

PRESS RELEASE

Invest in your health, invest in a good bed

16 November 2015, Johannesburg: On average, you spend a third of your life sleeping, so it makes sense to invest in the best base set that you can afford. “Skimping on a bed can be detrimental to your health. Ideally you should be spending your money on the items where you spend the most time, and a bed is definitely one of those items,” advises Linda Breedt from base set experts, Sleepmasters.

She believes that whilst budget constraints play a huge role when choosing the right base set, you needn’t compromise on quality sleep: “You can buy a good quality base set to suit your physical requirements *and* your pocket, thanks to Sleepmasters.” Linda shares her thoughts on how to go about buying a base set on a budget:

Do your homework

Is your current base set sagging, and leaving you tossing and turning in the night? Then it’s time to start thinking about getting a new base set. “First things first – work out a budget to determine how much money you have to spend purchasing a base set,” nods Linda, who believes this is a great way to ensure you don’t overspend and suffer the financial burden later.

Next, go online and do some research to see which base sets are available within your price range, making a point of also checking the promotions page: “Sleepmasters offers a wide variety of base sets at various price points, as well as promotional offers, all of which are available to view on our website. So you don’t need to spend your precious time moving from one shop to the next to find out what’s on offer.”

Once you have decided what you want to spend, and which base sets you are interested in, Linda says that it is now time to visit one of Sleepmasters’ stores to actually try the base sets out: “It’s imperative to go into a store to try out the different models to see what feels best for you. Sleepmasters’ sales consultants have been trained to ensure that you not only choose the right base set to suit your needs, but to also give you sound advice on how to prolong the lifespan of your base set for total peace of mind.”

Sleepmasters offers a range of trusted and best-in-market bedding brands, such as Edblo, Sleepmasters, Restonic and Sealy in one convenient location in each of their stores. And with the Sleepmasters unique and easy-to-follow six-step process for selecting the perfect base set, you’re sure to head in the right direction to getting a better night’s sleep. Here’s how:

1. *Test your comfort level:* It is virtually impossible to decide whether you would prefer your bed to be firm, gentle or plush without testing a few beds out first and comparing them. Sleepmasters understands this, and as such, it offers a specially appointed Sleepmasters Comfort Zone in each of its stores, so that you can test

your preferred comfort level and buy a bed that suits your body type and sleeping position.

2. *Follow your colour and find the right bed for you:* Once you've discovered your preferred comfort level by testing the three beds in the Comfort Zone, it is time to find the right bed. Different brands have different pros and cons, and each of them have their own warranties. Simply follow Sleepmasters' colour-coded comfort selection to find the bed and brand that best suits your individual budget and preferences.
3. *Choose your size:* Next up, select the bed size that fits your particular needs and your budget. A single bed measures 92cm wide, and is suitable for one adult or child. A double bed measures 137cm wide, and is suitable for two people of slender build or one person of large posture. A queen-size bed is 152cm wide, and is suitable for two people of regular or large posture. Last, but not least, a king-size bed measures 182cm wide, and can accommodate two people of any size in utter comfort.
4. *Add your choice of accessories:* A bedroom is not just a base set – you need a number of other accessories to complete your perfect sleep environment. The Sleepmasters Essentials range comprises a variety of pillows, duvet covers, mattress protectors and Masterguard fabric protection.
5. *Select an easy way to pay:* Because purchasing a bed is a big investment, it is important to have a clear picture of how you are going to finance this purchase.
6. *Enjoy a better night's sleep:* The sooner you can enjoy your new base set in the comfort of your own home, the sooner you will be able to enjoy a better night's sleep.

The best bed you can afford

Purchasing a base set is a big investment, but one that will pay off in the long run if chosen correctly. A quality base set may cost more, but your sleep will dramatically improve, leaving you feeling comfortable and rested night after night. Not only that, but it will also help improve your overall mood and energy levels during the day. You simply won't look back.

A base set should last you between five and 10 years, depending on usage, so it's important to choose one that will keep you well supported. "Think long-term when purchasing a base set, as it doesn't make financial sense to buy a cheap bed that you will have to replace in a couple of years time," explains Linda who believes you should buy the best-bed you can afford for the best long-term results. Luckily Sleepmasters enables customers to purchase a base set using various payment methods, including cash, credit card, Lay-By, and an exclusive credit offer at 10% interest (subject to credit approval and an affordability assessment).

“The variety of payment methods available to customers means they can invest in a good bed that suits both their needs and their budget, “says Linda, “because at the end of the day, enjoying a good night’s sleep should be a top priority in all of our lives, as it’s an integral part of our overall wellbeing.”

Visit www.sleepmasters.co.za to shop online or to find a Sleepmasters store closest to you, or call them on 0800 222 888.

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