

The Sleep Review

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by Vispring

Welcome to the first issue of The Sleep Review, a new newspaper highlighting everything new in the world of Vispring.

Our big news is the launch of J.Marshall by Vispring, something we are extremely proud of. A year in the making, J. Marshall presents an accessible design-led range that harnesses Vispring's meticulous attention to detail and craft. J.Marshall by Vispring combines pioneering pocket-sprung technology with the highest quality materials in an affordable and easy to navigate first collection. Announced in the UK in September last year, 2020 will be the year J.Marshall launches into Europe and Asia.

As we start a new decade, it's also time for renewed optimism with a focus on wellbeing and sustainability, which is celebrated in the confident timeless design of a Vispring bed.

With that in mind, we are also excited to announce the new Caroline, a sumptuous modern classic. As with all Vispring beds, Caroline is handmade in Plymouth with a natural filling which includes Bamboo and Tencel™, a super soft and silky fibre that's comes from the pulp of sustainably sourced trees.

Caroline will debut at IMM Cologne, which you can read more about it in the coming pages.

A key focus for this year is diverse colour, pattern and texture and we will bring this to our global retail network with fresh swatch books to provide the perfect look for your new Vispring bed.

2020 is set to be our biggest year in our, over a century long history, We look forward to seeing you at IMM cologne or Salone de Mobile Milan, or at one of our new boutique stores from New York to Shanghai.

Ryan Latham, Global Marketing Director, Vispring

Experience Handmade Luxury at vispring.com

THE FINEST HANDMADE BEDS HAVE A NEW ONLINE HOME

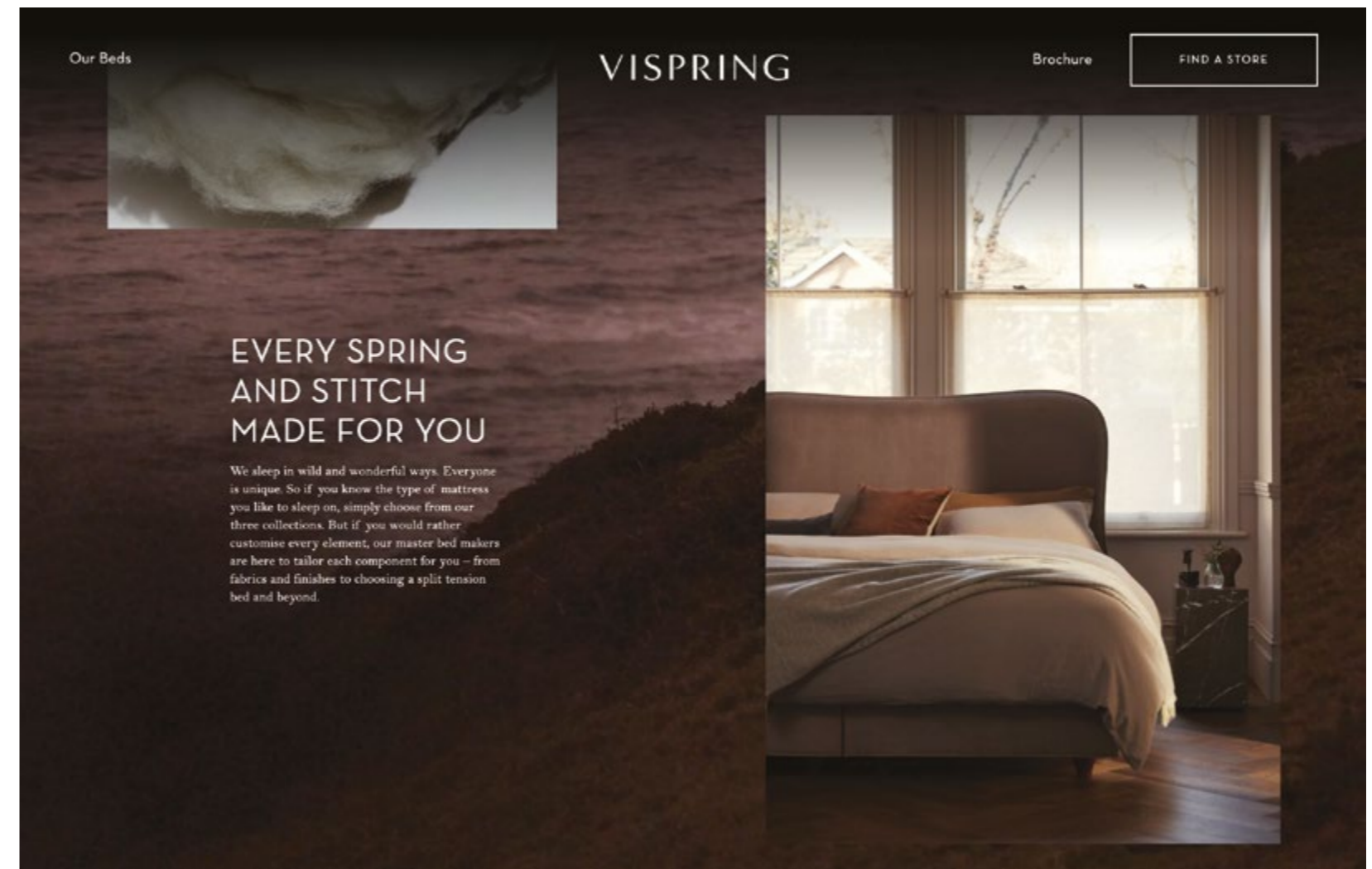
Vispring.com has been completely reimagined. The site now offers people even more access to the world of Vispring and is carefully designed to make choosing the right luxury bed simple.

Part of the process was to curate each Vispring mattress into one of three distinct collections. Customers can now choose from The Original Collection – a set of mostly wool-based designs. The Classic Collection – mattresses finished with even more luxurious materials like horsehair, cotton and Shetland wool. And finally, The Luxe Collection – Vispring’s most indulgent and detailed mattresses made with materials like silk, cashmere and vicuña. Whichever collection you choose from, each bed is handmade to order using the finest natural materials and techniques that have been handed down over centuries of bed-making.

As well as improving the way people browse the range, the team have developed an intuitive new store locator to help people test out a Vispring bed near them. Search by address or exact location and head to your local store to try out the Vispring range. Bounce, rest, roll and pat – Vispring recommend you try as many beds as possible to find the right one for you.

A second phase of the new site is due to be launched shortly, featuring lots of extra content and information. Expect sleep guides, mattress care, and details of exciting Vispring partnerships.

Find out more at vispring.com



“Easy to navigate, beautiful to look at, and full of useful information – the redesigned site is a whole new way for people to enter the Vispring world and we’re really proud of it.”

Ryan Latham, Global Marketing Director

Vispring's sister brand, J. Marshall, launched its contemporary UK bed range last year. But now the brand (who gets its name from the man responsible for the pocket-sprung bed) has its sights on the European market.



New.
Award winning and
on it's way to Europe.

Aimed at a younger design-savvy consumer, J. Marshall beds are accessible, but still hold the values that have set Vispring apart for over a century – pioneering pocket-sprung technology combined with the highest quality materials and fillings. It's just that the range is simpler to choose from, without the incredible breadth of options offered by the full Vispring brand.



“J. Marshall gives even more people access to true pocket-sprung luxury. We’ve made it really simple to choose – just four mattresses and one divan. But whichever you pick, it’s built to give you night after night of incredible sleep.”

Jim Gerety, Managing Director



Made in the same factory as the full Vispring range, each J. Marshall bed is backed by more than 100 years of bed-making expertise. The range is made up of four incredible-quality mattresses and one shallow divan – you can personalise your bed fabrics and leg options, but the choice of base designs is intentionally simple. And it’s this unfussy, but high-quality approach that’s helped the brand gather a lot of momentum in a short space of time. In fact, the J. Marshall No. 4 bed (the most luxurious in the J. Marshall range) was awarded Bed of the Year 2019 at the National Bed Federation Awards. Find out more at jmarshall.co.uk

A Limited-Edition Floating Bed



Vispring's master bed makers love to experiment in their Devon-based workshop. Testing out new materials. Trying new combinations of hand-made pocket springs. And pushing the limits of comfort with exciting new developments.

The end result of their latest thinking is the Caroline. It's an exclusive bed bundle (mattress, divan and headboard) that's made with some incredible materials like bamboo and Tencel™ – a super-soft fibre that's made from the pulp of sustainably grown trees. The bed is also filled with British fleece wool and cotton, as well as blended horsehair for even greater comfort. The Caroline also comes with a specially designed headboard which has removable pillows for resting, reading and a peaceful night's sleep.

Due to be launched into the European market this year, the Caroline is not only unique because of its materials and mattress design – it's also made to appear as if it's floating in the centre of the room. Some clever engineering (and the use of some very subtle bed legs) make this a unique and stylish centrepiece for any bedroom.

Divan, mattress and headboard set / Floating appearance / Made with bamboo, Tencel™, horsehair and wool / Contemporary divan design / Removable pillows

Find out more at [vispring.com](https://www.vispring.com)



Three Unique Mattress Collections

To help people find the perfect bed, Vispring has carefully split their mattress range into three. It's all about keeping things simple. Helping people to understand the difference between each design. And also to make sure that people get the perfect bed for their home.

Three Unique Collections
Devonshire Mattress, De Luxe Divan and Lennox Headboard in Faux Suede Mocha

The Original Collection

This is where the Vispring range starts. Each mattress is made with soft cotton, hand-tufted wool and highly durable pocket springs. The collection is also made with the most comfortable natural finishes. The mattresses in this range are all recognisable because of the white piping around the outside.







Three Unique Collections
Regal Superb Mattress, Prestige Divan and Ceto Headboard in Plush Teal

The Classic Collection

This is the next level of comfort in the Vispring range. Each mattress is filled with the softness of materials like Shetland wool, which is used exclusively by Vispring. The wool is unique because of the sheep's coastal/moorland environment and the variety of different plants it eats. This collection also introduces horsehair as a filling – incredibly fine and with the innate ability to return to its original shape. The mattresses in this collection can be identified by a grey piping around the top.





Three Unique Collections
Sublime Superb Mattress, Sovereign Divan and Berkeley Headboard in Engraved Powder

The Luxe Collection

These mattresses are the pinnacle of the Vispring range. And it's where their master bed makers really go to town. Made with multiple layers of pocket springs, the mattresses here offer an active sleeping surface that respond to every movement you make – like you're floating weightlessly in mid-air. Inside, these mattresses are just as impressive. Vispring use luxurious fillings like silk, cashmere and vicuña – the world's most precious (and expensive) wool which comes from a llama-like creature that lives high in the Andes mountains. The Luxe Collection is easy to spot too, with its soft beige piping and tuft petals on the upper layer.

Visit vispring.com to find out which collection is the one for you.



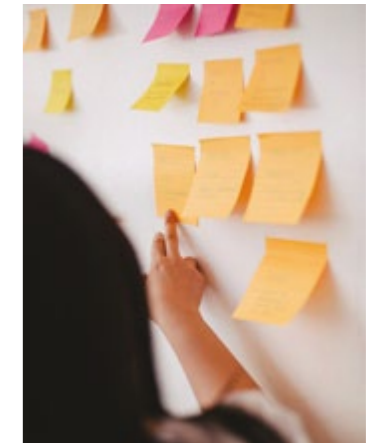


Who's Behind The Perfect Night's Sleep



PRODUCT DEVELOPMENT

This is where exciting new ideas happen. The team discusses different ways to use materials and weighs up new design concepts. Many ideas don't make it through the development team's initial process as there are incredibly high standards of comfort that Vispring work towards. And even once an idea is given the green light, it's still open to a lot of interrogation before it reaches the next stage of development.



COMMERCIAL TEAM

This is where the viability of a new product is tested. What type of person is going to use this bed? What's their lifestyle and home like? What do they sleep on at the moment? These are all questions that have to be asked to make sure that Vispring don't waste time on a project. But once all the boxes are ticked, it's time to source the finest natural materials on the planet.



PURCHASING

Vispring's purchasing team search far and wide for the highest-quality raw materials. From the fine alpaca hair in their most luxurious mattresses to the coir (coconut fibres) that add natural support to their divans – every element is carefully weighed up. Only materials from the most sustainable and high-quality suppliers make it through to the next stage.



PLANNING

Once the design and materials have been finalised the planning team decide how the bed's going to be made. They organise everything from production processes to choosing the correct techniques that will be used. And because a Vispring bed is handmade, many of the methods have been used for decades – some even handed down from generation to generation of bed maker.

Every Vispring bed has a team of people working behind-the-scenes to make sure every detail is perfect. From developing an initial sketch to checking each stitch and fill – here's how it's done.



CUT AND SEW

Unlike others, Vispring only use raw materials to make their beds. Nothing is bought in from a third party. In the industry it's known as cut and sew – every component (including the vanadium steel springs in the mattresses) is made by Vispring. And it's at this stage that the cut and sew team get to work preparing all the raw materials for the bed construction – anything from hand-teasing wool to steaming horsehair to make it even softer.



PRODUCTION

This is where it's time to roll up the sleeves and start putting all that planning in place. It's where Vispring's bed makers come alive, carefully using techniques that have been honed over the years and a stunning attention to detail. A great example of this is the use of a special curved nesting needle that sets the Vispring-made pocket springs in place – it's the same technique that's been used for decades and adds to the handmade quality of all Vispring beds.

“We juggle with the concepts of comfort, resilience and support while not forgetting the way in which a natural fibre, pocket sprung mattress performs.”

Matthew Pike, Commercial Manager



OPERATIONS

Every process in the production of a Vispring bed is overseen by its expert operations team. They double and triple-check every piece of the puzzle to make sure everything meets the high standards that Vispring set themselves.



QUALITY

Nothing leaves the Vispring factory without strict quality control tests. The quality team is hugely experienced – many of them started out on the factory floor, so they know the processes and techniques inside/out. It's the only way to make sure that every mattress and bed leaves the factory in a flawless condition. The perfect, luxury handmade bed.

Find out more about Vispring at vispring.com

The Natural Beauty of Shetland Wool



Vispring is the only bed maker to use this incredible material. In fact, they order a third of all wool produced in the Shetland Isles every year. It's the perfect fit for their philosophy of using only 100% natural, biodegradable and renewable materials. And it's great for making the most comfortable mattresses in the world.

“Incredibly soft, resilient and strong – Shetland wool is unlike any other in the world.”

THESE ARE NO ORDINARY SHEEP

Despite being the smallest breed in Britain, the Shetland has a lot of history. Originally from Scandinavia (and most likely brought over in Viking long ships 1000+ years ago) the sheep have a distinctive face and nose, and a uniquely flute-shaped tail. They spend their days grazing on the Shetland isle's blustery beaches and chilly moorland, munching on seaweed, grass and wild heather. And it's this unique environment that gives the sheep's fleece it's incredible thickness and resilience.

SO WHAT ABOUT THE WOOL

Shetland wool is fine and silky to the touch. The fibres grow up to 10cm long in a tight crimp and a full fleece can weigh between 1-1.5kg. Each individual fibre is around 23 microns thick (generally thicker than merino) which helps the animal survive the cold, windy environment of the northern islands. The wool's thickness is also very suited to making mattresses. As well as giving the bed a natural springiness and resilience, its able to trap more air inside which makes it a superb insulator. So when it comes to sleep, your body temperature is kept cool in hot weather and warm during the colder months.

MADE FOR MATTRESSES

A dry sleeping surface and constant skin temperature are crucial to a good night's sleep. That's why Shetland wool makes such an incredible filling for a bed – its high level of absorbency helps to wick moisture away from the skin and is later released through evaporation. And that helps you keep a constant temperature as you sleep. Cool, dry and comfortable.

THE FUTURE OF SHETLAND WOOL

Vispring also chooses Shetland wool in support of HRH The Prince of Wales' Campaign for Wool. It's all about improving the sheep industry, securing a living for those involved, and the future of the small crofters that produce Shetland wool. It's why each year Vispring heads north to the annual Shetland Wool Week, offering prizes for the best livestock, fleeces and young farmers. It's a unique partnership between producer and manufacturer, which secures the future of this incredible natural material.

Find out more at vispring.com

Sleeping Around

The

World

Vispring is sold globally in over 50 countries. But are certain bed models and mattresses more popular in different parts of the world? We asked Vispring teams across the globe to tell us more...

Sleeping Around the World



IN THE UNITED STATES

Unlike other parts of the world, headboards aren't as popular in the US. Instead, customers simply choose a mattress and boxspring (divan) with a taller profile which then sits on a metal frame. Adjustable bases are also really popular here with some of the bigger retailers saying that they make up 50% of all sales. In terms of mattress tension, the trend is towards a softer spring, especially as you get to some of Vispring's more premium designs.

"With the explosion of the bed-in-a box, a lot of Americans are choosing the convenience of ordering online at the expense of going in store for that shopping experience. At Vispring, we're trying to tell people that there is a better way!"

Ryan Ingerson, Vispring USA

IN EUROPE

European bed buyers look for contemporary designs – appearance is at the top of the list when it comes to a new bed. In this market, a shallow base, the headboard design and even the bed legs are very important. In some countries, using a mattress topper is an absolute must, while in other areas only bedstead frames are considered as a worthy base for a Vispring mattress. The look has got to be right.

"There is a big difference between Northern Europe, where a softer bed is preferred, and Southern Europe where a firmer bed is usually the choice."

Simone Rossi, Vispring Europe

IN ASIA

A low divan and headboard design are very popular across Asia. According to Maria Teo of Vispring Asia, simplicity is key – so Vispring's simpler designs are the most popular here. Storage space is a big consideration too, particularly in Hong Kong and Singapore where housing is relatively small. People in these regions prefer storage compartments under the mattress instead of having a night stand at both sides or a bench at the end of the bed.

"The Asian market generally prefers a firmer mattress tension, with many even choosing an extra firm set of springs."

Maria Teo, Vispring Asia

IN THE UK

According to Vispring UK's Jonny Mitchell, many customers in this market like to split the tension in their beds. It's the perfect solution when sleeping partners are completely different sizes. Having the option to split the tension – one side soft, one side medium-firm, for example – lets people enjoy a unique level of comfort that's perfect for them. Where materials come from is also an important consideration for customers here – knowing that Vispring use only natural materials, sourced from ethical suppliers is a big plus for customers and retailers alike.

"Our best-selling mattress is the Herald. With horsehair, wool and cotton, it has a truly luxurious feel. And when it's coupled with the Prestige divan you get the perfect night's sleep."

Jonny Mitchell, Vispring UK



VISPRING

Luxury Beds - London 1901