



THE WORLD'S LEADING PREMIUM MATTRESS BRAND

BEAUTYREST® SERIES



Simmons® Philippines Distributor



## From Wisconsin Cheese Boxes To Bed Coils

It all began with Zalmon G. Simmons, a Wisconsin-based entrepreneur and former cheese-box manufacturer. Simmons established the Simmons Bedding Company and set out to build a better, more comfortable mattress. Things really sped up in 1900 when James Marshall patented the first wrapped coil spring. These springs were more comfortable, but also expensive to craft by hand - initially they could only be found on luxury liners (such as the Titanic).

## The First Pocketed Coil

John Franklin Gail, Simmons' top engineer, designed a machine that inserted coil wire into fabric sleeves, giving birth to the unique Pocketed Coil design. It formed the basis of the Simmons Beautyrest mattress. This process made the most comfortable and durable mattresses in the world, affordable for the masses, and democratising comfort for the world.

## First Lady Approved

Eleanor Roosevelt was featured in print advertising for the Simmons® Beautyrest® line and collection. She continued to be an advocate through her radio show into the 1930s.

## A New Kind Of Royalty

Simmons became the first mattress company to introduce king and queen size mattresses.

## The Joy Of Sleeping

Simmons created a Heavenly® Bed for Westin® Hotels and Resorts, and soon guests from around the world began experiencing the joy of sleeping on Beautyrest® Pocketed Coil® springs.

## Simmons Non-flip Mattress

Simmons introduced the first Non-flip mattress that took the industry by storm and many to follow.

1870



1925

1927



1958

1999



2001

HISTORY



2005

### These Springs Are No Mere Fling

Continuing the legacy of Pocketed Coil® innovation, Simmons developed and launched Advanced Pocketed Coil® springs — triple-wrapped, high-carbon steel springs that offer strength, motion separation, conformability and durability.

2008



### Best of Both Worlds

Simmons pioneered the first hybrid mattress in the industry by combining memory foam and Pocketed Coil® in Beautyrest NxG™.



2011

### e-ION Crystal™ Series Launch

With the success of Negative-ion Fibres mattress in 2002, Simmons further harnessed the ion-technology with far-infrared therapy. Developed in Japan, Simmons launched the e-ION Crystal™ Series on both its Beautyrest® and BackCare® models, achieving unsurpassed rest and self-rejuvenating sleep standards.

2013



### Taking Charge With Beautyrest Recharge®

Simmons wants everyone to be Living Life Fully Charged®. Enter Beautyrest Recharge® Technology - a pioneering combination of AirCool® Memory Foam, legendary Smart Response® Pocketed Coil® technology and proprietary AirCool Design.



2017

### Marina Bay Series

Almost all hotels by Singapore's Marina Bay are using Simmons Mattresses. To celebrate this success, Simmons launched the Beautyrest Marina Bay Series so all customers could bring Singapore's Marina Bay sleep experience home.

2018



### Beautyrest Reef Water Suite

To reiterate Simmons' hotel presence from Marina Bay area to Sentosa, the Beautyrest Reef Water Suite (RWS) mattress was launched.

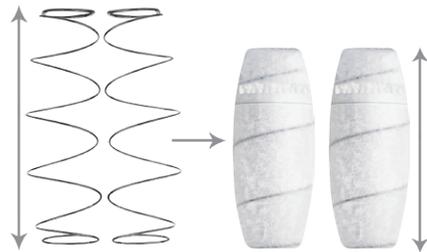
# Simmons® Original Pocketed Coil®

## A REST ABOVE THE REST

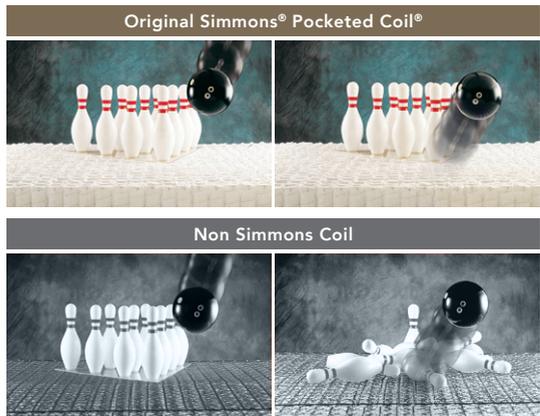
A Simmons hallmark since 1925, the Simmons Original Pocketed Coil continues to be the gold standard in providing undisturbed sleep with its unsurpassed motion separation technology for many rested sleepers all over the world.

Each Simmons pocketed coil is made with high tensile strength steel with optimum carbon.

These pocketed coils serve as the heart of your mattress that guarantees the structural integrity and stability that Simmons is known for.



Coils are pre-compressed to give more spring effect, greater resilience and better support for your back.



With Pocketed Coil® springs providing unsurpassed motion separation, conformability and durability, you are in for the sleep of your life.



### **Unsurpassed Motion Separation**

Individual Pocketed Coil® springs work independently to provide quality undisturbed sleep.



### **Conformability**

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



### **Durability**

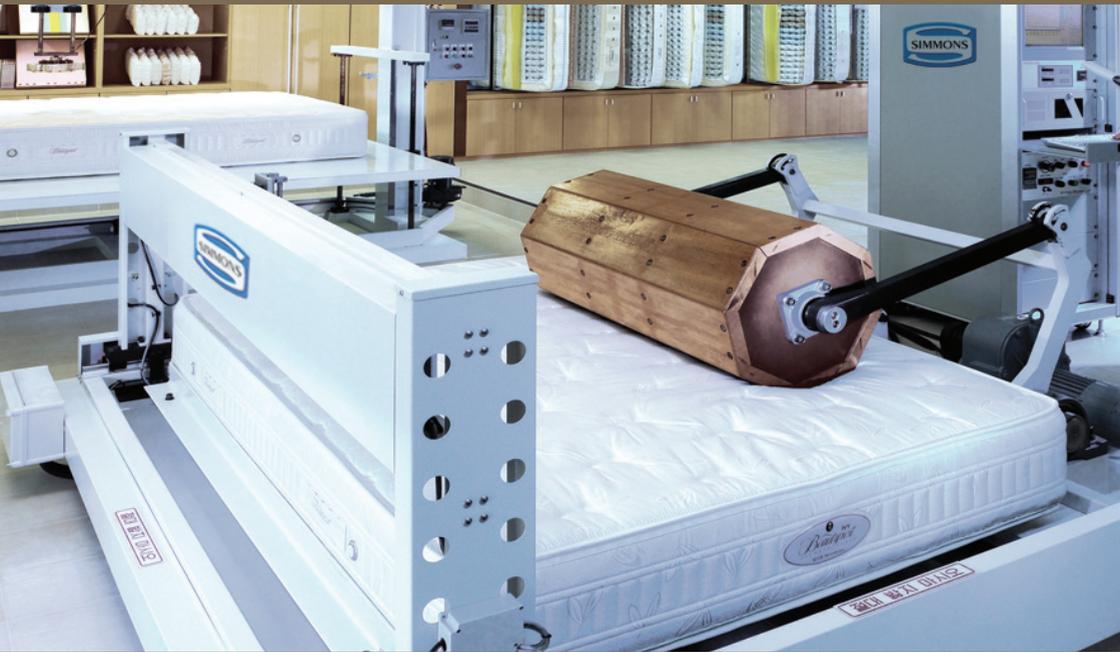
You can rest easy knowing that all Beautyrest® mattresses come with the Simmons guarantee on comfort and durability.



Note: Simmons prides ourselves in manufacturing our own pocketed coils, using high quality tensile-strength steel, equivalent to that of piano wire steel. Owning a Simmons assures you true value for your purchase.

# TESTED, PROVEN AND MADE TO LAST

Simmons mattresses are tested with the strictest of industrial standards to ensure they withstand both time and extensive usage. The Cornell University Indentation Test ensures that the mattresses withstand exceptional durability, while the 240-pound steel drum rollator test attests to their structural integrity and stability.



Simmons assures you nights of perfect sleep, and lets you rest easy with peace of mind. These independent tests prove that Simmons mattresses are made to last three times longer through its extensive test results and proven track record.



## RFID (RADIO-FREQUENCY ID)

- A Simmons initiative to protect customers
- Authenticates your Simmons products as genuine
- Covers Simmons products with manufacturer warranty

# BEAUTYREST® *Vision*



Approx Height: 23.5cm

Available in Single, American Queen,  
Euro King & Eastern King size.



POCKETED  
COIL®



NON-FLIP



TIGHT-TOP



FOAM  
ENCASEMENT

# BEAUTYREST® *Ace*



Approx Height: 28cm

Available in Single, American Queen & Euro King size.



POCKETED  
COIL®



NON-FLIP



PLUSH-TOP



FOAM  
ENCASEMENT

# BEAUTYREST® *Ace Plus*



Approx Height: 32cm Available in American Queen, Euro King & Eastern King size.



POCKETED  
COIL®



NON-FLIP



PILLOW-TOP



MEMORY  
FOAM



FOAM  
ENCASEMENT

# BEAUTYREST® *Colossal Ace*



Pictorial Representation only.

Approx Height: 36cm

Available in American Queen & Euro King size.



POCKETED  
COIL®



NON-FLIP



BOX  
PILLOW-TOP



LATEX



FOAM  
ENCASEMENT

# BEAUTYREST® *Glamour*



Approx Height: 30.5cm Available in American Queen, Euro King & Eastern King size.



POCKETED  
COIL®



NON-FLIP



SUPER  
PILLOW-TOP



HIGH  
RESILIENCE  
FOAM



MADE IN  
JAPAN

# BEAUTYREST® *Summer Dream*



Pictorial Representation only.

Approx Height: 34cm Available in American Queen, Euro King & Eastern King size.



POCKETED  
COIL®



NON-FLIP



SUPER  
PILLOW-TOP



MEMORY  
FOAM



MADE IN  
JAPAN

# DREAMSCAPES™ *Mayville*



Approx Height: 40cm

Available in American Queen, Euro King & Eastern King size.



POCKETED  
COIL®



NON-FLIP



SUPER  
PILLOW-TOP



FILCARE ANTI-  
BACTERIA FIBRE



OPEN CELL  
FOAM



FUSED LATEX &  
MEMORY FOAM



CONVULATED  
FOAM



FOAM  
ENCASEMENT



MADE IN  
JAPAN

# BEAUTYREST® *Ultimate Crown*



Approx Height: 41cm

Available in American Queen, Euro King & Eastern King size.



POKETED  
COIL®



NON-FLIP



SUPER  
PILLOWED-TOP



FILCARE ANTI-  
BACTERIA FIBRE



FUSED LATEX &  
MEMORY FOAM



e-ION  
CRYSTAL™



MEMORY  
FOAM



MADE IN  
JAPAN



# CHOICE OF BASE

Choosing a right base is as important as selecting the mattress. We strongly recommend you to opt for Simmons bases to match your preferred Simmons mattress. A foundation box or bedframe will provide a firmer feel to the mattress, while a boxspring will offer a softer feel as the springs inside does add bounce. Also, bases should be changed when the mattress is changed to ensure a consistent performance.



## **BEDFRAMES / STORAGE BEDFRAMES / FOUNDATION BOX**

Available in PU Leather, Fabric

### **DON'Ts:**

- Avoid slate-based foundations as it will invalidate the mattress warranty once the pocketed coils are caught in-between the slates, which may eventually cause a sag in the mattress.
- Avoid placing mattress on the floor for ergonomic reasons and to ensure proper back support.

# BEAUTYREST® NECKCARE PILLOW

The Simmons® Beautyrest® NeckCare Pillow is the first pocketed coil pillow in the bedding industry. It has an air reservoir supported by pocketed coils, which are wrapped with fibre pockets that enhance durability. It is made with 100% premium cotton twill, tastefully trimmed with embroidered logo. It is also non-allergenic and bacteria-free.

Four levels of firmness in the NeckCare Pillow range:

- NeckCare 1  
~ Soft
- NeckCare 2  
~ Medium
- NeckCare 3  
~ Firm
- NeckCare 4  
~ Ultra Firm



Pocketed Coil®  
Pillow



Ideal Spinal  
Alignment



Instant  
Adaptability



Active  
Contour



Controlled  
Microclimate



Non-Allergenic

### CARE FOR SIMMONS PILLOWS

Simmons® Beautyrest® NeckCare Pillows cannot be washed as there are pocketed coils inside. You may like to keep your pillows clean and sterile with a pillow protector in addition to the pillow case. It is advisable to air your pillow and for hygiene purposes and change your pillow every 2 years.

# BEAUTYREST® NEXTGEN PILLOW

Simmons® Beautyrest® NextGen Pillow comprises of the winning combination of the comfort and conformability of memory foam and the support and durability that only pocketed coil springs can provide. It also provides relief to pressure points especially to neck and shoulder muscles.

Three levels of firmness in the NextGen Pillow range:

- NextGen 100  
~ Soft
- NextGen 200  
~ Medium
- NextGen 300  
~ Firm



Pocketed Coil®  
Pillow



Ideal Spinal  
Alignment



Instant  
Adaptability



Memory  
Foam



Active  
Contour



Controlled  
Microclimate



Non-Allergenic

# BEAUTYREST® MATTRESS PROTECTOR PREMIER LUXE



Simmons® Beautyrest® Mattress Protector Premier Luxe features a unique Expand-A-Grip® benefit that allows the mattress protector to conform firmly to the mattress surface and a proper fit up to 16" mattress height. It has anti-dustmite fibre to eliminate and prevent the growth of mildews and dust mites and adds an additional layer of breathable comfort to your mattress.



**EXPAND-A-GRIP**  
HELPS THE MATTRESS INSTEAD OF YOU. GUARANTEED.



Non-Allergenic



Washable

# WHY YOU SHOULD OWN A SIMMONS?

**ORIGINAL SIMMONS®  
POCKETED COIL®**  
“Do-Not-Disturb®” body  
contouring feature that  
minimizes motion transfer.



**SUPPORT &  
CONFORMABILITY**  
Allows independent  
spring movement,  
delivers unsurpassed  
support and provides  
maximum conformability  
to varying body shapes.



Over **150 YEARS** of  
innovation & quality  
sleep.

**ANTI-MICROBIAL**  
Kills entire colonies of  
bacteria and fungus.



**TESTED & PROVEN**  
Increased durability  
proven through Cornell  
University Indentation Test.

**LONG-TERM  
INVESTMENT**

A Simmons will last  
you for over 10 years.  
You can bring home  
a 5-Star hotel sleep  
experience for less  
than a dollar per night,  
every night.



## STILL NOT CONVINCED?

We are the cream of the crop in our industry and we believe in giving only the best to our customers. We deliver what we preach with no fancy names but only the finest quality and materials. They say seeing is believing, we say trying is the ultimate test.



Over **100 million**  
mattresses sold.



**90%** of the world's  
**luxury** hotel brands use  
Simmons mattresses.



Over **250** patents  
won

# PRODUCT DETAILS

**POCKETED COIL®**  
“Do-Not-Disturb®” body  
contouring feature that  
minimises motion transfer.



**PLUSH TOP**  
Deep quilted top panel with  
larger and bolder patterns  
to give a plusher feel. It has  
a higher level of comfort.



**SUPER PILLOW-TOP**  
A loftier and plusher  
pillow pad reflected in its  
ensemble of high quality  
materials such as latex,  
memory foam etc.



**NON-FLIP**  
Maintenance-free  
mattress.



### TIGHT TOP

Tight-top sleep surface finish  
has a classic top panel with  
traditional quilt patterns. It  
has a flatter and tighter sleep  
surface finish and is suitable  
for people who prefer  
support to comfort.



### PILLOW-TOP

Built-on pillow pad over  
the top panel to provide  
added support, comfort  
and luxury.



### BOX PILLOW-TOP

Featuring a loftier and  
boxier pillow pad, this box  
pillow-top sits neatly and  
flushed with the mattress  
edge to provide added  
comfort, softness and luxury  
to the sleep surface.



### MADE IN JAPAN

Fully imported  
from Japan.



**e-ION CRYSTAL™**  
14 mineral stones  
combined with benefits  
of Negative-ions & Far-  
Infrared Rays.



**FILCARE  
ANTI-BACTERIA FIBER**  
Kills entire colonies of  
bacteria and fungi.



**LATEX**  
A foam layer that vastly  
improves sleep by promoting  
superior air circulation and is  
anti-microbial.



**OPEN CELL FOAM**  
Allows maximum ventilation  
for a cool uninterrupted and  
refreshed sleep.



**CONVULATED FOAM**  
An egg-crate foam that  
helps to alleviate aches and  
pains in the back.



**FUSED LATEX &  
MEMORY FOAM**  
Hypo-allergenic layers  
provide excellent  
support, relieve body  
pressure points and keep  
you cool on warm nights.



**HIGH RESILIENCE FOAM**  
A quick response and an  
even & supportive feel foam.



**MEMORY FOAM**  
Moulds body shape to  
reduce pressure points  
and heat sensitive.



**FOAM ENCASEMENT**  
Maintaining support and  
stability right to the edge.

**SIZES:**

Single  
107 x 203 cm

American Queen  
152 x 203 cm

European King  
182 x 203 cm

Eastern King  
198 x 203 cm



Distributed in Philippines by:

**Kuysen Enterprises Inc.**

Email: [info@kuysen.com](mailto:info@kuysen.com)

Tel: +63 917 805 4608



[www.kuysen.com](http://www.kuysen.com)



[www.kuysenstore.com](http://www.kuysenstore.com)



[facebook.com/kuysen](https://facebook.com/kuysen)



[kuysenofficial](https://instagram.com/kuysenofficial)

**Kuysen Design + Experience Center**

2 Jupiter Street, Corner Zodiac Street

Bel-Air, Village, Makati City

Tel: +632 8861 9646 / +632 7975 3032

**Sanitec Showroom**

240 E Rodriguez Senior Ave, Quezon City

Tel: +632 8230 4065 / +639 17 817 8149