



BE
COMPLETE

Solutions at every price.



Simmons® Reference Guide

Take a walk through 137 years and see how Simmons® introduced technological innovations.



2010

The new Beautyrest® mattress offers individually pocketed Beautyrest® Super Pocketed Coil® springs featuring new BeautyPlush™, BeautyFirm™ and BeautyLuxeFirm™ comfort choices.



2007

Simmons® takes the popular memory foam sleeping experience to new heights with the release of the ComforPedic by Simmons™ line. Featuring Next-Generation Memory Foam, the ComforPedic® mattress offers consumers the perfect body-conforming combination of soft comfort and firm support.



2006

With the launch of the Natural Care® line, Simmons offers consumers remarkable comfort and support on a mattress featuring a natural latex core. Extracted from the rubber tree, natural latex is one of the most soothing and responsive sleeping surfaces in the world. It's also naturally anti-microbial, hypoallergenic, dust mite, mold and mildew resistant.



2005

The "Bowling Ball" ads are brought back by popular demand. Both dealers and the public applaud the return of the dramatic television commercial demonstrating the unsurpassed motion separation of the Simmons® Beautyrest® mattress.



2004

Simmons announced the revolutionary Pocketed Cable Coil™ design. Select mattresses feature these Pocketed Cable Coil™ springs alternating with our classic Pocketed Coil® springs. The result is a mattress that helps you sleep luxuriously undisturbed, night after night with a higher Motion Separation Index and more durability.



2000

Simmons® celebrated the 75th anniversary of its Beautyrest® line by introducing a no-flip, no-rotate product line, and providing choice to the consumer with the Motion Separation Index.



1995

Simmons® introduced "The Bowling Ball Mattress" ads to illustrate dramatically how the movement of one person on the mattress is less likely to disturb his or her partner on a Simmons® Beautyrest® bed. Also that year, the new Simmons Institute for Technology and Education (SITE) opened its doors.



1958

Simmons® became the first mattress company to introduce the king and queen size mattresses. Years later, they were featured in Life magazine and other national publications.



1930

When the depression caused many families to give up their homes and double-up with others, Simmons® launched a studio couch, which was an attractive piece of furniture by day and a comfortable piece of bedding by night.



1925

John Franklin Gail, Simmons' top engineer, designed a machine that would coil wire and insert it into fabric sleeves quickly and independently. Gail's Pocketed Coil® Spring Machine generated the unique independent Pocketed Coil® springs that formed the basis of Simmons® Beautyrest® mattress. Also that year, Simmons commissioned one of the first definitive sleep studies.



1876

Zalmon G. Simmons changed an entire industry with his decision to mass-produce woven wire mattresses.



1870

Zalmon G. Simmons built his first factory in Kenosha, WI. With the help of nine employees, Simmons originally manufactured wooden insulators and cheese boxes.

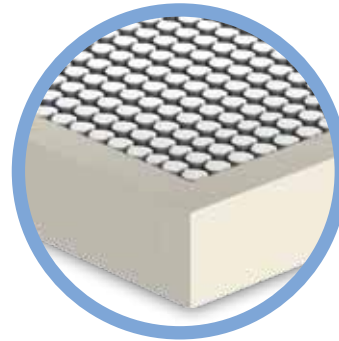
Beautyrest[®] CLASSIC[™]



IT'S NOT JUST *sleep*, IT'S BEAUTYREST[™]

We call it BeautyFeel[™] – the unique comfort that comes from Beautyrest[®] Super Pocketed Coil[®] springs, performance foams and luxurious fabrics all working together, providing an unparalleled night's sleep. Completely redesigned for 2010, only the new Beautyrest[®] mattress offers individually pocketed Beautyrest[®] Super Pocketed Coil[®] springs featuring new BeautyPlush[™], BeautyFirm[™] and BeautyLuxeFirm[™] comfort choices for unsurpassed motion separation, conformability, and durability. On the outside, new BeautyStyle[™] fabrics and aesthetics provide enhanced visual performance in your store while the new Beautyrest[®] designs help give your customers unsurpassed comfort and support. After all, it's not just sleep, it's Beautyrest[™]

- Featuring the unique comfort and support of 800 Beautyrest[®] Super Pocketed Coil[®] springs.
- Redesigned BeautyStyle[™] luxury fabrics and aesthetics.
- Mega Coil Edge System for an edge-to-edge sleeping surface.
- Triton[®] foundation with Power Beams[®] for greater strength.
- Select models include memory foam for enhanced comfort and support.



800 Pocketed Coil[®] springs with two rows of Mega Coil Edge Support. Butterfly Clips at foot on select models.

- 24 springs per square foot
- 95 feet of steel per square foot
- 8" Pocketed Coil[®] spring height with 1½" precompression
- 47¼" wire length per coil

Within the area of a torso board there are:

- 48 Pocketed Coil[®] springs
- 189 feet of steel wire

Size	Actual
Twin	464
Twin XL	512
Full	638
Full XL	704
Queen	800
King	1024
Cal King	1054

Beautyrest[®] Super Pocketed Coil[®] springs provide

Motion Separation

Pocketed Coil[®] springs work independently to give you undisturbed sleep.

Conformability

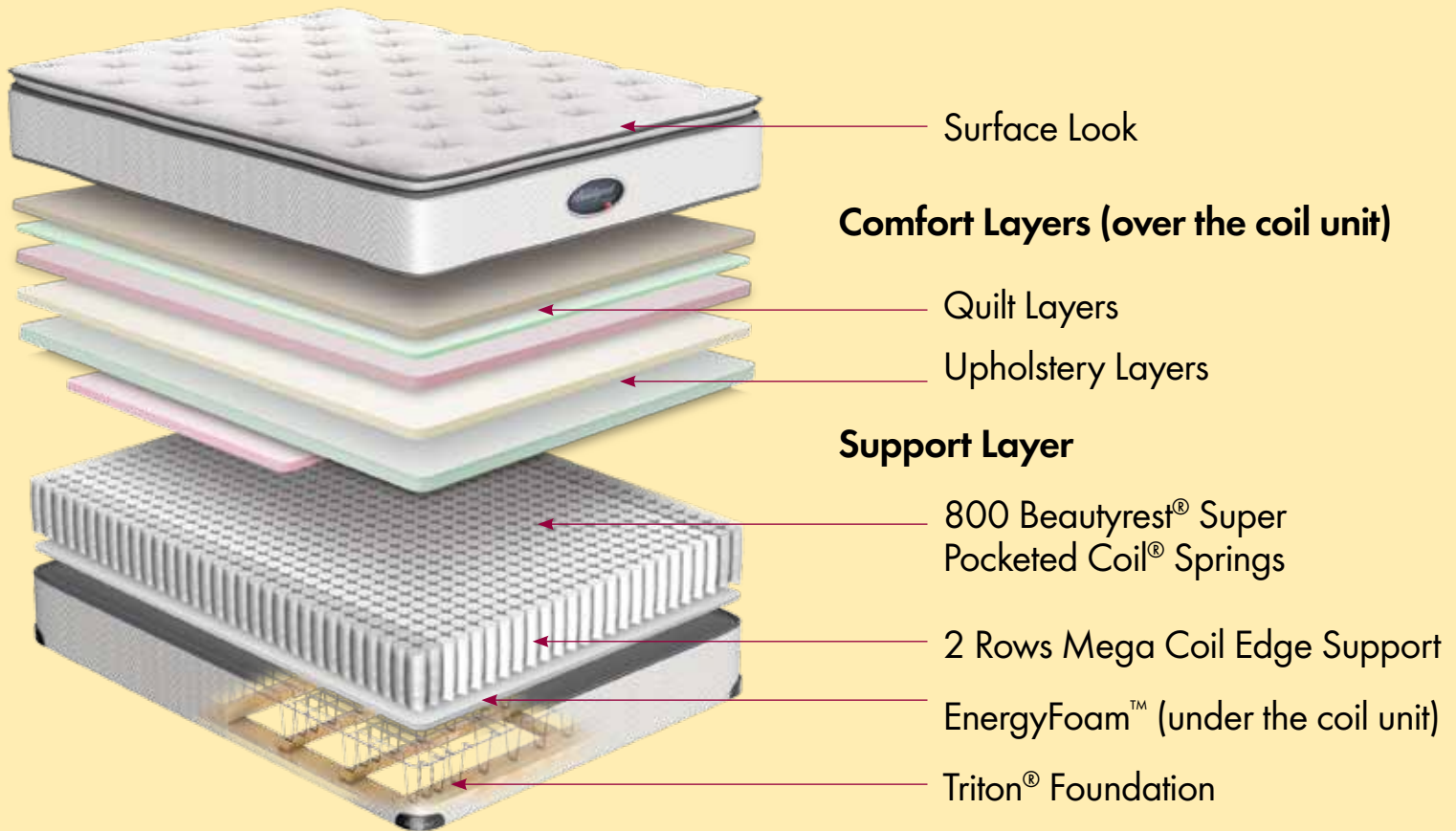
Pocketed Coil[®] springs respond to your body's unique shape for individualized comfort and support.

Durability

Beautyrest[®] Mattresses deliver night after night of better sleep.

IT'S NOT JUST *sleep*, IT'S BEAUTYREST[™]

What's Inside A Beautyrest® Classic™ Mattress?



Beautyrest®
CLASSIC™



800
Pocketed Coil® Springs



Beautyrest® Super
Pocketed Coil®
springs provide

-  Motion Separation
for undisturbed sleep
-  Conformability
to support your shape
-  Durability
for years of comfort

Beautyrest®
CLASSIC™



800
Pocketed Coil® Springs



Beautyrest® Super
Pocketed Coil®
springs provide

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to support your shape
-  Durability
for years of comfort

REECE™ PLUSH EURO TOP

Coil Unit.....800 Beautyrest® Super
Pocketed Coil® Springs

BeautyFeel™BeautyPlush™

Edge Support.....Mega Coil Edge Support

Quilt.....FR Fiber
.....PurFoam™ Plush
.....PurFoam™ Plush

Upholstery.....PurFoam™ Plush

Coil Support.....High Density Support Base

Foundation.....Triton® Foundation

IT'S NOT JUST *sleep*, IT'S BEAUTYREST™



PORTER™ X-FIRM

Coil Unit.....800 Beautyrest® Super
Pocketed Coil® Springs

BeautyFeel™BeautyFirm™

Edge Support.....Mega Coil Edge Support

Quilt.....FR Fiber
.....PurFoam™ Luxury Firm
.....PurFoam™ Luxury Firm

Upholstery.....PurFoam™ Luxury Firm
.....PurFoam™ Luxury Firm

Coil Support.....EnergyFoam™, part of Simmons'
patented no-flip construction

Foundation.....Triton® Foundation

IT'S NOT JUST *sleep*, IT'S BEAUTYREST™



Beautyrest®

CLASSIC™



800
Pocketed Coil® Springs

Beautyrest® Super
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springs provide

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CLASSIC™



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PORTER™ PLUSH

Coil Unit.....	800 Beautyrest® Super Pocketed Coil® Springs
BeautyFeel™	BeautyPlush™
Edge Support.....	Mega Coil Edge Support
Quilt.....	FR Fiber PurFoam™ Plush Plush Foam
Upholstery.....	Plush Foam
Coil Support.....	EnergyFoam™, part of Simmons' patented no-flip construction
Foundation.....	Triton® Foundation

IT'S NOT JUST *sleep*, IT'S BEAUTYREST™



PORTER™ PILLOW TOP

Coil Unit.....	800 Beautyrest® Super Pocketed Coil® Springs
BeautyFeel™	BeautyPlush™
Edge Support.....	Mega Coil Edge Support
Quilt.....	FR Fiber PurFoam™ Plush Plush Foam
Upholstery.....	PurFoam™ Plush
Coil Support.....	EnergyFoam™, part of Simmons' patented no-flip construction
Foundation.....	Triton® Foundation

IT'S NOT JUST *sleep*, IT'S BEAUTYREST™



Beautyrest®
CLASSIC™



800
Pocketed Coil® Springs



Beautyrest® Super
Pocketed Coil®
springs provide

-  Motion Separation
for undisturbed sleep
-  Conformability
to support your shape
-  Durability
for years of comfort

MEYERS™ X-FIRM

Coil Unit.....	800 Beautyrest® Super Pocketed Coil® Springs
BeautyFeel™	BeautyFirm™
Edge Support.....	Mega Coil Edge Support
Quilt.....	FR Fiber High Density PurFoam™ Luxury Firm
Upholstery.....	EnergyFoam™ Visco Memory Foam Layer
Coil Support.....	EnergyFoam™, part of Simmons' patented no-flip construction
Foundation.....	Triton® Foundation

IT'S NOT JUST *sleep*, IT'S BEAUTYREST™



Beautyrest®
CLASSIC™



800
Pocketed Coil® Springs



Beautyrest® Super
Pocketed Coil®
springs provide

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for undisturbed sleep
-  Conformability
to support your shape
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MEYERS™ PLUSH FIRM

Coil Unit.....	800 Beautyrest® Super Pocketed Coil® Springs
BeautyFeel™	BeautyFirm™
Quilt.....	FR Fiber PurFoam™ Plush Plush Foam
Upholstery.....	PurFoam™ Plush Visco Memory Foam Layer
Coil Support.....	EnergyFoam™, part of Simmons' patented no-flip construction
Foundation.....	Triton® Foundation

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Beautyrest

CLASSIC™



800
Pocketed Coil® Springs

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Motion Separation
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MEYERS™

PLUSH

Coil Unit.....	800 Beautyrest® Super Pocketed Coil® Springs
BeautyFeel™	BeautyPlush™
Edge Support.....	Mega Coil Edge Support
Quilt.....	FR Fiber PurFoam™ Plush Plush Foam
Upholstery.....	PurFoam™ Plush Visco Memory Foam Layer
Coil Support.....	EnergyFoam™, part of Simmons' patented no-flip construction
Foundation.....	Triton® Foundation

IT'S NOT JUST *sleep*, IT'S BEAUTYREST™



MEYERS™

PLUSH SUPER PILLOW TOP

Coil Unit.....	800 Beautyrest® Super Pocketed Coil® Springs
BeautyFeel™	BeautyPlush™
Edge Support.....	Mega Coil Edge Support
Quilt.....	FR Fiber PurFoam™ Plush Plush Foam
Deck Upholstery.....	PurFoam Firm
Upholstery.....	High Density PurFoam™ Luxury Firm Visco Memory Foam Layer
Coil Support.....	EnergyFoam™, part of Simmons' patented no-flip construction
Foundation.....	Triton® Foundation

IT'S NOT JUST *sleep*, IT'S BEAUTYREST™



Beautyrest® ANNIVERSARY™



IT'S NOT JUST *sleep*, IT'S BEAUTYREST™

We call it BeautyFeel™ – the unique comfort that comes from Beautyrest® Super Pocketed Coil® springs, performance foams and luxurious fabrics all working together, providing an unparalleled night's sleep. Completely redesigned for 2010, only the new Beautyrest® mattress offers individually pocketed Beautyrest® Super Pocketed Coil® springs featuring new BeautyPlush™, BeautyFirm™ and BeautyLuxeFirm™ comfort choices for unsurpassed motion separation, conformability, and durability. On the outside, new BeautyStyle™ fabrics and aesthetics provide enhanced visual performance in your store while the new Beautyrest® designs help give your customers unsurpassed comfort and support. After all, it's not just sleep, it's Beautyrest™

An achievement over 85 years in the making, this is a Beautyrest® mattress worth celebrating.

- Featuring complete comfort and support of 850 density Beautyrest® Super Pocketed Coil® springs.
- Redesigned BeautyStyle™ luxury fabrics and aesthetics.
- Total Surround BeautyEdge® Foam Encasement featuring QuantumLock™ for foam rail integrity and sleeping comfort right to the edge.
- Energy Foam™, part of Simmons' patented no flip construction, a support base for added stability.
- Triton® foundation with Power Beams® for greater strength.

Beautyrest® Super Pocketed Coil® springs provide

Motion Separation

Pocketed Coil® springs work independently to give you undisturbed sleep.

Conformability

Pocketed Coil® springs respond to your body's unique shape for individualized comfort and support.

Durability

Beautyrest® Mattresses deliver night after night of better sleep.



850 density Pocketed Coil® springs with 3" Total Surround BeautyEdge™ Foam Encasement

- 25 springs per square foot
- 98 feet of steel per square foot
- 8" Pocketed Coil® spring height with 1½" precompression
- 47¼" wire length per coil

85 years
of Innovation

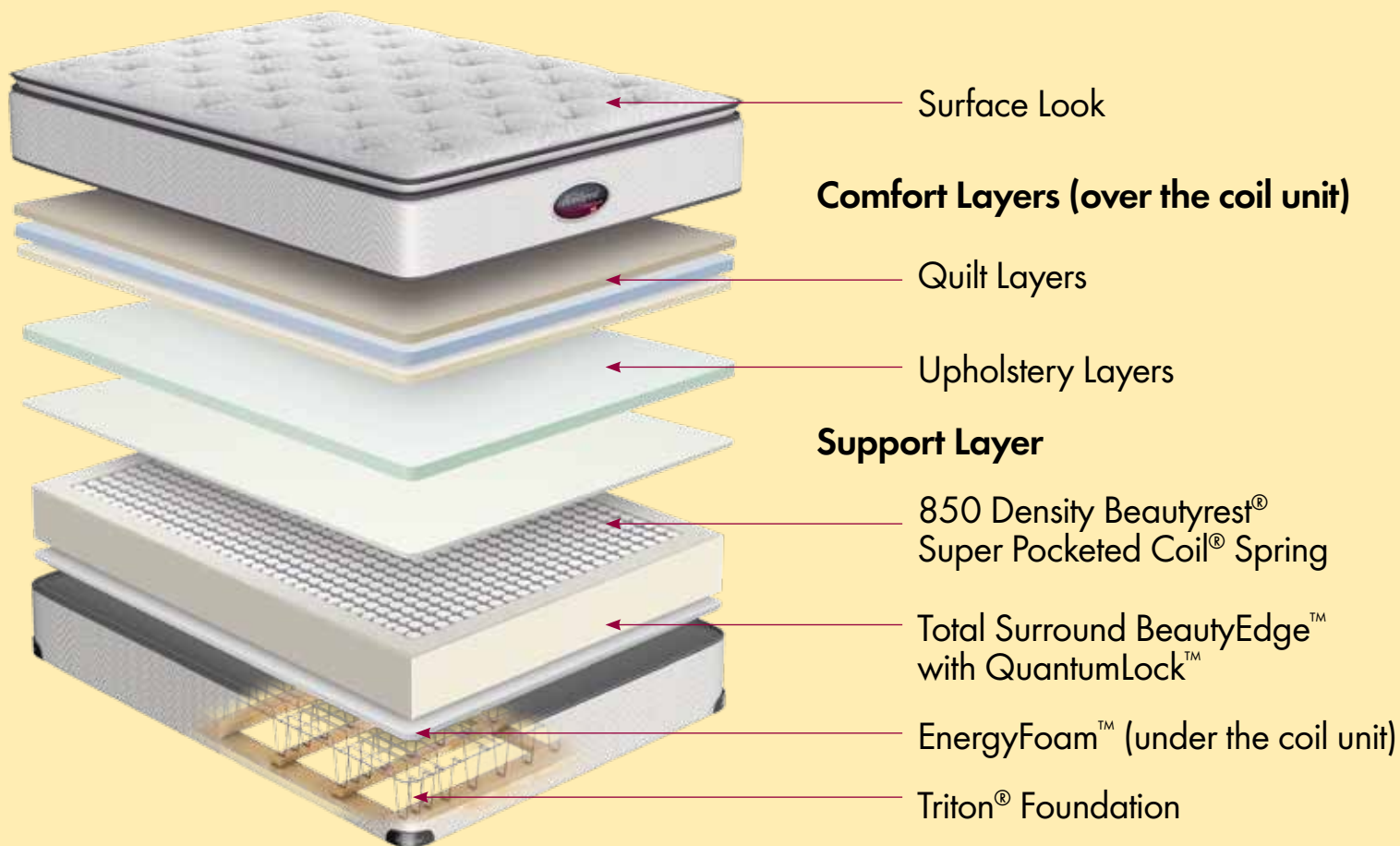
IT'S NOT JUST *sleep*, IT'S BEAUTYREST™

Within the area of a torso board there are:

- 53 Pocketed Coil® springs
- 208 feet of steel wire

Size	Density*	Actual
Twin	496	377
Twin XL	544	416
Full	682	551
Full XL	714	608
Queen	850	704
King	1088	928
Cal King	1116	952

What's Inside A Beautyrest® Anniversary™ Mattress?



Beautyrest

ANNIVERSARY™

85 Years of Innovation

Beautyrest® Super Pocketed Coil® springs provide

- Motion Separation for undisturbed sleep
- Conformability to support your shape
- Durability for years of comfort

850 Density Pocketed Coil® Springs
Total Surround BeautyEdge®

CYPRESS HILL™

X-FIRM

Coil Unit..... 850 Density Beautyrest® Super Pocketed Coil® Springs

BeautyFeel™ BeautyFirm™

Edge Support..... Total Surround BeautyEdge™ with QuantumLock™

Quilt..... FR Fiber
..... High Density PurFoam™ Luxury Firm

Upholstery..... EnergyFoam™

Coil Support..... EnergyFoam™, part of Simmons' patented no-flip construction

Foundation..... Triton® Foundation

IT'S NOT JUST *sleep*, IT'S BEAUTYREST™

Beautyrest

ANNIVERSARY™

85 Years of Innovation

Beautyrest® Super Pocketed Coil® springs provide

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850 Density Pocketed Coil® Springs
Total Surround BeautyEdge®

CYPRESS HILL™

PLUSH FIRM

Coil Unit..... 850 Density Beautyrest® Super Pocketed Coil® Springs

BeautyFeel™ BeautyFirm™

Edge Support..... Total Surround BeautyEdge™ with QuantumLock™

Quilt..... FR Fiber
..... AirFeel™
..... PurFoam™ Luxury Firm

Upholstery..... PurFoam™ Plush

Coil Support..... EnergyFoam™, part of Simmons' patented no-flip construction

Foundation..... Triton® Foundation

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Total Surround BeautyEdge®

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CYPRESS HILL™
PLUSH

Coil Unit..... 850 Density Beautyrest® Super Pocketed Coil® Springs

BeautyFeel™ BeautyPlush™

Edge Support..... Total Surround BeautyEdge™ with QuantumLock™

Quilt..... FR Fiber
..... AirFeel™
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Coil Support..... EnergyFoam™, part of Simmons' patented no-flip construction

Foundation..... Triton® Foundation

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Beautyrest
ANNIVERSARY™
85 Years of Innovation



850 Density Pocketed Coil® Springs
Total Surround BeautyEdge®

Beautyrest® Super Pocketed Coil® springs provide

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- Conformability to support your shape
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CYPRESS HILL™
PLUSH SUPER PILLOW TOP

Coil Unit..... 850 Density Beautyrest® Super Pocketed Coil® Springs

BeautyFeel™ BeautyPlush™

Edge Support..... Total Surround BeautyEdge™ with QuantumLock™

Quilt..... FR Fiber
..... AirFeel™
..... PurFoam™ Luxury Firm

Deck Upholstery..... PurFoam™ Plush

Upholstery..... High Density PurFoam™ Luxury Firm

Coil Support..... EnergyFoam™, part of Simmons' patented no-flip construction

Foundation..... Triton® Foundation

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