



## FAQ SHEET

### GENERAL QUESTIONS:

**Q: Where will these beds be manufactured?**

They are manufactured at the Simmons plants.

**Is Beautyrest Black compatible with adjustable bases?**

Yes, they are compatible with Renew Power Bases.

**What is the warranty for Beautyrest Black®?**

There is a 25 year limited warranty on Beautyrest Black® models.

### COIL QUESTIONS:

**What is Advanced Pocketed Coil® Technology?**

It consists of alternating rows of Advanced Beautyrest® PocketedCoil® springs and Beautyrest® Pocketed Coil® springs helping deliver unparalleled conforming back support and exceptional pressure relief – only available in a Beautyrest Black® mattress.

**What is the coil density?**

825 Density.

**What is the wire diameter and gauge of the coils?**

Advanced Beautyrest® Pocketed Coil:

- Extra Firm: triple stranded wire diameter of .063 and a gauge of 16
- Luxury Firm: triple stranded wire diameter of .054 and a gauge of 17
- Plush: triple stranded wire diameter of .054 and a gauge of 17

Beautyrest Pocketed Coil:

- Extra Firm: wire diameter of .086 and a gauge of 13.5
- Luxury Firm: wire diameter of .086 and a gauge of 13.5
- Plush: wire diameter of .074 and a gauge of 14.75

**What is the coil density in the select Beautyrest Black® models that include an additional layer of micro Pocketed Coil® springs?**

We add 1,110 density, taking the total coil density to 1,935.

**Why are we not using the “Smart Response Coil” in the new Beautyrest Black collection?**

This variform construction of Advanced Pocketed Coil springs and Beautyrest Pocketed Coil springs provides superior conforming back support.

**Why are we using the Micro Pocketed Coil® in this year’s Beautyrest Black collection?**

By adding a layer of micro pocketed coils, we enhance the performance of the bed in both conformability and durability.

**What is the gauge of the Micro Pocketed Coil®? 17.5 gauge , .051 inches**

**While the gauge of each strand of steel in the Advanced Pocketed Coil® is a 17 gauge, what is the actual gauge of the coil?**

Each of the 3 strands of the Advanced Pocketed Coil® spring is .054. By using three twisted strands, the Advanced Pocketed Coil increases durability and support.

**How many “football fields” of high carbon steel are in a Beautyrest Black® mattress with an 825 density and an 1935 coil density?** In the 825 density mattress, there are 17 football fields of steel. If you include the layer of micro coils, making it a count of 1850, there would be 25 football fields.

### FOAM QUESTIONS:

**What is “Dynamic Response™ Memory Foam” (i.e., features and benefits)?** It works in concert with the Advanced Pocketed Coil® Technology to create our most conforming back support. Because this memory foam is molded rather than poured, it demonstrates different conforming properties which help drive our best conforming back support.

**Is Dynamic Response™ Memory Foam exclusive to Simmons Bedding Co.?** Yes.

**Does the Dynamic Response™ Memory Foam have the CertiPUR-US seal of approval?** Yes.

**How does Dynamic Response™ Memory Foam differ from AirCool® Memory Foam?** Dynamic Response™ Memory foam is different because it is a molded pour foam vs. a continuous pour foam. This type of manufacturing process provides the unique feel and drives the superior responsiveness of the foam.

**What makes the Dynamic Response™ Memory Foam have that “suction-like” feel?** It is a molded pour foam vs. a continuous pour foam. This type of manufacturing process provides the unique feel and drives the superior responsiveness of the foam.

**Does Dynamic Response™ Memory Foam have a “break-in period?”**

This foam does not need to be broken in, so it does not go through the Transflexion™ process.

**Is Dynamic Response™ Memory Foam as breathable as AirCool® Memory Foam?** Because this memory foam is molded rather than poured, it demonstrates different conforming properties which help drive our best conforming back support. As a part of the manufacturing process, it is ventilated which contributes to the overall increase in airflow of the 2014 Beautyrest Black® line.

**Why do we only use ¾” of GelTouch® in the quilt this year compared to the 1” we used in last year’s collection?** The vertical orientation of our Sleep Climate™ Surface Technology offers loft and resilience that make up for this.

**Why do we not use AirCool® Memory Foam in the starting three models (x-firm, luxury firm and plush) in this year’s collection?** For 2014 we found using Dynamic Response™ Memory Foam drove better overall conforming back support performance. We introduce AirCool® Memory foam with a pillowtop model at \$2,599.

**What is “Comfort Response™ Latex”?** The top of the line Beautyrest Black® model features the comfort response™ latex. This ventilated layer conforms and contours to the shape of your body for pressure relieving comfort.

**What kind of latex is the Comfort Response™ Latex (Dunlop, Talalay, Blended, etc.)?** Comfort Response™ latex is a Dunlop latex.

**Where is Comfort Response™ Latex made?** It is domestically sourced.

**Is Comfort Response™ Latex exclusive to Simmons Bedding Co.?** No.

**Does Micro Diamond™ Infused AirCool Memory Foam breathe better or help regulate temperature better than regular AirCool Memory Foam?** While it does not “breathe” better, it performs better in the overall regulation of temperature. It conducts heat away from the body providing for a more comfortable sleep environment. The thermal conductivity of diamonds tops that of even the best conductors, like copper. In fact, a diamond’s ability as a thermal conductor is four times better than copper. Therefore, more and more diamonds are being used in applications to extract heat. One great example is with electronic devices, which allows them to be even smaller and more powerful.

**What other consumer products use diamonds to help regulate temperature?** This type of technology can be found in high end electronics, radar systems, and scientific test equipment.

**Where is the Micro Diamond™ Infused AirCool Memory Foam made?** It is domestically sourced.

**How many diamonds are used in the Micro Diamond AirCool® Memory Foam?** Over 250 carats of diamond particles can be found in a queen size bed.



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**Does the Micro Diamond™ Infused AirCool® Memory Foam have the CertiPUR-US seal of approval? Yes.**

**How is Micro Diamond™ Infused AirCool® Memory Foam different than the graphene thermal technology that Serta currently uses?** While both products are intended to achieve the same result, diamonds are superior to the carbon material in graphene. Our engineers have completed a significant amount of thermodynamic imaging to understand just how effective our Micro Diamond™ solution is at conducting heat away from the sleeper.

**Does the Micro Diamond™ material negatively impact the quality and performance of the memory foam?** No. We have conducted vigorous quality testing that addresses the performance of this foam in terms of strength, durability, and performance, in the form of constant force pound and rollator testing.

**Why are we not using TruTemp™ Technology in the Beautyrest Black collection?** The combination of Sleep Climate™ Surface Technology and the modal yarn fabric treated with PCM, outperforms that of the TruTemp Technology. When the Micro Diamond™ Infused AirCool® Memory Foam is added the level of performance is elevated further.

**Why are we using more Energy Foam™ in the first layer of coil support this year as compared to last year (i.e., 1 ½" vs. ½")?** With the new design, we wanted to provide incremental support for the Advanced Pocketed Coil® Technology. This strategy also moves the support of the coil closer to the surface of the bed.

**Is there still Transflexion® Comfort Technology in the new Beautyrest Black® collection?** Yes.

### QUILT QUESTIONS:

**What is "Sleep Climate™ Surface Technology with TENCEL®" (i.e., features and benefits)?** A patent-pending layer of vertically oriented TENCEL® fibers is designed to dissipate body heat helping to keep you cool and comfortable. TENCEL® is a natural fiber that is derived from wood pulp. The unique orientation of the fibers allows them to breathe 27% better than our previous fibers.

**Is Sleep Climate™ Surface Technology with TENCEL® exclusive to Simmons Bedding Co.?** Yes.

**How much more effective is the Sleep Climate™ Surface Technology with TENCEL® at pulling heat away from you as opposed to other similar technologies?** Based on our testing, we have determined that beds with Sleep Climate™ Surface Technology help to regulate your sleep environment better than the previous model line.

**Are the fibers used in the Sleep Climate™ Surface Technology with TENCEL hollow as well as vertical?** They are solid, round fibers comprised of 70% TENCEL®, which excels at wicking away moisture and heat.

**What are the features and benefits of TENCEL®?** TENCEL® is a natural fiber that is found in our Sleep Climate™ Surface Technology. TENCEL® excels at wicking away moisture and because of its vertical orientation; it provides for better airflow and adds comfort.

**How does the Sleep Climate™ Surface Technology compare with Serta's ThermoCool high performance fiber treatment with TENCEL®?** ThermoCool is a different technology. It is a poly fabric infused with TENCEL® whereas Sleep Climate™ Surface Technology is a layer of vertical fibers constructed with TENCEL®, which is then covered with a modal yarn fabric that has been finished with PCM.

**What are the features and benefits of modal yarn?** Modal yarn is a natural material that is elegant and soft to the touch. Because of its luxurious feel, durability, and moisture wicking nature, it is often found in lingerie.

**How is this PCM technology applied?** The fabric is dipped in a bath of phase change material during the manufacturing finishing process.

**Is it better than the TruTemp technology that is currently used in a number of our mattresses?** The combination of Sleep Climate Surface Technology and the modal yarn fabric treated with PCM, outperforms that of the TruTemp Technology.

**Are we using any PCM technology in the new Beautyrest Black® collection?** Elegant modal yarn is finished with an exclusive phase change material that works to keep you cool in warm conditions and warm in cool conditions. This seamless integration of high performance technologies and luxurious materials helps your body maintain an ideal sleeping temperature throughout the night.

**How does this PCM technology work (i.e., features and benefits)?** Elegant modal yarn is finished with an exclusive phase change material that works to keep you cool in warm conditions and warm in cool conditions.

**Is this PCM technology exclusive to Simmons Bedding Co.?** Yes.

### BORDER QUESTIONS:

**Are we using the same AirCool® Ventilated BeautyEdge® Foam Encasement in the new Beautyrest Black® collection that is currently being used in the Recharge, Recharge World Class and ComforPedic collections?** Yes.

**What kind of border fabric is being used instead of the AirCool® Mesh Border Fabric?** A breathable knit fabric is being used on the first five beds in the line. The seven step-up beds feature a high end grey furniture grade upholstery fabric. Both beds were extensively tested and found to perform as well as our mesh fabric border beds with regard to airflow.

**How much more breathable is this new border fabric compared to the AirCool® Mesh Border Fabric?** Both aesthetics within the Beautyrest Black line were extensively tested and found to perform as well as our mesh fabric border beds with regard to airflow.

### MARKETING QUESTIONS:

**Is the new Beautyrest Black® collection still a part of the Recharge collection?** All Beautyrest® products are positioned around the idea of Living Life Fully Charged™ so that one wakes up recharged and refreshed. Beautyrest Black® is not specifically branded with Recharge in the brandmark since Beautyrest Black® is positioned around the idea that Sleep is the Ultimate Luxury and stands alone as the world's finest Beautyrest®.

**What is "Techno-Luxe?"** Techno-Luxe is the positioning statement for Beautyrest Black. It is technology and luxury fused into one seamless experience. It means the product is visually appealing and luxurious while utilizing today's most advanced sleep technology.

**What inspired the final look (color scheme, etc.) of the new Beautyrest Black® collection?** The inspiration for Beautyrest Black® revolves around the idea of Techno-Luxe. When designing the product, we knew that it would need to speak to luxury, it would need attention to detail, while reflecting the latest in technology and representing the ultimate in performance. We implemented a crisp white into the border and fabric, a grey high end furniture grade upholstery for the step up border and foundation, and finally, we used "Aqua-Luxe" green in the top of bed materials adding to the feel of technology.