

# Perfect, uninterrupted sleep

Nothing affects your daily mood and performance more than the status of your nightly sleep.

Qualitative sleep is always a better key to relaxation and rejuvenation than quantitative sleep. Simmons made this scientific discovery long ago.

With the philosophy of "Better Sleep Through Science." in mind, this respected sleep authority engaged in continuous research and innovation for over 130 years to give customers uninterrupted sleep.

Uninterrupted sleep gives body and mind complete rest while allowing the brain to undergo sleep cycles at a stretch. It enhances thinking and motion, strengthens memory and learning, offering you a clear mind and energy during the day.

As early as 1925, Simmons noticed that sleepers, instead of remaining motionless, changed their postures 40-60 times during eight-hour sleep. After relentless research, the same year, Simmons finally realized the legend of uninterrupted sleep.



## Pocketed Coil: Your companion for sweet dreams

Simmons® Pocketed Coil is the key to uninterrupted sleep. More than a sheer piece of technology, Pocketed Coil is a blend of art, balanced harmony, taste and the enjoyment of perfection.

This patented technology features heavy-gauged coils that are pre-compressed and are individually inserted into fabric pockets for protection. This not only enhances their resilience, but also allows them to extend and contract independently. Giving ultimate support to the body's natural curves, they gently relieve pressure accumulated during the day on your body. Also, their independent construction minimizes sleep motion transfer, allowing sleepers and their partners to share a whole night's sleep without sharing the motion.

In 2004, Simmons gave birth to the Advanced Pocketed Coil, raising sleep enjoyment to yet another level. Each Advanced Pocketed Coil is made with three tightly interlocking wires. This enhances the mattress's resilience and totally eliminates motion transfer. The better motion separation allows both partners to enjoy uninterrupted sleep, completely free from motion disturbance.

## New shop in Tuen Mun

With the eighth Simmons Shop opened in Tuen Mun Town Plaza, the community of New Territories West can now experience quality uninterrupted sleep brought by Simmons® Beautyrest® Mattress.

Shopping for a mattress is a calm and relaxed adventure. Located on the second floor of the Plaza, the new showroom creates a



comfy atmosphere. Customers can try different mattresses at their own pace.

The Beautyrest® series are all originally made in the US or Japan. On top of Pocketed Coils, different natural materials and convoluted foam are made to suit different tastes of customers.

Beautyrest® Custom Royal® Deluxe and BackCare® 3 are two mattresses made in Japan that combine with Negative Ion-Fibres. By continuously generating negative ions, not only do the fibers help to create a wholesome and soothing sleep environment with fresh air, but they also enhance dreamers' blood circulation.

Other highlighted sleep accessories include COOLMAX® Bed Pillow, Beautyrest® Pocketed Coil Pillow - Classic, and Kids Allergen Reduction Bed Pillow.

Simmons® is not all about night comfort; it also takes care of her customers during the day. As a sole distributor of Fjords®, the Norwegian leather recliners and sofa, Simmons® brings the community a perfect day, and a perfect night.

## Summer promotion

To give this summer more cooling excitement, customers now can enjoy 25% off on selective Simmons® Beautyrest® mattresses, and a DeLonghi Ultra Slim Air Purifying Tower Fan while stocks last. When you purchase with designated credit cards, you also have a chance of extra gifts, discounts and interest-free installment scheme.



Simmons® Advanced Pocketed Coil allows uninterrupted sleep

## Simmons Shop - Tuen Mun

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**Customer service hotline:** 2378-4848

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