

# AMMIQUE®

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## DYING FOR A GOOD NIGHT'S SLEEP. . .

*Sleep is crucial – we can survive longer without food than we can without sleep.*

Lack of sleep can diminish our levels of concentration, can make us liable to mood swings and depression and can allow the immune system to run down. Too little sleep hits the body's ability to process and store carbohydrates and regulate hormone levels. These changes mimic many of the hallmarks of advanced ageing.

On average we spend 3,285 hours a year in the bedroom – that's equivalent to nearly 140 days. This amasses to a staggering 25 years in a lifetime.

The bed is the most important piece of furniture in any bedroom and yet more money is usually spent on housing our clothes than our bodies. Why is this so when our need for sleep remains unchanged despite the time pressures of our hectic lifestyles?

Bed designs have hardly changed in decades so when it comes to beds most of us think of mattresses. On average, a mattress has a mere ten year life span and may be difficult to assess when it comes to comfort and consistent support as well as other desirable benefits such as hygiene, airflow and adaptability.

Inner-sprung mattresses including the pocket sprung designs and alternatives such as waterbeds, airbeds, futons and foam rubber can all force the body into unnatural positions, fail to support the spine, cause pressure on bony areas, can be unhygienic with poor air flow and can be very difficult to deliver and maintain.

The Consumers' Association highlighted that a good bed is essential in order to ensure a better night's sleep and its advice is echoed by The Sleep Council, The National Bed Federation, BackCare, the BMA and other independent associations and is clear:

"The most important function of a bed is to support your body, especially the spine, so that your muscles can relax while you rest. Ideally, your spine should keep its natural curve when you sleep on your back, and stay straight when you lie on your side. A good mattress will mould itself to the shape of your body: it should let your shoulders and hips sink into it, but then spring back to give enough support to the base of your spine and legs."

We may feel comfortable in the shop but will we continue to do so as the mattress begins to deteriorate? Inner-sprung and foam mattresses begin to dip from day one, therefore, even if the bed is suitable on day one, it is unlikely to support adequately after a couple of years.

Choosing and buying the right bed can be very difficult. Organisations such as The Sleep Council, The Chartered Society of Physiotherapy and many others acknowledge the importance of maintaining a good sleeping posture in order to achieve quality sleep but how can we make an informed choice when we cannot be guaranteed that any particular bed will support us correctly?

*The Ammique solution – at last, you can turn your dream of quality sleep into a reality.*

The Ammique is a patented suspension system, which has been created with our need to sleep well in mind - we can see that it works and we can feel that it works. It is totally different from existing bed technologies and is a major technological advancement.

Developed and created by the in-house Ammique design team based near Bath and hand built in the UK to the highest specifications the Ammique is the first bed to have been designed to meet all our individual requirements when it comes to sleep.

The surface of the Ammique system comprises of many thousands of small plastic domed caps - 7800 in an Ammique King and 9800 in an Ammique Super King. Each cap is fixed onto a plastic rod. The rods are loosely linked together both across and down the bed and all move interdependently. 50% of the rods pass through a plastic support/guide bar and are held within a tension spring allowing upward and downward movement. By increasing the number of individually moving and supporting components and by allowing the components uninhibited movement (i.e. unrestricted by padding) the surface of the AMMIQUE contours instantaneously to the curves of your moving body.

The Ammique has been engineered to perform by offering the five key benefits of comfort, consistency, hygiene, air flow and adaptability.




The Ammique is comfortable because it has been designed to support the musco–skeletal structure perfectly by contouring to the moving body regardless of its weight and shape; exactly as recommended. As each body is supported independently, there is the added bonus of absolutely no roll-together.

Fact: The advice of the Sleep Council, BackCare and other independent organisations is incontrovertible:

"For optimum comfort, choose a mattress that contours to the curves and supports your body in the ideal sleeping posture."



The Ammique has been built to last so there's no need to worry about wear and tear. Traditional beds might be throwaway commodities but the Ammique has been designed to offer long term consistent support.


 The Ammique is hygienic because it has been designed without any padding that is not removable and washable:

Fact: We lose over 23 gallons (87 litres) of moisture a year while sleeping and up to 1lb (half a kilo) of skin, mostly in our beds.

Fact: Warm, dark and moist mattresses are notoriously popular places for dust mites (and their faeces). These allergens can cause runny noses, sneezing and other allergic reactions making sleep more difficult. It is also believed that when we increase our exposure to allergens, such as dust mites, we increase our chances of developing allergies.

 The Ammique has been designed with good air flow and can be vented with temperature-controlled air:

Fact: Being too hot or too cold greatly reduces the sleep quality.

 The Ammique is adaptable and adaptive. It is modular therefore it is easy to deliver plus, if need be, extra modules can be added for more length. The outer frame and the provision of an expansive choice of interchangeable side and foot panels ensure that the Ammique offers easy personalisation.

Fact: Our population (UK) has grown upwards and outwards in the past 30 years. As we change so do our bed requirements.

Fact: Beds are difficult to store and to deliver - bedrooms are often awkward to reach – e.g. at the top of narrow, winding staircases.

The Ammique technology will be featured along with Ammique's latest collections and range of exclusive accessories at Grand Designs Live - Stand L106 - June 10th – 12th 2005.

For even more information on the Ammique Sleepscape™ visit our website [www.ammique.com](http://www.ammique.com). Our exciting new DVD is also available on request.



*from a selection of imagery (technical and interior settings) which are all available at high resolution and full page size*