

AMMIQUE SLEEPSCAPE™ WHIPS UP A STORM OF EXCITEMENT ABOUT SLEEP.

Ammique's retail launch heralded a new era for sleep capturing the imagination of thousands who thronged onto its Stand at the Grand Designs Live Show at Excel in London.

Even the Huf Haus team found time to take a rest despite the looming three-day deadline to finish their build at the GDL show.

As well as preparing for the GDL show since its trade launch at Decorex back in September 2004, the Ammique team have already begun its hotel roll-out programme in the UK. Guests will be offered the chance to use the patented Ammique bed in luxury Hotels. The first two such hotels to offer this opportunity are The Bath Prioory Hotel (www.thebathprioory.co.uk) in the beautiful Georgian city of Bath and The Cotswold House Hotel (www.cotswoldhouse.com) nestling in the rural idyll of the Cotswolds.

Ammique are now focussing its attention on London. Working with several more hotels both here and abroad to offer a wider geographical coverage and forging partnership links to secure retail premises in London, Ammique is seeking to open its first dedicated Ammique Sleepscape™ centre within the next twelve months. In the meantime, an Ammique 7800(King) and a range of headboards and exclusive accessories are on display at the Silver Street Studio.

Kevin McCloud, who presents the Channel 4 Grand Designs TV show, first saw the Ammique at Decorex. Subsequently, in May of this year he officiated at the opening the Montrose Suite at The Cotswold House Hotel and described the Ammique as "that amazing bed...so comfortable".

Developed and created in Midsomer Norton to the highest specifications, Ammique beds are engineered with five key factors in mind: comfort, consistency, hygiene, air flow and adaptability. Using an advanced suspension system, comprising more than 20,000 interdependent working components, they support your body in the ideal sleeping posture, regardless of your weight and shape. The Ammique is a highly sophisticated innovation; hand built in Chilcompton and Cheltenham it offers long term consistent support and reassurance.

The Ammique Sleepscape™ DVD pack and brochure is enclosed.

For more images and even more information, please visit our recently revised Ammique® website at www.ammique.com

A selection of imagery is available at high resolution and full page size plus all those featured in our latest brochure

AMMIQUE®

Press Release