

## **PRESS RELEASE**

### **Mastering sleep**

*26 June 2015, Johannesburg:* From a holistic perspective, getting enough sleep is an integral part to maintaining your overall mental and physical health, and the type of bed you sleep on will play a large role in determining the quality of sleep that you enjoy.

Linda Breedt from leading mattress and base set retailers, Sleepmasters, say: "Mattresses and base sets are some of the most overlooked consumer goods on the market, and it is a tragedy, as selecting the right one can have a tremendously positive impact on your overall wellbeing. A good bed can help change your life by improving your quality of sleep, which in turn, will improve your physical looks, mood, posture, memory, concentration levels and immunity, as well as helping to relieve various aches and pains."

She adds that you are only halfway to making a well informed decision once you have decided what type of mattress you want to invest in: "Investing in a mattress or base set is a considerable investment, and one that should last for up to 10 years. Most consumers only consider how a mattress or base set is constructed as being important, but there is so much more that needs careful consideration if you are going to ensure that you get the best value for money."

Linda offers her top tips to help consumers make the best buying decision possible:

#### **1.) Buy a mattress from a trusted brand**

If you know what kind of mattress you are looking for, but you are just not sure which particular model to buy, then it is a wise decision to choose one from a trusted brand. So says Linda, who goes on to add: "Familiar brands, such as Sleepmasters for example, have spent decades perfecting their product offering and building up a trusted reputation in the market, and to a large extent, their long-term survival relies on them maintaining their good name. This really sets the tried and tested brands apart from the 'fly-by-nighters', or those retailers who are only in the market to make a 'quick buck' so to speak. Investing in a trusted brand will ensure that you are investing in reliability, quality and market-leading after-sales service."

Although a newcomer to the South African market, Sleepmasters has been in the business of providing customers with the best quality base sets and mattresses at unbeatable value for the last 20 years. Bensons for Beds has been operating under the Steinhoff umbrella since 1994 and Sleepmasters is one of the incredibly successful brands that operate within Bensons for Beds in the United Kingdom (UK). Bensons for Beds currently has over 270 nationwide stores in the UK, and, together with South Africa's JD Group, the two companies saw potential in South Africa.

By leveraging the company's considerable UK expertise, knowledge and product offering, and using JD Group's expertise to localise this information, the Sleepmasters brand was first launched in South Africa in 2014. Says Linda: "It has been so well received that, to date, Sleepmasters boasts a nationwide footprint of over 120 stores, which retail a variety of quality bedding products from trusted brands such as Edblo, Sleepmasters, Restonic and Sealy. Sleepmasters' unique offering of incredible quality, affordable value and great service is ensuring that it is fast becoming one of the most trusted bed and mattress retailers in the country."

## **2.) Try out the base set before you buy it**

Although from a convenience point of view, you might be tempted to purchase your mattress or base set from an online store, Linda says that it is imperative to try it out before making your final purchase decision: "When you go out to shop for a mattress or base set, be sure to wear comfortable clothes so that you can lie on the various beds on offer and try them out. It is advisable to lie down on each one for around 10 minutes in the position that you normally sleep in to get a true feel for the base set.

"To this end, Sleepmasters stores feature a special 'Comfort Zone', which has been designed as a space where customers are encouraged to test the comfort level of all the base sets in order to find one that best suits their body type and sleeping position. The three categories on offer are Firm, Gentle and Plush. Once you've discovered your preferred comfort level, it's easy to follow the colour-coded selection to find the base set that best suits your budget and brand preference. Once that's decided, you can select the size, and arrange payment and delivery – it is as easy as that," explains Linda.

Linda also advises that it is a good idea to sit on the edge of the mattress to determine its quality: "When you sit on the edge of a mattress or base set, it should be firm and not saggy. Also – don't shop for beds when you are tired, as they will all feel comfortable."

## **3.) Ensure a perfect fit**

Any bed manufacturer worth its salt will always recommend that you buy a complete base set, explains Linda: "With a complete base set, you know that the base has been purpose-designed and manufactured to suit the requirements of that particular mattress for optimum support." However, she says that if you are determined to buy the mattress and base separately, it is imperative that you measure each carefully to ensure a good fit, as dimensions can vary slightly between different brands.

She notes that if you intend on supporting the mattress via a slatted bed base, be sure that the slats are no more than 6cm wide and not more than 4cm apart, as this will ensure sufficient ventilation, whilst preventing the mattress from sagging through between the slats.

#### **4.) Check the warranty**

Any leading mattress brand will come with a good quality manufacturer's warranty, which offers the consumer peace of mind that they are investing in a quality and durable product. For example, Sleepmasters sells only the top brands in bedding, thus each bed is covered by the brand's individual warranty as specified by the manufacturer. All Sleepmasters sales staff members are well versed on these and will be able to advise you.

However, Linda warns that the warranty should not be seen as an indicator of how long your bed should be used for before replacing it: "A warranty is designed to protect you against defects. Each brand offers a unique warranty, so be sure to read your warranty card so that you understand the terms and conditions. It is important to be aware that some warranties become void if the bed is soiled, certain tags are removed, you no longer have the original receipt or warranty, or if the mattress is used with a defective foundation or frame."

Visit [www.sleepmasters.co.za](http://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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