

**Carpe Diem Beds of Sweden:
Contour-Pocket-System**

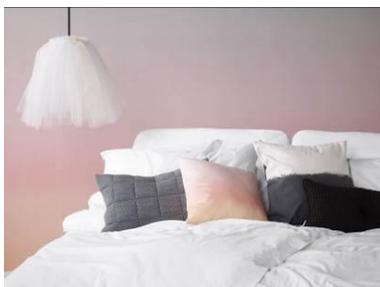
Getting to the point



Since Carpe Diem Beds was founded in 1995 the Swedish brand for high quality boxspring and continental beds in a Scandinavian style has focused on relieving pressure during a good night's sleep. With the development of the Contour-Pocket-System Carpe Diem beds has managed to achieve a new type of optimum support for the body – literally – at every point with spring cores that are moving independently of each other. A technical device that achieves a new level of comfort - point by point.

Design, the attention to detail and premium quality are three pillars on which the success of Carpe Diem Beds as the leading Swedish manufacturer in the premium segment is based. The best natural raw materials ranging from Swedish pine for the bed base to pure wool from New Zealand are processed to provide the highest level of comfort for sleeping, now travelling to twenty countries worldwide.

This is a market leadership, which Carpe Diem Beds confirms impressively with its latest development: The Contour-Pocket-System, which took over two years to develop, is breaking new ground, with evidence of an increase in pressure relief – together with the rise in durability and longevity of the mattress. In contrast to other systems, which include a different number of spring cores with a complete layer of various upholstery materials depending on the level of firmness and price category, Contour-Pocket integrates these into every individual spring. Their softness is not lessened by a homogeneous layer, but remains intact from spring to spring. The independent Swedish Quality Institute Swerea certified that the patented Contour-Pocket-System provides improved relief of pressure by an impressive



12 per cent compared with other technologies. In addition, there is also evidence that the mattress has improved ventilation.

The new standard with regard to pressure relief represents the major highlight of comfort on the stand of Carpe Diem Beds of Sweden at the IMM Cologne, as well as providing a large number of outstanding optical features.

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