



Hospitality beds
from the **world's best**
sleep brands

silentnight group
HOSPITALITY

Hospitality beds from the world's best sleep brands

At Silentnight Group, we are on a mission to help everyone get a great night's sleep in the world of hospitality.

Our trusted brands, expertise and scientifically proven products help provide the right sleep solution for every hospitality experience. Whether it's beds for hotels or hostels, student accommodation or holiday parks, private rental or serviced

apartments; we create flexible solutions for our customers so their guests can get a restful night's sleep.

By constantly researching the science of sleep, maintaining focus on quality and offering market-leading customer service, we deliver true excellence to our customers and a great night's sleep for their guests. All whilst ensuring that we work in a sustainable, responsible way.

For more information about Silentnight Group Hospitality visit [Silentnight.co.uk/hospitality](https://www.silentnight.co.uk/hospitality)





Our brands

As a group we produce over 800,000 beds every year from our factory in Lancashire, UK, with over 100 years of bed-making heritage behind us.

Our portfolio includes Silentnight, the UK's most trusted bed brand, and Rest Assured, a brand with a rich heritage and bed making expertise handed down since 1898. Plus, we also produce mattresses on behalf of Serta, a global brand leader in Hospitality Sleep.



Silentnight

As the UK's most trusted bed brand you can be sure Silentnight products deliver a great night's sleep to many homes across the UK. This doesn't change in Hospitality settings either, our Silentnight products are eco-friendly and supportive, offering outstanding comfort.



Rest Assured

122 years of experience goes into making supremely comfortable and completely sustainable premium mattresses. Our Rest Assured beds are made with first class quality materials and offer a luxurious night's sleep.



Serta

A global brand leader in sleep in the Hospitality industry, you can be sure our Serta beds are highly recommended. Serta mattresses are supplied globally and we are proud to be the only manufacturer of Serta product in the UK.

Trusted by many

We are trusted by many leading brands in the industry, and we are proud to help them by offering supportive mattresses for their customers. Just some of the brands we are proud to supply are Waldorf, Hilton, Canopy, Marriott, Yotel, and many independent hotels, student accommodation and PRS properties.



case study:

Yotel Clerkenwell

We recently supplied Yotel with a full suite of mattresses for the launch of their Clerkenwell site in London. Over two hundred mattresses were manufactured from our factory in Lancashire, and delivered to the site in Islington ahead of the hotel launch in August 2020.

Produced under the Serta label, the Yotel mattress is a specification which was produced exclusively for Yotel. The mattresses feature our Gel comfort layer, and our Smart Shield™ treatment which comes as standard. All of Silentnight Group Hospitality mattresses are

manufactured to meet the current fire regulations for the hospitality industry within the UK. The Yotel mattresses were meticulously processed through our SATRA approved lab as all of our mattresses are.

As part of our installation, we arranged for parking suspensions on a busy London street to ensure smooth delivery, which was completed in three days. All packaging was taken off site by our team, for us to recycle, as part of our sustainability initiative.

“The installers were well organised, and I was impressed with how quickly they were done each day during installation. Feedback on the mattresses has been that they are super comfortable and our guests have had a great sleep.”

Guillermo Gomez

general manager at Yotel



Our market leading service starts with our dedicated hospitality team

The Silentnight Hospitality team is led by **David Lawrenson**, Sales Director for Hospitality. David and his team have many years of experience working with the hospitality industry and have extensive knowledge of sleep. They are more than happy to assist you with your sleep needs whichever market sector you operate in, be it hotel or hostel, student accommodation or the private rental sector.

Liane Attwood is our specialist in providing sleep solutions for our Independent Hotel clients. Liane has experience of working in hotels as well as supplying beds and mattresses to them, and is very knowledgeable. She understands that an independent hotel

needs are unique and require the utmost attention.

Mike Hetherington looks after our Corporate Accounts in Hospitality and has operated in the supply of beds to these clients for a number of years. He has worked with many leading brands over the years including Hilton, IHG, Marriott, Wyndham, Accor, and glh hotels.

Darren Cross has worked in the PBSA-PRS & BTR residential and hospitality industry for over 25 years and so has a great understanding of the industry requirements from an operational and service position. He also understands the need for a quality, comfortable product from a trusted, reliable and 'easy to work with' supplier.

our market-leading service

Using their experience, knowledge of the industry and sleep expertise, our team will:

- Help you make the right choice of product, depending on your business needs and values with our comprehensive full product and service solution.
- Carry out site visits and complete full audits to ensure the best advice and solution is offered to meet your exacting requirements.
- Offer a full installation service and provide the removal of any old beds that will be responsibly disposed of. Each element is then recycled and we ensure nothing is ever sent to landfill.
- Always be on hand to provide ongoing service, support and advice as and when required.

Our products

We are currently working on an exciting new product range to launch this year (2021) – which we can assure you will surpass industry standards for comfort, cleanliness, durability and sustainability.

To find out how Silentnight Group Hospitality can assist with your projects then please get in touch with the team and we will be happy to help.

designed with hospitality in mind

We understand the complexities when it comes to choosing mattresses that can help every guest get a great night's sleep. Our range of hospitality mattresses are guaranteed to provide superior support to every guest, regardless of shape or size.

tested in our state of the art, in-house lab

All of our hospitality mattresses and beds are produced especially for the hospitality industry. We test all of our products in our in-house SATRA approved laboratory – the only one of its kind in the UK. This includes fire testing our hospitality mattresses to meet the current industry regulations - BS7177 - Source 5, so you can sleep peacefully knowing your guests can too.

Smart Shield™ as standard

We know cleanliness is so important in hospitality businesses, which is why all of our hospitality mattresses are treated with our Smart Shield™ Treatment which eradicates bed bugs and dust mites for a clean and fresher nights' sleep.

guest purchase

We offer a hassle free process of managing guest purchase schemes which allow consumers to purchase the same mattress specification that they have slept on within a hotel. We can manage the whole process for clients, who will receive commission on each bed sold. As consumers get a chance to test the mattress during their stay, guest purchases prove to be a popular option because consumers are assured of the quality of sleep that they will receive from our market-leading brands.



Silentnight **eco range**

The Silentnight eco range is a sustainable mattress range for the hospitality industry. All three mattresses contain our EcoComfort Fibre™ comfort layers which are made from recycled, single use plastic bottles.



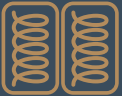
EcoComfort Fibres™

Our unique comfort layer is made from recycled single-use plastic bottles and is extremely breathable.



Breathable comfort

The EcoComfort Fibres™ are extremely breathable for a fresher and cleaner sleeping environment for your guests, and a longer mattress life for you.



Mirapocket® support

Individually nested springs provide tailored support and assist with easy movement for the sleeper, whilst also being durable.



Edge to edge springs

Allows more sleeping space on the mattress as well as assisting and reinforcing mattress recovery when the edges are sat on.



Single sided

The Silentnight eco range mattresses are all single sided, meaning there's no need for housekeeping to flip, just simply rotate every 3 months.



Rest Assured hotel range

Our Rest Assured hotel range is perfect for luxury mattress options for the hospitality industry. All three mattresses contain our natural wool comfort layers which regulates temperature and is great for breathability.



British wool comfort

Naturally regulates your temperature for a comfortable sleeping environment in all seasons.



Breathable fillings

Allows air circulation throughout the mattress, providing a refreshing sleep environment.



Zoned support

Our zoned pocket unit is scientifically proven to improve posture and spinal alignment so you can say goodbye to niggling aches and pains.



Individually nested pocket springs

Respond independently to provide tailored support and pressure relief.



Serta **performance range**

Our Serta performance range is a collection of durable mattresses, ideal for corporate hotel chains. All three mattresses are designed with hospitality and housekeeping in mind.



Durable and pressure relieving comfort fillings

Perfect for a Hospitality environment.



Single sided

Easy care mattress. No need to flip, simply rotate.



Smooth bottom case

No bottom tape edge allows for easier bed making.



Edge to edge springs

Allows more sleeping space on the mattress as well as assisting and reinforcing mattress recovery when the edges are sat on.



Protect your investment with our Hospitality mattress and pillow protectors

Developed for hotel use, our anti-allergy mattress and pillow protectors are essential for prolonging the life of your bedding products as well as providing a clean sleeping experience for your guests, without compromising our mattress features.

hotelier **benefits**

anti-allergy fibres

Scientifically proven to reduce or remove allergens, as well as actively protecting against bacteria and dust-mites, the anti-allergy fibres help to keep mattresses and pillows fresh and clean.

120gsm microfibre cover

Responsive fabric helps to wick away moisture, keeping the mattress fresher for longer. A fitted skirt protects the sides of the mattress too.

waterproof layer

The PU layer sits within a 75gsm undercover which helps to protect your investment but does not interfere with the mattress features. This layer prevents stains, spillages and heat sweats from reaching the mattress.

sleeper **benefits**

British Allergy Foundation approved

Anti-allergy hollowfibre actively protects against bacteria and dust mites which helps to prevent allergies for a restful night's sleep, ideal for allergy and asthma sufferers.

soft touch microfibre cover

The soft touch cover adds another layer of comfort whilst also being noise free, providing a quiet and cosy sleep experience.

quilted hollowfibre filling

Filled with little pockets of hollowfibre, the protector helps to add an extra layer of cushioned comfort to your mattress or pillow.

breathable surface

Our protectors are made from breathable materials, offering guests a refreshing and comfortable night's sleep.



tried and tested

Protects your investment whilst not compromising on the benefits of your mattress

2 **two year guarantee**
as standard, for extra
peace of mind

60° **machine washable**
at 60 degrees
for easy care

Divan bases designed to **complement our hospitality** mattresses

Reinforced bed bases with a robust, solid top and lockable castors available in a range of contract fabrics made from responsibly sourced timber.



SmartStore® base

The Smart Store® base allows you to make the most of underused space in your guest rooms with a flexible storage cavity accessed from the side of the bed. Our reinforced bases are the perfect solution to complement our range of mattresses. Available in a range of contract-grade fabrics.



non-storage bed base

Our reinforced and supportive bed bases are the perfect solution to complement our range of hospitality mattresses. Available in a range of contract-grade fabrics.

Our independently accredited testing facility

Our on-site laboratory is unique to the bed industry and is the only one of its kind in the UK.

It is a SATRA independently accredited testing facility, which has an ISO 9001: 2015 certified Management system and is also registered with the British Standards Institute. Put simply, this means we have been testing our products for over 30 years to the highest fire and safety requirements.

We test our products and materials for flammability and fitness for purpose and we routinely test all of our products and raw materials to verify the quality and consistency of the products we make. Unless a product specification is certified as legally compliant in relation to regulations, it will not be released to production.

Flammability testing

We undertake a wide range of tests on our products in relation to different fire safety regulations. We test all our contract products to ensure they meet the fire requirements for hotel use. All mattresses and divans produced for Hospitality are tested to BS 7177, Source 5. Any subsequent changes in product specification then undergo a re-test to ensure they meet the requirements.

Fitness for purpose testing

Another role of the Silentnight laboratory is to verify fitness for purpose of our finished products. We undertake many tests to gain accurate data on wear and tear, sagging, settlement, movement of fillings, and unit failure, to ensure

we produce the highest quality product. We also test raw materials before we include them in products too.

Research development

Our laboratory is also well equipped to undertake research work in order to support our current products, and help develop new products by establishing the science behind sleep. This includes pressure mapping, analysing spinal alignment and thermal imaging.





Backed by science

At Silentnight we've been on a journey into the world of sleep. Our aim was to understand and to help people sleep better.

Silentnight Group has worked with people from all over the world to gain a greater understanding of how mattresses affect our bodies during sleep. Our sleep research team partnered with the University of Central Lancashire to sleep and the biomechanics of the body in order to create the perfect sleeping environment. So what are the important factors when it comes to a hotel mattress?

Comfort

Comfort is very subjective, however by ensuring the mattress alleviates pressure build up through the filling types, you are more likely to allow muscles to relax. This means you'll wake less throughout the night and wake up without aches and pains. Our state of the art equipment measures all pressure points to help inform our product design team.

Cleanliness

Moisture accelerates the life of a mattress by 30%. If the mattress is breathable there will be air circulating through the mattress creating a cool, dry environment. The breathability test in our on-site laboratory tells us that both Eco and Natural products are by far the most breathable and therefore the most suitable for Hospitality. Combined with our SmartShield™ technology to eradicate any bed bugs.

Durability

Every mattress specification undergoes numerous tests in our SATRA approved laboratory to make sure it can withstand the rigours of hotel life. The roller test performs 30,000 cycles and mimics knees and elbows on the mattress, whilst the vertical load test applies a large force in a small area to mimic jumping or even suitcases being thrown onto the bed. Finally the edge sit tests make sure the corners and edges of the mattress are durable enough to withstand people sitting on the edge of the bed - super important for the longevity of hotel mattresses.

Sustainability

Our aim is to provide sleep solutions for the hospitality industry whilst also being mindful of the impact on the environment.

Whether that be through sustainable product options for the industry, or logistics - such as taking away our packaging for recycling or by providing our mattress recycling service for your old beds, you can be sure we're thinking about our planet every step of the way.

We are proud to be a carbon neutral business and have won a number of awards in relation to our sustainability efforts. Through sustainable product development, progressive work practices and a partnership with the Marine Conservation Society, we are determined to make the world a greener place.

“The last few years have been significant for Silentnight in our achievements; since the release of our ESG Impact report in 2021, we now have an emission reduction and Net Zero by 2040 plan validated by Science Based Targets. We're also proud to be SEDEX members which audits us on our ethical trading initiatives and have successfully passed our Furniture Industry Sustainability Programme audit again this year.

As the UK's most trusted sleep brand, we only source FSC timber and use Global Recycled Standard polyester fibres and CertiPUR foams and continue to drive industry leading innovation by adopting eco-design principles and keeping recyclability of all materials in mind.”

Angela Moran
ESG Director, Silentnight



zero to landfill



SCIENCE BASED TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION



Our mattress recycling service

As part of our commitment to the environment, we offer a mattress recycling service where we can remove old mattresses and beds from a property and take them away with us for recycling.

We're proud to work with our recycling partner, who process around 2,000 mattresses a week from their base in Darwen - just around the corner from the Silentnight factory. All of the mattresses that we recycle are deconstructed into the mattress components, none of the mattresses we take back are recovered or cleaned and sold as second hand - the components are recycled, repurposed or reused in other industries. None of the mattress components in our mattresses are sent to landfill.



Our promise

1 UK's most trusted

We're proud that Silentnight is the UK's most trusted bed brand as voted for by the British public and a Superbrand for the 15th year running. This is a huge achievement and we'll continue investing, innovating and producing quality products to make sure we continue leading the way.

2 First class customer service

Our knowledge and expertise can guide clients every step of the way, whether that's helping with a full consultation process or simply dropping off your beds! Just let us know and we'll be here to help.

3 Committed to sustainability

We're dedicated to having a positive impact on the planet and know how important this is to our hospitality customers and their guests. We

will always ensure our products and service are created and delivered in a responsible and ethical way.

5 Backed by science

We understand the science of sleep and the importance of getting a good night's rest. Our in-house sleep scientists are continually researching and innovating to make sure your guests get the sleep they need to start the day right.

6 Handmade in the UK

As a group we produce over 800,000 mattresses per year and have 100 years of heritage behind us. We're extremely proud that all our products are made in the heart of the UK.

get in touch



David Lawrenson
Sales Director - Independent Retail
and Hospitality

M +44 (0) 7770 568088

E david.lawrenson@silentnight.co.uk



Liane Attwood
Business Development Executive -
Independent Hotels

M +44 (0) 7444 235024

E liane.attwood@silentnight.co.uk



Mike Hetherington
Corporate Account Manager -
Hospitality

M +44 (0) 7810 865459

E Mike.Hetherington@silentnight.co.uk



Darren Cross
Business Manager
for PBSA, PRS & BTR

M +44 (0) 7437 013756

E Darren.Cross@silentnight.co.uk

For more information about Silentnight Group Hospitality

Call **0333 123 0892**

Email **@silentnight.co.uk**

Visit **Silentnight.co.uk/hospitality**