



## Celebrating World Sleep Day with TEMPUR® Total Sleep Comfort Solutions

*Launches Tempur® Multi-adjustable Beds in India*

**New Delhi, March 18, 2009:** On the occasion of World Sleep Day (observed worldwide on March 20), Springwel Mattresses Pvt. Limited, India's leading group focused on the Sleep Industry, has announced the launch of the unique luxurious and multi adjustable TEMPUR® bed that is guaranteed to give the user fully relaxed and comfortable sleep. With remote controlled multiple positioning option, the TEMPUR® Multi-Adjustable beds give total back support and helps the spine relax in a natural position during sleep that ensures that during the nightly rest the essential body regeneration occurs, resulting in a more energised waking.

TEMPUR® Multi-Adjustable bed provides trouble-free adjustable positions allowing body to raise and rest tired legs. One simple touch of a button on the sleek remote can raise body and legs without creating pressure or any strain on the rest of the body.

Today's fast paced life has led to an alarming rise in stress levels resulting in sleep disorders, which in turn add to the stress levels. Tempur is the world leader and has adopted an integrated concept for sleep, health and active relaxation, its Sleep-System offers an important contribution for quality of life through unparalleled comfort that ensures relaxed sleep. Springwel, India's leading company focused on the sleep industry, has entered into an exclusive arrangement with Tempur under which it will bring the latter's path-breaking scientific and luxurious sleep products to India.

Springwel have decided to celebrate World Sleep Day in India too as in-adequate and wrong sleeping patterns are taking a toll on health and well being of a large section of Indians. Informs Paramjeet Singh, MD, Springwel Mattresses Pvt. Ltd., "as a special gesture we are offering Tempur products like the Tempur pressure relieving mattress and pillows on easy monthly instalments (EMI). We are also introducing, for the first time in the country, money-back guarantee on the Tempur Mattresses of upto 30 days. Buyers if unsatisfied with their sleep quality on Tempur mattresses will be refunded the full amount, with no questions asked".

Springwel has aggressive plans for the distribution and retail of TEMPUR® products for the country.

### **About TEMPUR®:**

Tempur is an International company that specialises in developing, producing and selling comfort products made from the unique TEMPUR® material. TEMPUR® is a high-tech, visco elastic material developed originally by NASA for the US space programme in the 1970's. Tempur acquired the right to produce the material at the end of the 80's. This facilitated the transfer of NASA's technology to private homes and to health care sector throughout the world.

TEMPUR® mattresses, pillows, and small accessories (for use in offices, cars, on the move etc) are temperature sensitive providing an exceptionally high-level of pressure management, reducing agitation, and friction and pressure peaks. TEMPUR® products come with a 15 year warranty and are known to be virtually maintenance free, being allergy resistant, microbial/fungal growth resistance and latex free.

### **About SPRINGWEL:**

Springwel Mattresses Private Limited is among the pioneers of Spring Mattress technology in India. Springwel Mattresses are much more Sleeper Friendly combining comfort with deep down support. These mattresses are available at leading showrooms, all over India, which has been possible due to an ever increasing and satisfied base of customers. Springwel has over 400 retail outlets in India, employees 200 across its manufacturing and retail operations with consolidated revenues of Rs. 45 crore in 2008.

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