



Every body deserves one

Silentnight Beds is the leading mass-market bed brand with a wide consumer profile and is continually updating its product range to give its customers a comfortable night's sleep. Silentnight is famous for its Hippo and Duck characters, first created to demonstrate the unique 'no roll together' property of its beds and a now familiar feature of its advertising.



Market

The branded bed market is a large, stable market mostly driven by replacement purchases. In 2010 it was worth £1.1 billion in the UK with 4.2 million purchases (Source: GfK December 2010). As the number one in the market, Silentnight Beds has significant brand awareness: spontaneous awareness is 37 per cent, rising to 83 per cent when prompted by the Hippo and Duck images.

In 2011 Silentnight Group was bought by HIG Europe, the European arm of global private equity firm HIG Capital. The deal secures the future of the Silentnight Beds brand alongside its sister brands Sealy (UK), Rest Assured, Pocket Spring Bed Company and Layzee Beds.

Product

In the 1980s Silentnight Beds launched an innovative new spring system into the UK market; more than 20 years later, it remains

the bedrock of the brand's product offering. Formed from a continuous coil of springs, the system offers three key benefits: no roll together, no roll off and extra back support in the centre of the mattress.

In 2009 it was relaunched as Miracoil®3, with its three-zone spring system providing increased support for the lower back and greater pressure relief. In

Did You Know?

Silentnight Beds was originally called Clarke's Mattresses Ltd. In 1951 the company ran a competition among employees to come up with a new name, offering a £5 prize for the best suggestion. Joan Clarke, wife of company founder Tom, won with her suggestion 'Silentnight' – she never claimed her prize.

the same year Miracoil®7 was added to the range, providing seven support zones for 'total body relaxation' and more advanced materials such as Cirrus Airflow fabrics to maintain comfortable sleeping temperatures.

Silentnight's products also cater to the established pocket spring sector. The PocketZing® range features improved technology to provide zoned support for different parts of the body. A natural pro-biotic treatment called Purotex® has also been added to the mattresses, keeping them hygienic and free

Brand History

- ▶ **1946:** Tom and Joan Clarke form Clarke's Mattresses Ltd in Skipton, North Yorkshire.
- ▶ **1949:** As demand grows, the company relocates to a larger manufacturing site in Barnoldswick.
- ▶ **1951:** The company changes its name to Silentnight Ltd and is soon producing more than 4,000 divan beds a month.
- ▶ **1986:** The Ultimate Spring System launches – the first new spring system in the UK for more than three decades – and the brand icons, Hippo and Duck, are introduced.
- ▶ **1990s:** The spring system is improved and renamed Miracoil® Spring System.
- ▶ **2008:** mattress-now® launches – the first Silentnight 'convenience' mattress.
- ▶ **2009:** Silentnight launches Miracoil®7 and PocketZing®, and the new CGI Hippo and Duck are introduced.
- ▶ **2010:** Silentnight returns to television screens with sponsorship of American Idol, and the Best for Bedsteads range is launched.
- ▶ **2011:** The brand's parent company, Silentnight Group, is acquired by HIG Europe. PocketZing®3 and SleepHealthy® launch, and the brand's Facebook and Twitter communities are developed.

from dust mites. Silentnight has received the Allergy UK Seal of Approval for all mattresses containing Purotex®.

Prompted by consumer desire for immediately available products, and the entry of supermarkets and general retailers into the bed market, Silentnight launched mattress-now® in 2008. The full size memory foam mattress



is tightly rolled, shrink-wrapped and boxed, ready for immediate sale.

A licence agreement with Comfy Quilts has enabled Silentnight to extend its brand into pillows, duvets, mattress protectors and toppers, while further areas of product development for Silentnight include its SleepHealthy cot mattresses. Introduced in 2011 and available exclusively in Mamas & Papas, they make use of the Purotex® treatment and provide a cool and comfy sleeping environment for babies. Silentnight also licenses its My First Little Bed cot mattresses to Rochingham.

Achievements

Silentnight Beds is a full member of the Furniture Industry Sustainability Programme, having shown commitment to social, economic and environmental sustainability across its business. Indeed, Silentnight has implemented a programme of changes to make its bed manufacturing process more sustainable and in 2011, achieved FSC certification for all the timber used in the production of its divans and headboards.

Each month more than 2,100 old mattress are sent to landfill in the UK; in 2011 Silentnight launched its Collect & Recycle service to



provide an alternative disposal solution for its customers. When Silentnight delivers a new bed, it removes and recycles the old one – no matter what its condition or age.

Recent Developments

In line with its reputation for innovation and increased sustainability in the sector, Silentnight Beds has launched two new materials for use in its products: EcoComfort Fibre® and EcoMemory Fibre®.

EcoComfort Fibre® is a polyester pad made from 50 per cent recycled material. A special vertical structure provides the same support and comfort as an equivalent foam pad, but retains less heat thanks to the breathable polyester, therefore keeping the user cool and helping to prevent disturbed sleep. EcoMemory Fibre® is an alternative to visco-elastic memory foam – which is popular for its body-moulding and pressure-relieving properties – and also makes use of polyester's heat-regulating properties.

Promotion

While Silentnight Beds has had an online presence for some time, in 2011 it turned its focus to increasing consumer engagement via social media. The brand's Twitter and Facebook presences were further developed, with regular

competitions, jokes from Hippo and Duck, and dedicated content all leading to a community of more than 2,000 followers.

In 2010 Silentnight became the sponsor of ITV2's American Idol. The two-year sponsorship included 15 idents featuring the brand's Hippo and Duck characters. Each 19-week campaign delivered more than 22 'opportunities to see' among Silentnight's target audience of 25–45 year-old C1 and C2 women.

Additional advertising activity in 2011 included a three-month press ad campaign in which the brand utilised mobile technology for the first time by including a QR code. An online collaboration with Tesco Direct, meanwhile, helped consumers find their ideal bed via the Perfect Match Finder tool.

Brand Values

The Silentnight Beds brand promises comfort, support and pressure relief for all shapes and sizes – as demonstrated by Hippo and Duck. The business has consistently invested in its products, plant and marketing to ensure that it is at the forefront of bed manufacturing in the UK, offering the very best in products, service and delivery.

▶ www.silentnight.co.uk

