



# DEEPSLEEP®

For every lifestyle and every generation.



## ABOUT THE SIMMONS® DEEPSLEEP® LINE

The DeepSleep® brand is known for offering three things that are hard to find in a mattress these days—durability, comfort and affordability. And this fall, Simmons is excited to preview a new DeepSleep® line that builds on the brand's history of providing quality sleep to value-conscious consumers.

New and improved features:

- DeepSleep® mattresses now feature the new 416 Extra Tall coil unit in queen size. This construction supplies durable support while creating a thicker mattress profile that is more aesthetically pleasing.
- The line incorporates a new fabric border and Simmons' signature wave sewing pattern, which accentuates the thickness of the profile.
- The DeepSleep® brand now features SuperSoft Knit fabric at a lower price point than ever before.

The DeepSleep® line includes:

- Durable Support System: Comfort and durability, with uniform high quality wire that allows the innerspring unit to respond efficiently to your body.
- Fabric Variety: Damask fabric for a soft and luxurious feel and SuperSoft Knit fabric for a more comfortable night's sleep.
- The Triton® Lite Foundation: Simmons' strong, rigid and resilient foundation system that supplies incredible support.
- No-Flip: A no-flip design and high performance coil unit for long lasting durability.
- Value Pricing: Suggested retail prices of \$399-\$699 make DeepSleep® bedding the perfect choice for value-conscious consumers.



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