

LAS VEGAS, Jan. 26, 2014 /PRNewswire/ -- With an iconic new design inspired by its Scandinavian roots and new features born of rigorous consumer research, Tempur-Pedic's refreshed collections extend the brand's reputation for innovation.

"As the Tempur-Pedic brand celebrated its 20th birthday last year, we set out to re-envision our beds, with a focused goal of making the best night's sleep even better," said

Patrice Varni

, Senior Vice President of Tempur Sealy Brand Marketing. "We sought a design resource who shared the innovative, game-changing DNA of our brand, and found one in the deeply creative, human-centered design firm IDEO. With the best of their talent and ours, we were able to marry form and function in a way that brings even more famous Tempur-Pedic comfort, body-adaptive support, and cool and convenient features that consumers really love."

More TEMPUR Benefits, Inside and Out The refreshed TEMPUR-Contour™ and TEMPUR-Cloud

®

Collections incorporate core enhancements with rigorously tested preferred-feel results. More TEMPUR

®

material, and new ways of combining it, amplify the benefits of Tempur-Pedic technology, including its adaptive alignment and support, minimal motion transfer and pressure-relieving comfort for less tossing and turning, which all add up to even better Tempur-Pedic sleep.

Wrapped around the improved "insides" is a cover offering more than beautiful design. "We really wanted to delight consumers, so we spent a good deal of time talking to them" said Brent Pfister

, Vice President of Tempur-Pedic Brand Product. "Using those consumer insights, deep R&D focus, and the combined power of Tempur Sealy — we were able to develop smart, functional features that consumers (and retailers!) told us they absolutely love."

Tempur-Pedic Reinvents The Mattress. Again.

Written by Australian Business

Those features include an integrated new SmartClimate™ System, that brings moisture-wicking benefits and cool-to-the-touch comfort, and the EasyRefresh™

Top Cover for a mattress that is always fresh and clean.

EasyRefresh™ Top Cover — Simple to remove, wash and replace The new removable top cover ensures that the mattress is always fresh and hygienic. A patent-pending, 360-degree zipper makes the process simple, and the covers fit into any standard-size washer and dryer. Designed for loft and durability, the soft fabric is engineered to last through years of use and washing.

SmartClimate™ System — Moisture wicking, cool-to-the-touch comfort Maintaining a comfortable temperature when you sleep is now a given with this two-part system. On the mattress's outer cover, a layer of moisture-wicking fabric draws moisture away from the body. Plus, the inner cover includes a special treatment for cool-to-the-touch comfort.

Design refresh— Iconic grey color, sophistication throughout Now the beauty of a Tempur-Pedic mattress matches the advanced technology on the inside. An upholstery fabric in a sophisticated shade of grey delivers a more luxurious look to the sides of each mattress, and coordinates with perfectly matched foundations and adjustable bases.

Additional Products at Las Vegas Market

- **TEMPUR-Breeze™ Pillow: Relaxation with cooling technology** This new pillow features state-of-the-art cooling material on one side so warm sleepers can enjoy quick, cool comfort when they need it, while also benefiting from the huggable and malleable TEMPUR®

material microcushions inside adjust and support with movement.

- **TEMPUR-Ergo™ Adjustable Bases: The next level of personalized comfort.** Personalize in-bed comfort with a TEMPUR-Ergo™

Adjustable Base. Sleepers can customize their position with a range of ergonomic options, making it easy to read, watch TV and use a laptop. All offer deeply functional comfort and beautifully match the new line.

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About Tempur Sealy International, Inc. Tempur Sealy International, Inc. (NYSE: [TPX](#)) is the world's largest bedding provider. Tempur Sealy International, Inc. develops, manufactures and markets mattresses, foundations, pillows and other products. The Company's brand portfolio includes many of the most highly recognized brands in the industry, including Tempur®, Tempur-Pedic®, Sealy®, Sealy Posturepedic®, Optimum™ and Stearns & Foster®. World headquarters for Tempur Sealy International, Inc. is in Lexington, KY
. For more information, visit <http://www.tempursealy.com> or call 800-805-3635.

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