable bed.

"Simmons adjustable bed is crafted solely with the consumer in mind. There's a big market for smart living, and the adjustable ticks all the boxes for a smart bed. With the revolutionary technology and multiple activation features that it has to offer, along with the renowned Simmons® Original Pocketed Coils®, Simmons is sure to provide both the necessary support and comfort that one needs. It's all about sleeping world-class, right in the comfort of your own home." Ms Samantha Vong, Managing Director of Simmons (SEA) commented.



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The single bed set measures 97cm x 200cm, retails at S\$9,980, and is now available at a special launch price of S\$5,988. The launch promo comes with 2 customised fitted sheets, 1 customised mattress protector and 1 DeepSleep pillow.

For couples, they can opt for two bed sets so that each individual can adjust to their preferred sleeping/ reading positions. Customers can enjoy the launch promo of \$11,976 (retails at \$19,960) and get 4 customised fitted sheets, 2 customised mattress protectors and 2 DeepSleep pillows.

Simmons also provides customised bedframe/s for the bed sets, available in colours: Almond, Creamy and Peanut. With purchase of the bed set, customers can get the single bedframe at S\$900, or a King bedframe at S\$1,500.

Simmons First Voice-Activated Pocketed Coil Adjustable Bed is currently available for pre-order, and can be tried out at Simmons Gallery Raffles City. Get world-class sleep, only with Simmons.

*Available from April 2024.

About Simmons (SEA) Pte Ltd

For over 150 years, Simmons has been at the forefront of innovation and technology — enabling generations of individuals to experience deep and restful sleep like never before. That's because Simmons truly understands individuality, and reaches out to meet the unique needs of each and every person — and body type. 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 license 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.



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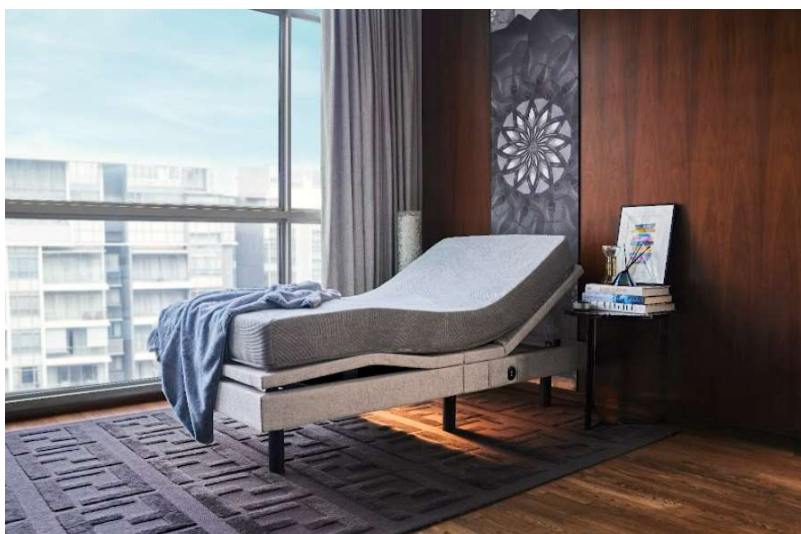
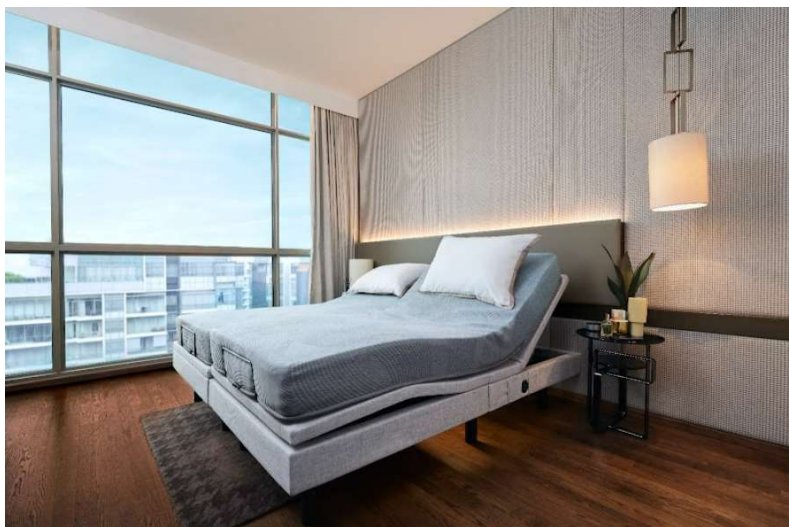
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