



Premier Partners
New Elegance Collection

Target Consumer

Savvy Quality Seekers

Are happy to pay a premium for higher quality products – but have a keen eye for a bargain



They take their time

Has a keen eye for design and are very sensorially engaged


REST
ASSURED

Brand Proposition:

—
Insight:

The bed and bedroom are seen as worth investing and indulging in

Truth:

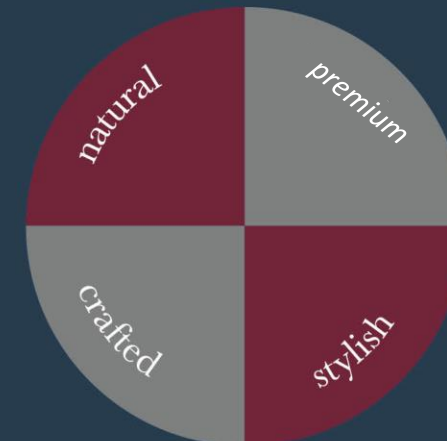
Often luxury is compromised over price and affordability

Mission:

Provide a premium sleep experience at an affordable price

Proposition:

Handcrafted premium comfort, affordable for all



A compelling story around affordably indulgent sleep



**Craft
perfected
over 120
years**



**Responsibly
sourced
from natural
materials**

**Handmade
by British
craftsman**



**Supremely
comfortable**



Why we use British Wool

All of our mattresses are handcrafted with layers of British wool.

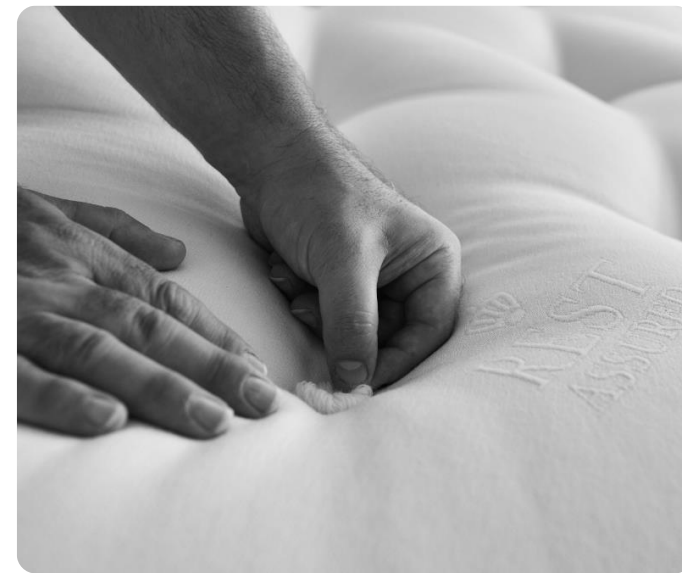
British wool comes from UK hill breeds such as Cheviot as their soft but sturdy fibre is perfect for mattresses with its natural body and bounce.

The secret lies in the crimp:

This unique, three dimensional crimp makes wool a perfect comfort material with benefits of resilience as they are naturally elastic and can stretch and return to shape.

The crimp traps pockets of air to aid both warming and cooling effects on the body, regulating your temperature through the seasons.

It's also highly breathable and the fibres act like millions of mini springs, helping us to move easily and peacefully through the night.



Breathable. Attainable. Sustainable.

The right mattress is an investment in your health and wellbeing, providing you with the support and comfort you need to sleep well, every night. At Rest Assured we are working hard to have a positive impact not only on your sleep, but also on our planet.

That's why each and every mattress is hand crafted from natural and sustainable materials. All of our mattresses are free from foam and are naturally flame retardant without the use of additional chemical treatments.

Naturally hypoallergenic and approved by Anti-Allergy UK, the covers are treated with Purotex® which contains microcapsules that are filled with natural probiotics to create a clean and fresh sleeping environment, every night. Our mattresses can be recycled at end of life, reducing waste to landfill.



Wool

COLLECTION

The natural comfort filling is still at the core of the Rest Assured range. Focusing on the hand crafted aesthetic, using natural materials and handmade in Britain

Natural and sustainable materials

British design and handmade

Premium fillings and finishing touches



Latex

COLLECTION

An opportunity to tap into the consumers which enjoy the feel of memory foam, but want a more natural solution. Exceptionally durable, highly breathable and supremely supportive mattress.

Natural answer to memory foam

Responsibly sourced

British design and handmade



Refresh

COLLECTION

To offer a more premium price point and breathability story, whilst conveying a sustainability message. Combining our breathable sleep system with natural wool for the best of both worlds.

Sustainability at the core

Handcrafted indulgence

Our most breathable offering



Product Range

Range	Pocket											
Comfort Filling	Wool								Latex	Refresh (Eco Breathe System)		
Product Range	1000 Pocket Wool	1200 Pocket Wool	1400 Pocket Wool Ortho	1600 Pocket Wool Pillowtop	2200 Pocket Wool	2000 Pocket Wool Damask	2400 Pocket Wool Damask	3000 Pocket Wool Damask Softer	3000 Pocket Wool Damask Firmer	1600 Pocket Latex Pillowtop	2000 Pocket Latex Pillowtop Softer	2000 Pocket Latex Pillowtop Firmer



Wool Collection

Our wool collection features British wool, which naturally regulates your temperature for a comfortable sleeping environment in all seasons.

Wool helps to remove pollutants and allergens from the air for a cleaner and healthier sleep, every night.

British wool is layered with sustainable fresh fibres to create a super supportive, highly breathable and supremely comfortable mattress collection.

Everyday indulgence, every night

Each and every mattress within the Wool collection are free from foam and are naturally flame retardant without the use of additional chemical treatments.

Naturally hypoallergenic and approved by Anti-Allergy UK. The cover is treated with Purotex® containing microcapsules that are filled with natural probiotics to create a clean and fresh sleeping environment, every night.

The mattresses can be recycled at end of life reducing waste to landfill.



Barden

1000 Pocket Wool Mattress

Single sided mattress featuring individual zoned pocket springs to provide outstanding support and comfort that's personal to you.

Featuring a tufted sleep surface with layers of British wool and sustainable fresh fibres to create a super supportive, highly breathable and supremely comfortable mattress.

The Barden mattress offers a firm support.



Breathable comfort layer

British wool layer blended with soft cotton fibres

High performance fibres for responsive support

1000 zoned pocket spring unit

Spring insulator pad to protect the spring unit



Harwood

1200 Pocket Wool Mattress

Double sided mattress featuring individual zoned pocket springs to provide outstanding support and comfort that's personal to you.

Featuring a tufted sleep surface with layers of British wool and sustainable fresh fibres to create a super supportive, highly breathable and supremely comfortable mattress.

The Harwood mattress offers a medium firm support.



Breathable comfort layer

British wool layer blended with soft cotton fibres

1200 zoned pocket spring unit

British wool layer blended with soft cotton fibres

Spring insulator pad to protect the spring unit



Hesketh

1400 Pocket Wool Ortho Mattress

Single sided mattress featuring individual zoned pocket springs to provide outstanding support and comfort that's personal to you.

Featuring a tufted sleep surface with layers of British wool and sustainable fresh fibres to create a super supportive, highly breathable and supremely comfortable mattress.

The Hesketh mattress offers a firm support.



Breathable comfort layer

British wool layer blended with soft cotton fibres

High performance fibres for responsive support

1400 zoned pocket spring unit

Spring insulator pad to protect the spring unit



Malham

1600 Pocket Wool Mattress

Single sided mattress featuring individual zoned pocket springs to provide outstanding support and comfort that's personal to you.

Featuring a sumptuous pillowtop with layers of British wool and sustainable fresh fibres to create a super supportive, highly breathable and supremely comfortable mattress.

The Malham mattress offers a medium soft support.



High performance fibres for responsive support

British wool layer blended with soft cotton fibres

1000 mini spring unit

600 zoned pocket spring unit

Spring insulator pad to protect the spring unit



Rowfield

2200 Pocket Wool Mattress

Single sided mattress featuring individual zoned pocket springs to provide outstanding support and comfort that's personal to you.

Featuring a quilted sleep surface with layers of British wool, sustainable fresh fibres and an additional layer of silk, wool, cashmere and alpaca to create a super supportive, highly breathable and supremely comfortable mattress.

The Rowfield mattress offers a medium support.



Breathable comfort layer

British wool layer blended with soft cotton fibres

Silk, wool, cashmere & alpaca layer

1000 mini spring unit

1200 zoned pocket spring unit

Spring insulator pad to protect the spring unit



Mitton

2400 Pocket Wool Mattress

Single sided mattress featuring individual zoned pocket springs to provide outstanding support and comfort that's personal to you.

Featuring a tufted sleep surface with layers of British wool, sustainable fresh fibres and an additional layer of silk, wool, cashmere and alpaca to create a super supportive, highly breathable and supremely comfortable mattress.

The Mitton mattress offers a firm support.



High performance fibres for responsive support

British wool layer blended with soft cotton fibres

Silk, wool, cashmere & alpaca layer

1000 mini spring unit

1400 zoned pocket spring unit

Spring insulator pad to protect the spring unit



Heathcote

2000 Pocket Wool Mattress

Double sided mattress featuring individual zoned pocket springs to provide outstanding support and comfort that's personal to you.

Featuring a tufted sleep surface with layers of British wool, sustainable fresh fibres and an additional layer of silk, wool, cashmere and alpaca to create a super supportive, highly breathable and supremely comfortable mattress.

The Heathcote mattress offers a medium soft support.



Breathable comfort layer

British wool layer blended with soft cotton fibres

Silk, wool, cashmere & alpaca layer

2000 zoned pocket spring unit

British wool layer blended with soft cotton fibres

Spring insulator pad to protect the spring unit



Milldale

3000 Pocket Wool Mattress

Single sided mattress featuring individual zoned pocket springs to provide outstanding support and comfort that's personal to you.

Featuring a sumptuous tufted pillowtop with layers of British wool, sustainable fresh fibres and an additional layer of silk, wool, cashmere and alpaca to create a super supportive, highly breathable and supremely comfortable mattress.

The Milldale mattress is available in either medium soft or medium firm support.



High performance fibres for responsive support

British wool layer blended with soft cotton fibres

Silk, wool, cashmere & alpaca layer

1000 mini spring unit

2000 zoned pocket spring unit

Spring insulator pad to protect the spring unit



Latex Collection

Our Latex collection features a durable and responsive blended natural latex comfort layer, resulting in an undisturbed and restful night's sleep.

The gentle cushioning and support of latex is especially beneficial for sleepers with back and joint pain.

Layered with temperature regulating British wool to bring you an exceptionally durable, highly breathable and supremely supportive mattress collection.

Handcrafted comfort within easy reach

Each and every mattress within the Latex collection are free from foam and are naturally flame retardant without the use of additional chemical treatments.

Naturally hypoallergenic and approved by Anti-Allergy UK. The cover is treated with Purotex® containing microcapsules that are filled with natural probiotics to create a clean and fresh sleeping environment, every night.

The mattresses can be recycled at end of life reducing waste to landfill.



Nestle

1600 Pocket Latex Mattress

Single sided mattress featuring individual zoned pocket springs to provide outstanding support and comfort that's personal to you.

A quilted pillow top features a layer of durable and responsive natural latex with British wool and sustainable fresh fibres, to bring you an exceptionally durable, highly breathable and supremely supportive mattress.

The Nestle mattress offers a medium soft support.



High performance fibres for responsive support

Durable natural latex comfort layer

British wool layer blended with soft cotton fibres

1000 mini spring unit

600 zoned pocket spring unit

Spring insulator pad to protect the spring unit



Palm

2000 Pocket Latex Mattress

Single sided mattress featuring individual zoned pocket springs to provide outstanding support and comfort that's personal to you.

A tufted pillow top features a layer of durable and responsive natural latex with British wool and sustainable fresh fibres, to bring you an exceptionally durable, highly breathable and supremely supportive mattress.

The Palm mattress is available in either medium soft or medium firm support.



High performance fibres for responsive support

Durable natural latex comfort layer

High performance fibres for responsive support

British wool layer blended with soft cotton fibres

2000 zoned pocket spring unit

Spring insulator pad to protect the spring unit



Refresh Collection

Our Refresh Collection features our advanced breathable sleep system, which channels moisture away from the body to prevent you from overheating, creating the ideal conditions for deep, fresh and restorative sleep.

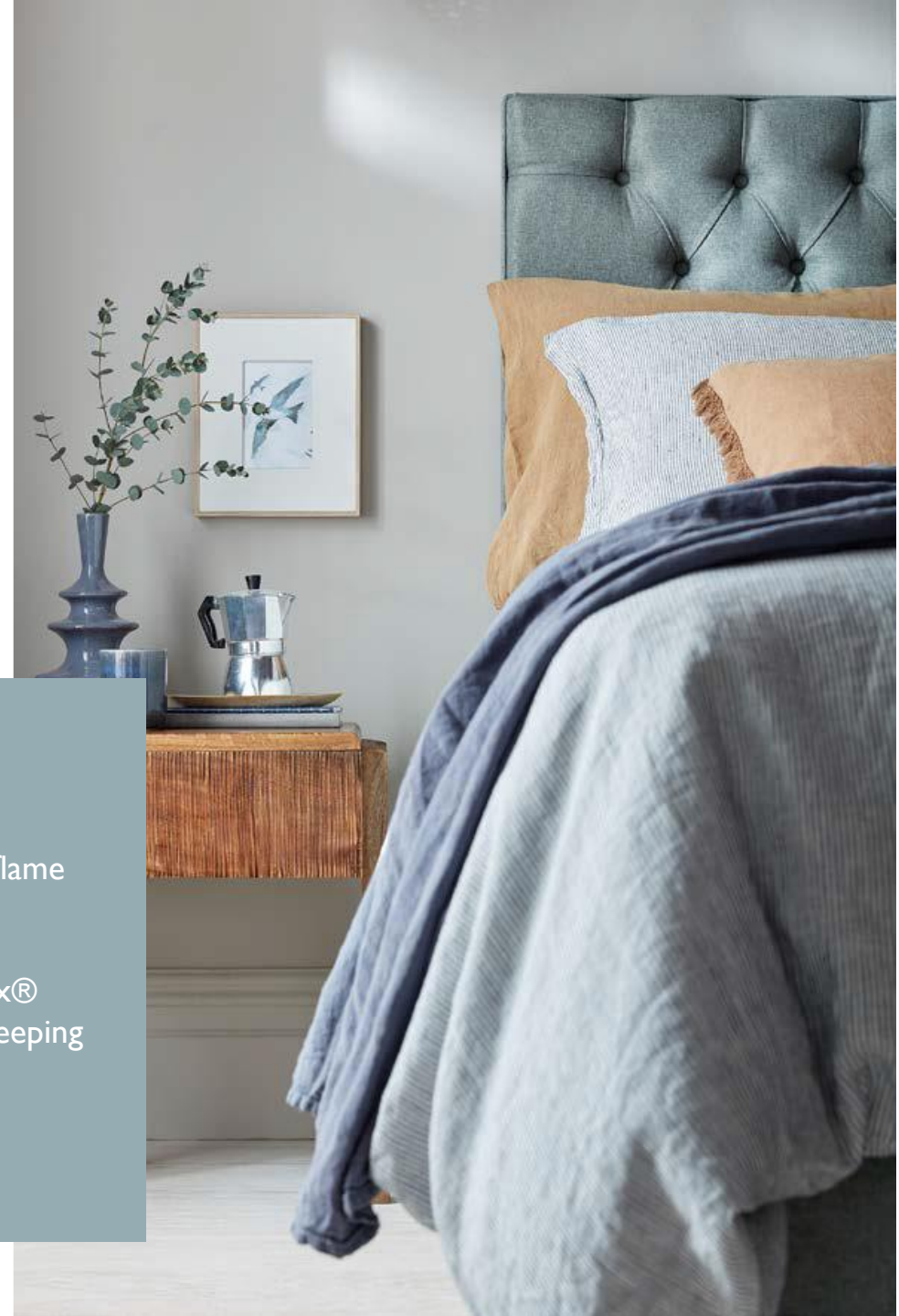
With layers of British wool and sustainable fresh fibres to bring you premium comfort and a comfortable sleeping temperature in all seasons.

Breathable. Sustainable. Attainable.

Each and every mattress within the Refresh collection are free from foam and are naturally flame retardant without the use of additional chemical treatments.

Naturally hypoallergenic and approved by Anti-Allergy UK. The cover is treated with Purotex® containing microcapsules that are filled with natural probiotics to create a clean and fresh sleeping environment, every night.

The mattresses can be recycled at end of life reducing waste to landfill.



Breathable Sleep System

The Refresh collection features our revolutionary breathable sleep system which combines three layers of advanced fibre technology for enhanced breathability creating the ideal conditions for deep, fresh and restorative sleep.

1. Breathable sleep surface

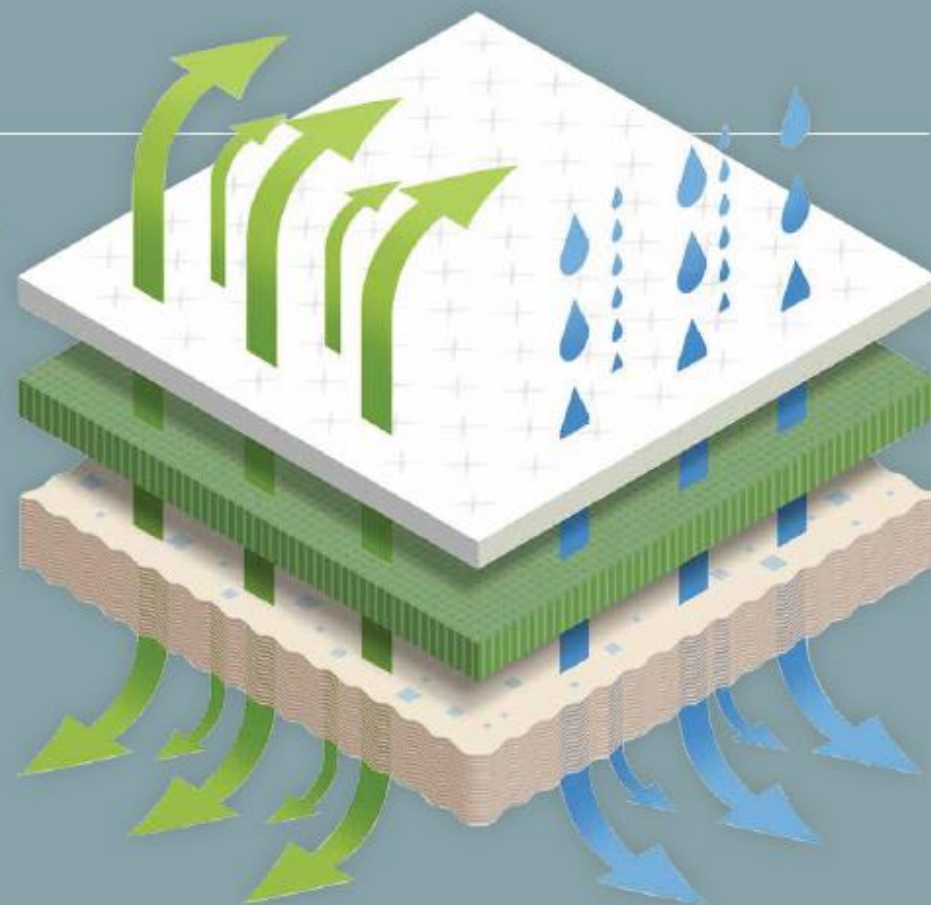
Fibres wick away moisture from the body, creating a cooling effect for enhanced breathability and moisture control

2. Refresh Fibres

The latest in sleep technology, vertical Refresh Fibres quickly channel moisture away from your body to prevent overheating through the night

3. Fresh fibres

Horizontally designed sustainable fresh fibres naturally evaporate moisture through the breathable mesh border, to maintain a clean, fresh and healthy sleeping environment, every night



Mistral

1600 Pocket Refresh Mattress

Single sided mattress featuring individual zoned pocket springs to provide outstanding support and comfort that's personal to you.

Featuring a tufted sleep surface with our advanced breathable sleep system to prevent you from overheating through the night. Blended with layers of British wool and sustainable fresh fibres, to bring you premium comfort and ideal conditions for deep, fresh and restorative sleep.

The Mistral mattress offers a medium support.



High performance fibres for responsive support

Advanced breathable sleep system

British wool layer blended with soft cotton fibres

1000 mini spring unit

600 zoned pocket spring unit

Spring insulator pad to protect the spring unit



Nimbus

2000 Pocket Refresh Mattress

Single sided mattress featuring individual zoned pocket springs to provide outstanding support and comfort that's personal to you.

Featuring a quilted pillowtop with our advanced breathable sleep system to prevent you from overheating through the night. Blended with layers of British wool and sustainable fresh fibres, to bring you premium comfort and ideal conditions for deep, fresh and restorative sleep.

The Nimbus mattress is available in either medium soft or medium firm support.



High performance fibres for responsive support

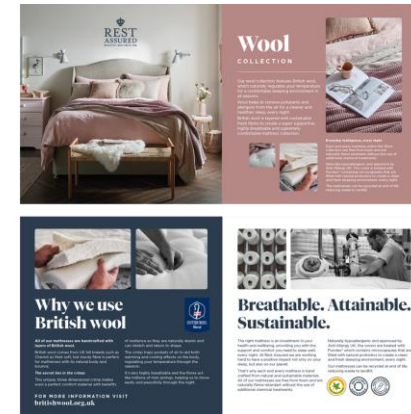
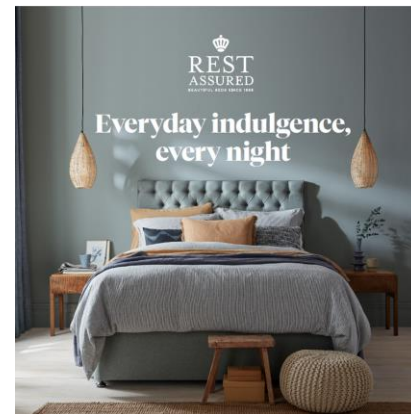
Advanced breathable sleep system

British wool layer blended with soft cotton fibres

2000 zoned pocket spring unit

Spring insulator pad to protect the spring unit





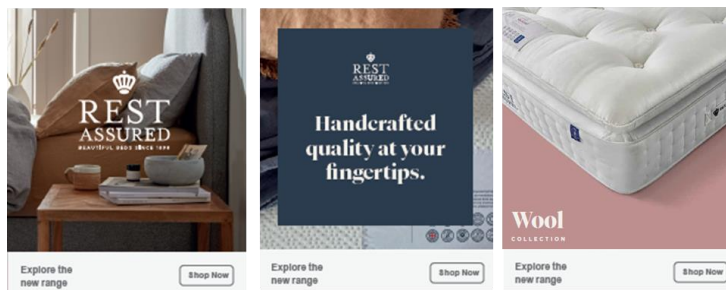
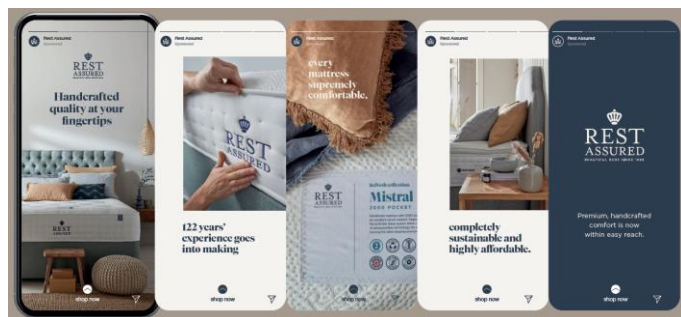
POS Brand Builders

Premier Partners

New brochure styling & content



Room set & Product Photography



Instagram stories

Social content for retailers

Advertising Templates

Awards



Three 'hero' products submitted for Good Housekeeping accreditation.

All products under the Rest Assured brand feature British Wool mark

Latex 2000 Pocket
'Softer' submitted
for WBB testing.



Thank you