



NEWS RELEASE

**Simmons Celebrates Beautyrest® 100 Years of Sleep Innovation This World Sleep Day
a new brand campaign, two Beautyrest 100th Anniversary mattresses
and A Smart Ring to Go With.**

Singapore, embargoed till 14 March 2025 – 1925 is the year that Simmons created a milestone in the industry of sleep. The birth of the Simmons Original Pocketed Coil changed the way the world sleeps. Fast forward 100 years, Simmons is still delivering the quality sleep that many enjoy and benefit from it.

“To celebrate 100 years for a brand in this day and age is indeed a milestone!” affirmed Ms Samantha Vong, Managing Director of Simmons SEA. “To celebrate this milestone, Simmons has engaged McCann Worldwide Group to create the *Advance Your Sleep with Us* campaign. The creatives and clever headlines certainly speak with our young-adult audience, who is our next generation of customer. Focusing on Tik Tok, Youtube and socials, the campaign will kick-off on World Sleep Day in Singapore and Malaysia and thereafter, roll-out to Thailand, Philippines and Vietnam in April,” added Samantha.

To commemorate this milestone, two Beautyrest 100th Anniversary mattresses were developed. As part of Simmons’ commitment to sustainability, these two Beautyrest 100th Anniversary mattresses are made with recycled yarn. Imported from Japan, it is Simmons’ recycling efforts since 2021[^]. Additionally, e-ion crystal technology is also added to the two Beautyrest 100th Anniversary mattresses to recharge customers’ sleep. Last but not least, all these are rested on the infamous, independent Simmons Original Pocketed Coils, delivering the well-known Do-Not-Disturb sleep benefit. “When one partner tosses and turns, you will be assured not to be disturbed,” affirmed Ms Vong.

Along with the launch, Simmons is also giving customers the latest Ultrahuman Ring AIR*. A smart ring that is comfortable and compact to wear to sleep, it tracks customers’ movement, recovery and sleep so as to optimise one’s health. “Sleep is no longer a passive activity. With smartphones, we are able to track our sleep stages (light/REM, Core and Deep)



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and also our respiratory rate while sleeping. These data can be shared with community of families and friends. The Ultrahuman Ring AIR is an additional tool for our customers if they do not like wearing a watch to sleep. The Ultrahuman app is subscription-free.” added Ms Vong.

Beautyrest 100th anniversary mattresses are available in Tight Top and Box Pillow Top. Launch prices start from S\$3,139 (Single Size). The Ultrahuman Ring AIR Gift-with-purchase is applicable for Queen and King sizes.

[^]In 2021, Simmons Japan became the first mattress brand to recycle its mattresses. From 2021 to 2024, Simmons Japan has recycled 16,000 mattresses. Used mattresses are collected and a recycling machine effectively separates the steel from the foams and fabrics. It is further recycled as RPF fuels which decreases the use of fossil fuels. Separately, in China, Simmons factory practices self-sustainability by installing solar panels on the roofs, generating the factory's daily use of electricity.

*Applicable to Beautyrest 100th Anniversary models and selected models. Check stores for details. Terms and conditions apply.

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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Two Beautyrest 100th Anniversary mattresses specifications:



Recycled Yarn Fabric	Crafted with sustainable materials like recycled yarn and plant-based fibres, it delivers luxurious comfort while minimizing your carbon footprint.
Filcare Fibre	An anti-bacteria fibre which helps to reduce growth and reproduction of bacteria in the mattress
e-ion Crystal Technology	Made from 14 types of natural mineral stones into a fibre sheet, e-ion Crystal Technology emits negative ions and far-infrared rays, helping to boost metabolism, improve blood circulation, support heart & lung functions and enhance the body's natural rejuvenation process, promoting overall well-being as you sleep.
High Rebond Foam	A highly resilient foam, it can withstand high-impact usage.
MoistCare Foam	Enhances breathability and regulates humidity, helping to keep one's body temperature comfortable for optimal sleep. *Only in Box Pillow Top model.
Open-cell Foam	The Japan-made foam has supreme ventilation and breathability that helps to regulate body temperature for optimal comfort and sleep.
Simmons Original Pocketed Coil System	Optimal carbon strength steel complement with taller coils and more turns to deliver greater spring effect and support
Bloc Foam	A heavy grade foam placed at the base of mattress, it creates a supportive and durable foundation that forms the Non-flip design. It helps to absorb motion and shock from the sleep surface
Tight Top	Classic top panel with traditional quilt patterns. It has a flatter and tighter finish. Suitable for people who prefer support.
Box Pillow Top	A loftier and boxier pillow pad, it sits neatly and flushed with the mattress to provide added comfort, softness and luxury. Aesthetically, it looks trimmed and neat.

Download images, films and brochure: [Beautyrest 100th Anniversary Key Assets](#)