

Simmons Expands Product Portfolio With New Beautyrest And Specialty Innovations

Simmons Bedding Company announced today that it is introducing extensions to its Beautyrest®, Natural Care® and ComforPedic® mattress lines as part of the company's "Be Complete" initiative at this week's Las Vegas Furniture Market.

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SIMMONS EXPANDS PRODUCT PORTFOLIO WITH NEW BEAUTYREST AND SPECIALTY INNOVATIONS FOR SOLUTIONS AT ALL PRICE POINTS

--Manufacturer introduces new Beautyrest Studio, Natural Care and ComforPedic models--

(ATLANTA – July 28, 2008) - Simmons Bedding Company announced today that it is introducing extensions to its Beautyrest®, Natural Care® and ComforPedic® mattress lines as part of the company's "Be Complete" initiative at this week's Las Vegas Furniture Market. Simmons' new models help round out the company's portfolio of bedding solutions at all price points by launching a new Beautyrest Studio™ line, which brings a new level of sophistication to the value-oriented bedding segment, and by incorporating innovative technologies into the company's luxury specialty sleep offerings. The introductions are designed to help Simmons® retailers meet the needs of virtually every consumer by providing quality solutions at every price.

"We developed these targeted product introductions following an extensive analysis of trends in consumer purchasing behavior," said Tim Oakhill, Simmons' executive vice president of marketing. "The new European Design of our Beautyrest Studio collection is a simple, effective story for retailers to convey when introducing consumers to the Beautyrest brand, plus it facilitates a logical step up progression that will help drive higher ticket sales. We're also using this Market to illustrate Simmons' commitment to specialty sleep by expanding our specialty strategies to include the Natural Care Elite latex collection and two new ComforPedic models that feature ventilated foam and infused gel designs."

The Beautyrest Studio™ Collection

The Simmons® Beautyrest Studio™ collection targets entry-level price points by combining a new European Design with Beautyrest® Pocketed Coil® performance. The result is a sleeker, aesthetically pleasing profile that complements furniture and linens. Intended for younger consumers and those interested in superb value, the collection provides the superior conformability, motion separation and durability benefits of traditional Pocketed Coil® technology as well as a 700+ coil count, premium performance foams for enhanced comfort and soft, smooth fabrics. With suggested retail price points below \$999, the collection offers consumers high quality sleep at a comfortable price.

“Given today’s economy, we know that value and quality are two of consumers’ main concerns, and therefore, they’re obviously top of mind for retailers as well,” said Rolf Sannes, Beautyrest® brand director. “We believe everyone should be able to experience Beautyrest performance, so we created the Beautyrest Studio collection to help retailers meet a wider range of sleep needs. Consumers should not have to sacrifice comfort and durability for affordability. With Beautyrest Studio products, they don’t have to compromise—they can have it all.”

The Natural Care® Collection

As part of the company’s goal to provide retailers with a complete line-up of sleep solutions, Simmons has developed a new Natural Care® line as well as the premium Natural Care® Elite™ collection. Designed and endorsed by environmental lifestyle expert Danny Seo, the Natural Care® line contains natural rubber tree based latex, which offers pressure relieving, hypoallergenic and durability benefits. The line also features soft, luxurious fabrics made of natural fibers and a layer of base foam enhanced with soy. With suggested retail prices starting at \$999 and going up to \$2,299, the Natural Care® collection is an affordable option for individuals interested in a more natural sleep environment.

“Simmons has done a wonderful job of making latex bedding products available to mainstream consumers,” said Mr. Seo. “In the past, eco-friendly beds were rarely found in traditional retail stores, so consumers often had no choice but to order beds online and hope their choice was comfortable. Thanks to Simmons, green mattresses are now available across the nation at a variety of comfort levels and price points, and the new Elite collection is poised to be the ultimate eco-luxury product.”

Positioned as the luxury version of the Natural Care® line, the Natural Care® Elite™ collection contains natural rubber tree based Talalay latex, the highest quality, most consistent latex available. In addition to all of the eco-friendly features and benefits of the traditional line, Natural Care® Elite™ beds also include 360° soy enhanced edge support to help provide a firmer seating edge. The collection features Simmons’ EvenLoft™ Design, a unique smooth sleeping surface that allows consumers to come in closer contact with the Talalay latex and experience its pressure-relieving properties from edge-to-edge. The collection, which includes four models, has a suggested retail price of \$2,799 and up.

The ComforPedic by Simmons™ Ariana™ and Capri™ Models

As part of its commitment to innovation, Simmons has developed two new ComforPedic® mattresses that incorporate the latest advancements in comfort and design technologies. The ComforPedic® Ariana™ model brings a new level of luxury to Simmons’ NxG™ Advanced Memory Foam offerings and features a ventilated latex layer bonded to ventilated NxG™ Advanced Memory Foam. This unique construction helps the airflow and maximizes comfort for a luxurious night's sleep. While the supportive latex top layer enables a responsive feel and better airflow, the NxG™ Advanced Memory Foam inner layer provides comfort and conformability. The Ariana™ model, which has a suggested retail price of \$4,999, also includes a luxurious stretch knit fabric and Simmons’ patented Edge® Support System to prevent edge collapse when sitting.

“The Simmons brand has a legacy of launching new, inventive technologies, and while we are thrilled that NxG Advanced Memory Foam is helping to change perceptions of memory foam mattresses, we want to have an ongoing influence on the category,” said Anne Kozel, ComforPedic® brand director. “Simmons is not a company that is content with the status quo. Therefore, we took our NxG Advanced Memory Foam a step further by including a dual ventilated layer construction in our Ariana model and by incorporating gel technology into our Capri mattress.”

The new ComforPedic® Capri™ model features a unique GelTouch™ layer infused on top of NxG™ Advanced Memory Foam, creating a cooling sensation and greater conformability. The GelTouch™ layer also provides pressure relief, while a thick layer of Next-Generation Advanced Memory Foam and an inner layer of latex foam offer the perfect balance of comfort and support. The Capri™ mattress, which has a suggested retail price of \$4,499, also incorporates Simmons' patent-pending EvenLoft™ Design for a smooth sleeping surface and offers a patented Edge® Support System.

Simmons will exhibit the Beautyrest Studio™, Natural Care® and ComforPedic® collections at its main showroom (World Market Center, building A, space 525) during this week's Las Vegas Furniture Market.

Other Simmons® products, including the company's Beautyrest® line, Beautyrest Black™ collection, Beautyrest® NxG™ Series and Simmons Kids® products, will be displayed in Simmons' second showroom (World Market Center, building A, space 946). For additional information on Simmons® products, visit www.simmons.com.

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Atlanta-based Simmons Company, through its indirect subsidiary Simmons Bedding Company, is one of the world's largest mattress manufacturers, manufacturing and marketing a broad range of bedding products including its signature Beautyrest brand.

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