

PRESS RELEASE

Choosing the right bed for you

16 July 2015, Johannesburg: Your uniqueness is what sets you apart as an individual, and that also rings true when it comes to where you lay your head to rest every evening. Linda Breedt from leading mattress and base set retailers, Sleepmasters, believes that it's essential to choose a mattress or base set that suits your personal physical requirements so that you can get the best night's sleep possible.

“In much the same way as a healthy lifestyle, balanced diet and regular exercise are essential to your overall wellbeing, so too is a good night's sleep,” nods Linda. She believes that a bed that is chosen to suit your individual requirements can help transform your mental, emotional and physical health.

Test the waters

Purchasing a bed is a considerable investment, so it's a decision that shouldn't be done haphazardly. “It's important to take the time to make an informed decision when looking to buy a new mattress or base set. For a start, begin by doing some research online to compare different prices and styles,” explains Linda, who believes you mustn't stop there: “Don't be tempted to buy online just for sake of convenience without trying out the bed in person, as this will cost you in the long run.”

It is essential to physically test different base sets by actually lying on them, and trying each one out for around 10 minutes in your various sleeping positions so that you can get a more accurate feeling of what it would be like to sleep though the night on them. Says Linda: “I always advise customers to put on some comfy clothes and easy-to-remove shoes when they go bed shopping. Then they can head down to a trusted retailer, such as Sleepmasters for example, so that they can try out and choose from a wide selection of quality affordable products and get great service.”

Six easy steps to a better night's sleep

“Buying a base set can be a daunting task to say the least, especially when you consider that you will have to live with your decision for around 10 years,” explains Linda. Luckily, Sleepmasters offers a range of trusted and best-in-market bedding brands, such as Edblo, Sleepmasters, Restonic and Sealy, 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 - a space that has been purposely designed to encourage customers to get up close and personal with the products on

offer. Here, you can test your preferred comfort level so that you can 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. Sleepmasters stores understands that brand comparisons can be a little confusing for the average consumer, so they have made it easy for you. Simply follow Sleepmasters' colour-coded comfort selection to find the bed and brand that best suits your individual budget and preferences. Sleepmasters sales consultants have been trained to ensure that you not only choose the right bed to suit your needs, but that you also get sound advice on how to prolong the lifespan of your bed for total peace of mind.

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. "A king-size bed is the ultimate in luxury, providing couples with ample personal sleeping space," points out Linda. Remember that if you are particularly tall, you can order any of the above-mentioned beds with extra length to better accommodate your height.

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 of bedroom accessories is also available in-store to provide you easy access to everything you will need for absolute sleeping comfort. The 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. Sometimes, you desperately need a new base set, but you don't have the cash to pay for it upfront. In these circumstances, you can opt to pay for a new base set in installments. Sleepmasters for example, offers four easy payment options – on credit with an RCS card (in-store only), on lay-by, by credit card, or with cash.

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. There is nothing worse than having to wait for days for your new base set to be delivered to your home. To

avoid any frustration, Sleepmasters offers a same-day delivery service on selected beds so you can sleep better that very night.

“At Sleepmasters we want our customers to feel comfortable in our stores, comfortable with our people, comfortable with the choices they have made, the price they are paying and most important of all, comfortable in their new bed,” nods Linda.

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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Released on behalf of the JD Group (www.jdgroup.co.za) by The Line (www.theline.co.za, ant@theline.co.za).