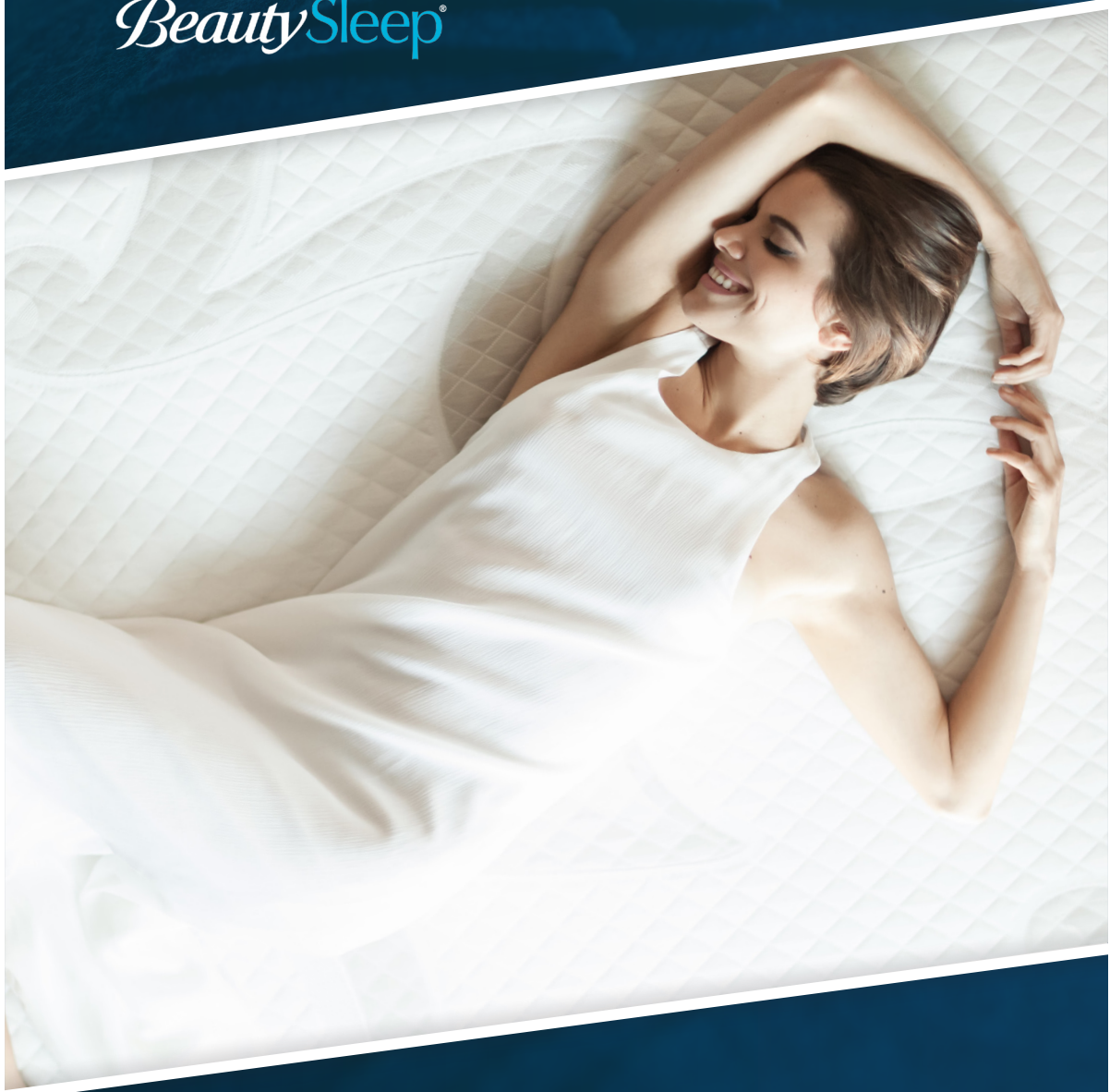




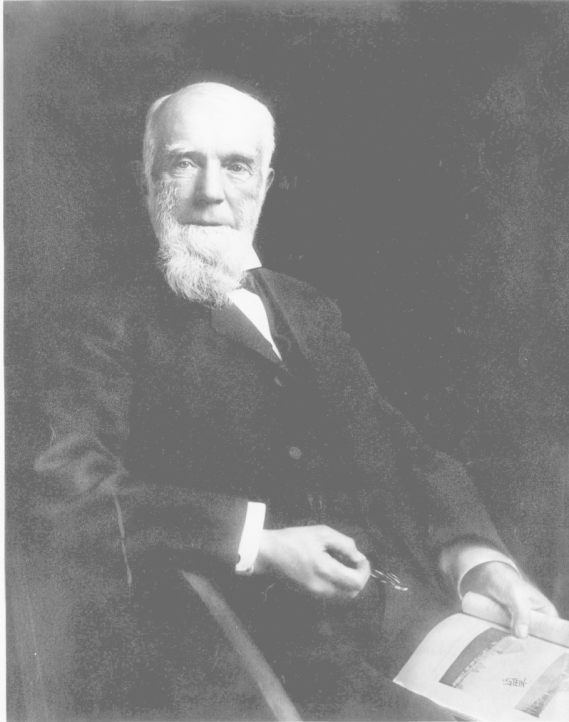
Beauty Sleep®



OUR HISTORY

A PROUD LEGACY THAT DEFINES YOUR GOOD NIGHT'S SLEEP

The crafting of every quality Simmons mattress stems from a relentless pursuit of providing a good night's rest for you, right from the start of our proud legacy in 1870.



1870

Zalmom G. Simmons built his first factory in Wisconsin, manufacturing wooden insulators & cheese boxes.

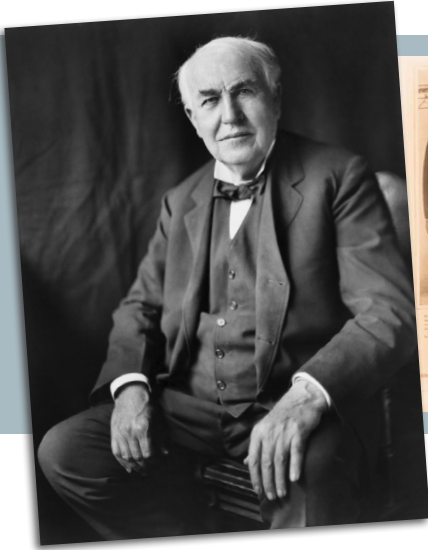
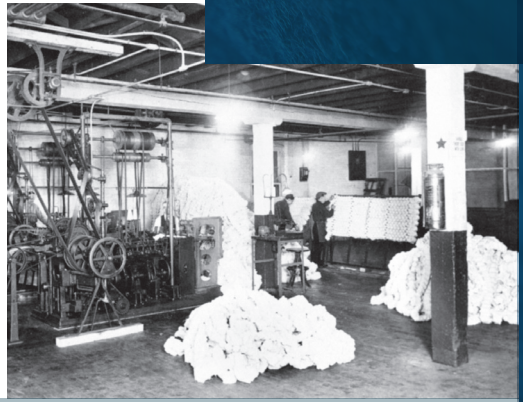


1876

Mr. Simmons switched to producing wire mattresses and set the pace to change the industry.

1925

Simmons' top engineer John Franklin Gail designed the Pocketed Coil Spring machine which formed the basis of the Beautyrest® mattress.



1929

Social luminaries Henry Ford, HG Wells, Thomas Edison, Guglielmo Marconi and George Bernard Shaw gave their unanimous endorsements for Simmons products.



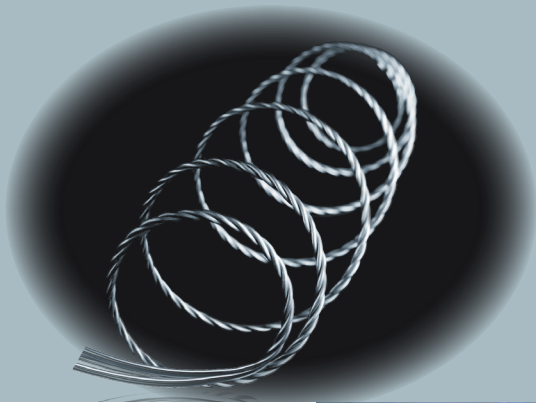
1958

Simmons introduced the first King and Queen size mattresses.



2000

Simmons launched the industry's first non-flip mattress.



2005

Simmons launched the first-ever mattress with alternating cable coils.

2009

Simmons created yet another milestone by combining the benefits of a Beautyrest® mattress with the Next-Generation Advanced Memory Foam to create the Beautyrest® NxG™ Series.



2011



Simmons launched the e-ION CRYSTAL™ Series and achieved unsurpassed rest and self-rejuvenating sleep.

2015

Introduction of the BeautySleep® line to bring better sleep to a wider range of consumers as an affordable choice.



BeautySleep®

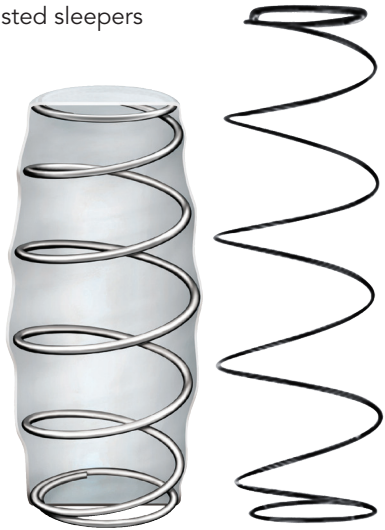


Climb into a dream every night with a BeautySleep® mattress from Simmons®. All models feature the Simmons® Original Pocketed Coil® which provides exceptional motion separation, conformability and back support. BeautySleep® from Simmons – a value mattress for those who value great sleep.

SIMMONS® POCKETED COIL® SYSTEM DELIVERS THE DIFFERENCE

As a Simmons hallmark since 1925, the Pocketed Coil® system has been, and continues to be the gold standard in providing **undisturbed sleep with its unsurpassed motion separation** technology for many happy and rested sleepers all over the world.

Each reinforced steel coil is sprung into a barrel shape and then pre-compressed to achieve better spring effect and resilience. The compressed coils are individually wrapped in shrink-resistant, tear-resistant and durable heavy grade pockets; they are then bonded together at the waist using NASA Space Shuttle glue. This engineering results in highly independent movement of the coils that maneuver with no sound and friction, and provides you with **ultimate support, maximum conformability** and **minimum motion transfer**.



BeautySleep®

CLASSIC



TIGHT TOP
MATTRESS



HEIGHT: Approx. 20cm (8 inches)



For pictorial representation

BeautySleep®

EXCELLENCE



PLUSH-TOP
MATTRESS



HEIGHT: Approx. 25cm (10 inches)



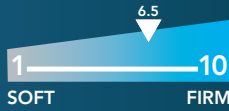
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BeautySleep®

SUPREME



PILLOW TOP
MATTRESS



HEIGHT: Approx. 28cm (11 inches)



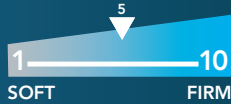
For pictorial representation

BeautySleep®

PERFECTION



SUPER
PILLOW-TOP
MATTRESS



HEIGHT: Approx. 32cm (13 inches)



For pictorial representation

SIMMONS INNOVATIONS



POCKETED COIL®

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



TESTED & PROVEN

Increased durability proven through Cornell University Indentation Test.



NON-FLIP

Maintenance-free mattress.



CONFORMABILITY

The spring system effectively and readily responds to different weights and contours for individualized comfort and support.

SIMMONS (SOUTHEAST ASIA) PTE LTD

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