



somnium

The Mattress with Benefits

Media Kit



We like sharing our bed. At Somnium we are obsessed with good sleep and with sharing that experience. Of all the things you can do on a mattress, we believe sleep is by far the most exciting.

You already know what a great night's sleep can do for you and your life. After all, a mattress is not just a mattress but a facilitator of health and your source of vigor for the day. Somnium delivers both in sleek, high style with the most advanced mattress available today. Our patented springs, European design, and ergonomic technology made in the United States are what set us apart.

We have more than mastered the mattress. We have created the optimal sleep experience.

Our mattress is all about the benefits and it offers so much more than just a place to sleep.

Comfort Zones

Air Circulation

No Motion Transfer

Chemical Free & Hypo-allergenic

Light-weight

Recyclable

Low 8" Profile

Made in America

For a full overview of what goes into our mattresses and additional details on our many benefits, visit us at www.somniumbeds.com.



JUMPSTART YOUR SLEEP



Somnium revolutionizes 150-year old mattress technology with hourglass-shaped springs and the first bed that is sleek, lightweight, and entirely recyclable

Face it: It's no coincident that America fell in love with the Prius, the iPhone and Starbucks. After all, the idea what everyday-items like our car, our phone and our beloved cup of morning coffee should do for us was perfect for a mind-expanding update.

We agree. That's' why Somnium has taken the past couple of years and applied its own out of the box-thinking to the most underappreciated and overlooked item in your home: The mattress. Despite the fact that we all spend a third of our lives sleeping on it, the technology at the core of today's typical coil bed hasn't gotten much of a lift since it was invented 150 years ago. Until now, that is.

Somnium reinvents that century-old innerspring technology with its patented, hourglass-shaped springs. Made from lightweight TPEE, our unique, omni-directional elastomer springs take advantage of all the benefits that have long made this material indispensable to the aviation and automotive industries and in the design of high-end athletic gear: Better durability, flex characteristics and shock absorbing qualities than metal - at a fraction of the weight. These springs create the backbone of a mattress that is also 100 percent recyclable, hypoallergenic and entirely free from harmful chemicals and flame-retardants. And they deliver more support under pressure – thanks to an expanding spring surface - while ensuring ergonomically correct posture by using two different firmness grades of springs in each mattress. Softer ones in the shoulder and hip region cradle those body parts and allow them to sink in more deeply, while firmer ones in the lumbar region offer support and align the spine in its ideal posture.



Republicans are three times more likely to get more than six hours of sleep at night than Democrats. *Sleep Fact*

Somnium's removable and washable covers, meanwhile, set a new standard for health and hygiene, and they are the secret weapon 50 million allergy sufferers and 20 million asthmatics have at their disposal to fight dust mites and allergens and reclaim their life.

Come to think of it: The only things missing from this dream machine may just be a phone charger and a coffee maker. But luckily, someone else already has those covered.

COMING CLEAN: OUR GREAT COVER STORY

Removable and washable mattress covers set a new standard for health, hygiene and safety

Who would have thought: Sleeping is actually dirty business. Each night we lose about a pint of moisture in our sleep -- 740 gallons of fluid over the course of a decade. A third of the liquid evaporates through our breath; the rest stays behind when we get up in the morning. This moisture, along with flakes of skin cells, is the main food source of dust mites whose droppings, in turn, cause numerous allergies.

That's why it is time to finally come clean. The removable covers that envelope Somnium mattresses allow consumers to take charge of their immediate sleep environment and enjoy a tidy night's rest 365 days a year. Easily unzipped into two pieces, each half of the soft cover can be washed and line-dried or dry-cleaned separately, while the other half stays behind to cover the bed. And since Somnium mattresses are completely metal-free - and hence lightweight - they are always easy to handle, lift, turn, and maneuver during the entire process.



Yet Somnium's cleanliness doesn't hinge on a monthly or bi-monthly cleaning alone. The mattress' cover gets a head start on hygiene by design: Offering an even, quilted resting surface without buttons or embroidery, the bed is free of folds and creases that can provide a hiding spot for dirt, mites, or other bed invaders.

Plus, the cover of this European design is made from carefully selected materials that are ecologically safe and have been certified to meet strict EU environmental standards that allow neither bleaching agents nor harmful chemicals. And if none of this allows you to rest easy, the inherently fire retardant nature of the fibers in this exclusive rayon-blend cover should. Thanks to them, Somnium mattresses can forego treatments with any harmful chemical flame retardant commonly used in furniture and other household items – while assuring you that the build-in fire safety of your mattress will never be washed away.

Regardless how much you may grow to enjoy washing your bed.

A NEW PURPOSE LATE IN LIFE

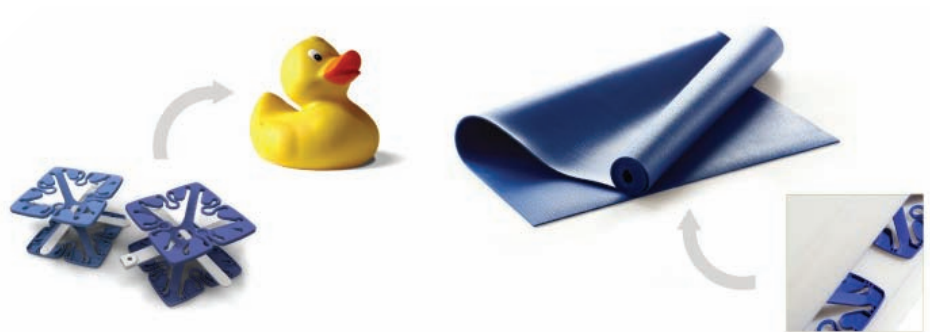
Recyclable Somnium mattresses remain true to their sustainable mission with an afterlife that keeps their components out of our landfills

Every day, thousands of mattresses end their useful life in America's landfills. Collected by refuse trucks, tossed out by retailers that accept them from customers trading up, discarded by consumers that are now often charged a fee to offset disposal cost or just abandoned roadside and picked up by cleaning crews, these beds hopelessly clog landfills all over the country.

Taking up a whopping 35 cubic feet per average queen-sized unit, redundant metal coil mattresses are one household item that is notoriously difficult to compact thanks to bouncy inner-spring units, a heavy weight and a complicated design that make them extraordinarily tricky to deconstruct for recycling purposes. And although many efforts are underway to handle large volumes of mattresses separately from other refuse and to repurpose usable parts, serious progress remains elusive.

Somnium handily disposes of all such complications. The mattress, whose health-conscious, environmental credentials include removable and washable Ökotex-certified covers, the use of renewable resource bio foam and inherently flame retardant materials lives up to the high environmental standards even in its afterlife. Eschewing harmful chemicals, dyestuffs or heavy metals, it's one bed that is 100 percent recyclable or repurposable - and easily so:

Lightweight and easy to handle, the removable cover can simply be slipped off so all fibers can be recycled. The highly resilient foam (part soy/part polyurethane) and the patented elastomer innersprings meanwhile are effortlessly separated and repurposed.



The former start a new life as carpet underlay, insulation, or exercise mats, while the latter get to have even more fun: Their raw material gets reborn as kids' toys.

Best of all, when the time comes, the process of recycling your Somnium mattress will be incredibly simple for the consumer: With the delivery of your new Somnium mattress, the old one will simply be hauled away.

Assuming, of course, you don't mind that it will enjoy a full, second life without you.

FROM ZERO TO 60 IN UNDER EIGHT HOURS...

Recharge in style with a sleek bed and the latest in sleep technology

Sleep statistics are bad enough to keep you up at night: 75 percent of Americans sleep poorly at least one night a week, while a third of us experience effects like impaired judgment, forgetfulness and poor work performance as a result of our lack of zzzzzzs.

But the outlook isn't entirely bleak: A study conducted by Oklahoma's State University shows that everyone - whether they have sleep problems or not - rests better on a new, medium-firm inner spring mattress. So it's about time to make slumber dreamier again. And with well-designed good looks, top-notch quality materials and the latest in sleep technology all joining forces in the new Somnium mattress, the quest for nightly rest has also become a whole lot more pleasurable and stylish.

To ensure an optimum in comfort and relaxation, Somnium developed a new patented system of integrated metal-free springs that provide the resting body with the best active support available during each hard day's night. And while the environmentally friendly production process and a finished product that is 100 percent recyclable and completely free from harmful chemicals and flame retardant offers a clean conscience as sleep incentive, the removable, washable rayon-blend cover ensures that the bed will keep its clean vest for years to come.

Although the sleek look and pleasant feel of the US-produced, European design alone is reason enough to indulge a little, the rest of the mattress is all about luxury that is actually good for you: Designed with the help of doctors, designers and engineers, Somnium mattresses blend the latest in health and tech research in one very appealing package. Hypoallergenic qualities and spine-friendly support have never looked this good.

After all, to be as active in our demanding lives as we need to be, we should spend roughly one third of our lives sound asleep. And what could be better than getting a little extra boost while you are dreaming?



SWEET HEALTHY DREAMS

Mattress made from inherently fire-resistant materials offers a healthful alternative to traditional beds treated with chemical flame retardants

You can rest easy now. Somnium's sleek looking new mattress let's you snooze in style and makes a good night's sleep as healthy as it was always meant to be at the same time.

Countless studies conducted in Europe and the U.S. discovered that PBDE, a common flame retardant found in products such as mattresses, dashboards, and computer housing has devastating effects on consumers' health. Exposure to these polybrominated diphenyl ethers can disrupt the thyroid hormone balance and cause harm to the developing brain. Other side effects that have been cited include hyperactivity, hearing loss and even cancer. More recently the toxin has also been detected in breast milk and body tissue, a revelation that prompted legislation to eradicate the chemical from everyday merchandise in the future -- although there certainly is need for improvement immediately: A recent US study showed that the levels of toxic flame retardants are 200 times higher in California homes where strict fire laws are on the books, and 20 to 50 times higher in the rest of the country than in their European counterparts.

But sweet, healthy dreams won't have to wait. For those wanting to ban harmful substances from their bedroom immediately, Somnium mattress offers a safe, health-promoting alternative. Manufactured according to European standards that barred PBDEs EU-wide back in 2002, the ecologically safe mattresses employ inherently fire-resistant, Ökotex-certified rayon-blend fibers and highly resilient cold foam that offers protection without any damaging side effects.

And that's just the beginning: As a company dedicated to promoting healthy sleep, Somnium provides mind and body with the most rejuvenating rest. Designed with the help of doctors, designers and engineers, the bed also features metal-free innersprings instead of traditional coils that actively respond to the body for ergonomically correct support uninterrupted by harmful electromagnetic fields. And the plush covers are removable and washable to ensure that the bed is always as clean as you want it to be.

So, finally, spending a third of your life asleep is truly a dream come true.

