



CELEBRATING 100 YEARS OF BEAUTYREST®

The Legacy of Simmons®
Pocketed Coil® Technology



ALL-NEW BEAUTYREST PRIME &
BEAUTYREST PLATINUM COLLECTIONS

TRUSTED
FOR OVER 100 YEARS
Beautyrest



1925
The First Pocketed Coil®
We invented a machine that produced the first Pocketed Coil®.



1958
A New Kind of Royalty
We introduced king and queen size mattresses—a first for the industry.



1995
The Bowling Ball Advertisement
We created the Bowling Ball Test to demonstrate our renowned Do-not-Disturb benefit—our most successful advertisement to date.



2000
The Original Non-Flip Mattress
We introduced the first non-flip mattress in celebration of Beautyrest®'s 75th anniversary, inspiring the industry to follow suit.



2005
The First Advanced Pocketed Coil®
We debuted Beautyrest Black®, featuring our groundbreaking triple-wired Pocketed Coil®.



2024
Yet Another First
We unveiled the first Voice-Activated Pocketed Coil® Adjustable Bed for personalized sleep control.

Beautyrest, a legacy of over 100 years, brings you uninterrupted sleep.

The innovation of Do-not-Disturb benefit is demonstrated with the renowned infamous bowling ball challenge. The Beautyrest is well loved by many, from luminaries to celebrities. It is an aspiration for many to own it.

Simmons believes everyone deserves a good night's sleep, one that is uninterrupted. With Beautyrest Prime and Platinum, we bring your aspirational luxe closer to you, and more accessible.

Beautyrest. Prime Collection



Regal Comfort

Approx Height : 28cm Type : Non Flip TT



Regal Slumber

Approx Height : 32cm Type : Non Flip SPT



Regal Haven

Approx Height : 36cm Type : Non Flip ET



Beautyrest. Platinum Collection



Royal Chic

Approx Height : 33cm Type : Non Flip BPT



Royal Grande

Approx Height : 36cm Type : Non Flip BPT



Royal Excellence

Approx Height : 38cm Type : Non Flip BPT



** TT - Tight Top | SPT - Super Pillow Top | ET - Euro Top
*Models vary from store to store. Check stores for details.

** BPT - Box Pillow Top
*Models vary from store to store. Check stores for details.

WHY YOU SHOULD OWN A SIMMONS?



**ORIGINAL SIMMONS®
POCKETED COIL®**
"Do-Not-Disturb™" body
contouring feature that
minimises motion transfer.



OVER 150 YEARS
of innovation &
quality sleep.



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



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



**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

Source: Simmons USA

<https://simmons.co.th/>
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sbft@simmons.co.th

SIMMONS BEDDING & FURNITURE (THAILAND) CO.LTD

Simmons Gallery Thong Lo (Flagship):

Decorscape, Level 2,
850 Thong Lo, Khlong Tan Nuea, Watthana, Bangkok 10110, Thailand
Tel: (66) 2 102 8623

Simmons Gallery CDC:

No. 1448 Crystal Design Center,
F Building, 1st Flr, Room No 113,
Ladprao B7, Praditmanochum Road,
Klong Chan Sub-district,
Bangkok District, Bangkok 10240
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i Information is accurate at the point of print.
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