

# AMMIQUE®



## Welcome to the technological sleep revolution.

By special invitation of HFTP, the organizers of the annual HITEC Conference and Expo; the Ammique Bed, a revolutionary body contouring support and sleep system, will join the many other cutting edge technologies in GUESTROOM2010® at HITEC2007®.

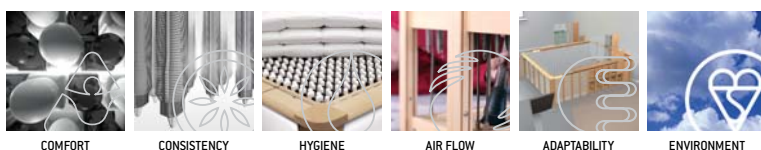
The mattress-less Ammique Bed has been ergonomically designed and built to last in order to address all the problems (personal and environmental) associated with throwaway mattress technology.

Testing conducted in the UK by the Furniture Industry Research Association (FIRA) shows that mattress characteristics can deteriorate by as much as 70% over 10 years. The Sleep Councils of the UK, US and Canada highlight that mattresses deteriorate over that time in terms of comfort, support and hygiene. They advise that one of the leading causes of discomfort in bed is the unnatural position that the spine is forced into by ill-supporting mattresses adding that mattresses are unhygienic and havens for dust mites, whose droppings are known to aggravate asthma and eczema symptoms. For these reasons the Sleep Councils recommend that you should replace your mattress ideally every 5-7 years and that you should never accept a used mattress or hand one down to anyone else.

Recent figures from the Minnesota based Interagency Pollution Prevention Advisory Team (IPPAT) reveal that annually, 38,200,000 mattresses are discarded in the United States.

Developed and manufactured in the UK to the highest specification, the Ammique state of the art technology has been subjected to exhaustive testing by FIRA to endorse its surface and structural durability, longevity and surface recovery and is the world's first bed to have been designed and created with consistent comfort, hygiene, airflow and adaptability as well as environmental sustainability in mind.

With an estimated functional life of over 250 years, Ammique is a technological revolution and welcome news for our future well being and that of our environment.



**HITEC 2007** June 25-28, 2007  
Orange County Convention Center  
Orlando, Florida

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Press Release