



## CBS NEWS IS WOWED BY BRITISH BED DESIGN

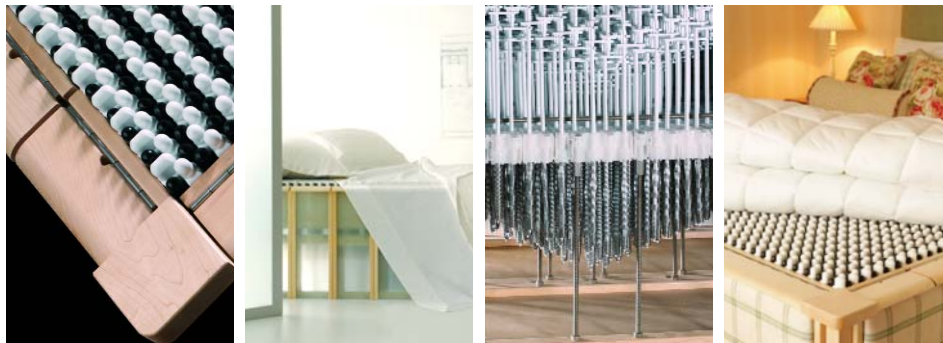
Just before Christmas, CBS News sent a film crew along to the Ammique Design Studio near Bath and into The Bath Priory Hotel, nearby, to find out more about the Ammique bed – the most exciting, innovative bed design ever.

Design innovations such as the first vacuum cleaners and the first motor cars offered real alternatives to brooms and horse-drawn carriages revolutionising their respective industries. Likewise the Ammique is ground-breaking design created in recognition that sleep is too crucial to our health and wellbeing to be left to the low-tech, unquantifiable, unhygienic and throwaway sack that is the mattress.

The Ammique bed is a total re-invention. Unlike any other bed in the world, it is not a mattress nor does it require a mattress.

Using exclusive, patented technology, the Ammique bed has been engineered to last and is the world's first bed to offer all five benefits of comfort, consistency, hygiene, air flow and adaptability. The Ammique bed's hand-built quality, high specification and assurance of superb service are reflected in a starting price of £13,950.00 (inc. VAT).

Acknowledging the latest consumer trend in search for better sleep and how new technology has been used uniquely in the Ammique bed itself, Mark Phillips, CBS News correspondent, reports *"The bed that launched this road to discovery is made by a company in the English West Country... It is, I can report, exquisitely comfortable... the Ammique bed has become something of a phenomenon."*



*From a selection of imagery, [technical and interior settings] which are available at high resolution.*

# AMMIQUE®

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Press Release