

Sealy

Hotel Des Indes

official supplier

Van Dam Quality Beds (www.beds.nl) is the official supplier of Sealy beds in the Netherlands.

Van Dam stops sleepless nights by delivering Hotel Des Indes high quality Sealy beds.

You don't need useless frills to get a good night's sleep. International bedding manufacturer Sealy doesn't hold with useless frills and prefers to let the technology speak for itself.

It wasn't without good reason that Hotel Des Indes chose Sealy mattresses for its rooms.

These are hectic times in which we set ourselves high standards and are constantly challenged by our environment. So, we often skimp on time. All the more reason to make good use of the time we set aside for relaxation and sleep. Otherwise, our performance and our health will suffer.

Sealy was one of the first bedding manufacturers to understand the importance of a good night's sleep to general health. As far back as World War II Sealy was working together with medical experts to develop top-quality mattress springs.

The result was posture pedic, a mattress with a sort of in-built sensor that responds to body pressure – a technology that helps muscles relax.

Mean what you say

Sealy, supplier of mattresses and beds, is a US brand with a deep sense of responsibility. In America a bedding company can soon find itself facing a lawsuit if, say, the consumers complain about back problems. So, manufacturers have to be able to back up their claims with scientific evidence. "People need sound information," says Director Patrick Waeytens. "You usually buy a new bed or mattress because there's something wrong with the one you've got.

Then you need to find out how the springs work. We can be honest about the facts, because they can be checked out." In a laboratory in America fifty people work continuously on improving Sealy products. Renewal and innovation will always be needed. The rise in allergy sufferers has pushed up the demand for anti-allergy products. And because each generation is taller than the last the mattress springs need to be longer.

No frills

The Sealy design is kept simple on purpose. 'Cool' designs only detract from what really matters: healthy rest. "The whole essence is a good night's sleep," says Waeytens. "Of course, things should look good as well, but you don't need a whole lot of frills for that.

Compare it with a new car

No matter how great it looks, it's the engine that really counts. Sealy doesn't shout its message from the rooftops; it lets people experience the benefits for themselves. Sealy, all it takes is a bit. No bluffing."

Worldwide

With product sales all over the world Sealy can justifiably call itself a global brand. At the moment it's winning over the Brazilian market. And hotel chains worldwide have Sealy mattresses on their beds, including the prestigious Hotel Des Indes in The Hague. "They don't chose Sealy because they like us," says Waeytens, "but because they want their guests to have the very best in bed technology." More than 100 million people worldwide sleep on Sealy beds and mattresses. Since last year, Sealy has also been available in the Netherlands.

The products have been specially adapted to suit European tastes. Americans are readily satisfied with a standard line consisting of a few sizes and models.

Europeans set higher demands for durable products; so, for the Dutch market, Sealy has concentrated even more closely on comfort



The secret behind a good night's rest in Hotel Des Indes



Sealy is supplier of Hotel Des Indes. Sealy beds have

been delivered by and are for sale at Van Dam Quality Beds: www.beds.nl

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and fabric variation. "The core needs to be good. And that's the same wherever you go," says Waeytens. "Then we look at the local market and combine the best of both worlds."

Sealy beds are for sale at Van Dam Quality Beds. Visit www.beds.nl for more information.