

PRESS RELEASE

Selecting a mattress

To mark the launch of Rochester's very own line of branded mattresses, the Rochester Revive range, Anton Odendaal from leading furniture and mattress retailer, Rochester, offers some tips and advice on what to look for when purchasing a new mattress.

15 April 2014, Johannesburg: Do you wake up feeling unrefreshed, stiff or achy? Does your mattress sag or is it lumpy in places? Do you sleep better on a mattress in a hotel or a friend's house? Is your mattress older than 10 years? If your answer to any of the above questions was yes, then you should consider investing in a new mattress.

Anton Odendaal from leading furniture and mattress supplier, Rochester, says that investing in a good quality mattress is an essential part of maintaining your overall health and wellbeing: "Getting enough sleep is as important to your overall health as proper nutrition and exercise. Acquiring adequate rest boosts your immune system, promotes healing, positively influences your overall mental wellbeing, helps you to learn and reduces stress. Your mattress is the most important piece of furniture in your home and the one item that has a direct impact upon the amount and the quality of sleep you get every day."

He goes on to add: "Any mattress that helps you sleep comfortably and ensures that you wake up feeling refreshed, without pain and stiffness, is the best mattress for you. You should choose the mattress that provides adequate support, meets your standards for comfort and allows you to get a good night's sleep." However, that being said, with such a wide variety of mattresses to choose from, deciding on which one best serves your needs is not always that easy. As such, Anton provides his top mattress-buying tips to guide you to make the best decision possible:

Choose quality

Quality is a crucial factor when looking at mattresses – since they are used so frequently, the mattress you choose needs to be as durable as possible. Anton notes that determining the quality of a mattress is not always that easy: "The quality of a mattress is inherent and generally hidden. As a result, the best possible way to determine the quality of any mattress is to investigate who manufactures it and how. Rochester's own brand of mattresses, Rochester Revive for example, are manufactured by Bravo Sleep Products – a local manufacturing company that holds the local license to manufacture mattresses that bear the Sealy International brand. Sealy

International is the biggest mattress brand in the world, and over the years, it has earned a very well respected name in the industry for producing top quality mattresses. As a result, when you purchase a Rochester-branded mattress, you can trust the stringent licence conditions that the Seally brand insists on are being met, and that the mattress boasts internationally-benchmarked standards for quality, durability and comfort – but without the hefty price tag.”

Another sign to look for when determining quality includes what kind of guarantee the mattress in question comes with, and whether it has been sufficiently tested. Says Anton: “Most mattress manufacturers will be more than willing to inform buyers of the testing that has been undertaken on their particular range of mattresses. The Rochester Revive range of mattresses for example, have been rigourously tested to carry up to 130kg of weight. Rochester is so sure of the quality of its range of mattresses, that every mattress comes with an impressive 10-year guarantee.”

More bang for your buck

Mattresses tend to be very pricey, and because they need to be replaced every 10 or so years, it is important to shop around and do your research in order to find the best deal you can. The old adage of “getting what you pay for” is usually true, however it is possible to invest in a top quality high-end mattress without breaking the bank. In fact, Rochester has taken all the hard work out of the equation – saving you lots of time and effort. If you invest in a Rochester Revive mattress, you can be sure that you are buying a top quality mattress made by one of the world’s largest mattress manufacturers, at a very affordable price. “The Rochester Revive range of mattresses boast exactly the same features, materials and foam as any Sealy high-end pocket coil mattress, but at a much better price. You are also guaranteed that it will be as comfortable as it is durable, and you can be sure of Rochester’s extra attentive after-sales service should you need it,” explains Anton.

Suitable support

When looking for a mattress it is crucial to consider the amount of support it offers, and to select the correct support for your particular needs. Most mattresses are available in three different comfort levels, namely soft, medium and hard. If a mattress is too soft for you, it will not offer you enough support, which can be devastating for your back. While a mattress that is too firm will be uncomfortable as it won’t offer any “give” under your body weight, which can be just as bad for your back. “To choose the right

mattress for your needs, it is essential to understand what your particular requirements are. Since everyone is different, the best way to determine this, is to try the mattress out. Lie on it for at least 15 minutes to determine if you are comfortable with the kind of support it offers. It is also a good idea to take your partner mattress shopping with you in order to find a mattress that is comfortable for the both of you,” advises Anton.

What’s on the inside counts

Looking at the type of coil used in the mattress can also give one an idea of the amount of support it offers. Newly developed pocket coils tend to offer more support when compared to traditional, old-fashioned Bonnel innersprings. Says Anton: “Individually-wrapped pocket coils are currently the most popular coil support system on the market. And it is easy to understand why – they provide individualised comfort by perfectly contouring to your body. Since each coil is individually wrapped, they move independently from one another and can therefore contour precisely to each person and provide, deep, comforting pressure relief. They also do not transfer motion, so you can sleep undisturbed even if your partner moves or gets up during the course of the night.”

Topping it off

Today, it is possible to reap the benefits of innovative new mattress technology without having to spend a fortune. This is achieved by the addition of customisable top layers. The Rochester Revive range of pocket coil mattresses for example, come with a variety of top layer options – you can choose whether you would like the top layer of your mattress to be made from standard foam, memory foam or laytex. “Selecting which top layer you prefer allows for supreme customisation and optimum individualised comfort and luxury,” explains Anton. He says that each kind of top layer has its benefits.

Selection simplified

However, if the prospect of choosing between 30 to 50 different models still intimidates you, you can always pop into a Rochester store and select one of the Rochester Revive mattresses. Rochester has done all the hard work for you – they have taken time and spent resources to carefully select the best quality mattresses that offer high levels of comfort and support, at affordable price points. Rochester-branded mattresses are available in three different comfort levels to make the selection simpler, and you can have

peace of mind that you are purchasing a top quality mattress that will offer you years of comfortable sumber,” explains Anton.

“Sleep is an essential part of a healthy lifestyle. Like eating right and excercising; sleeping well ensures that you are feeling your best and performing at optimum levels throughout the day. It affects how you feel emotionally, your relationships, your productivity and your quality of life. Your choice of mattress plays a vital role in the time spent sleeping and the quality of that sleep. Your mattress has the potential to encourage sleep, or robbing you of it. Your body appreciates a comfortable and supportive mattress, and it will be sure to reward you if you oblige it – so be sure to choose the best quality and most comfortabel mattress you can afford,” concludes Anton.

ENDS

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