





WE MAKE THE WORLD'S  
BEST MATTRESS.™



When it's time to shop for a new mattress, it can be difficult to find the one that meets all of your unique needs. You may be intrigued by the many benefits of memory foam, but are afraid to make the switch because you've heard that foam mattresses sleep too hot, sink in too deeply or change comfort over time. With so many options available today, how can you find a mattress that will provide you with the rejuvenating sleep you need?

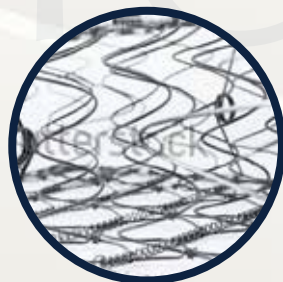
*Introduce yourself to the mattress that revolutionized memory foam.*

#### About Iseries

Enjoy benefits of a memory foam mattress along with the comfort and support of traditional innersprings. iSeries mattresses combine the most advanced gel memory foam innovations with the support of advanced springs. This unique construction works to provide intelligent cradling and cooling comfort at the sleep surface with deep individual support for each sleep partner.

**iSeries.**

Intelligent Comfort. Individual Support.



**Posture Spiral Spring System (PSST)** is Imported from USA. Its Serta's patented technology made from continuous wire that runs from head to toe and provides as much as 80% more support than single-coil designs. Since the entire assembly is heat treated it gives a stable, intrinsically bound spring unit for strength and durability.

Unlike single-coil designs, PSST has continuous coil system which work together to deliver correct support. The Head-to-toe alignment of coils provides independent support. It transfers the change in weight distribution down the length of the bed to minimize the impact of disturbance caused by partner movements.



**Mega Foam Technology** also known as 'The Green Foam Technology' is an advanced German technology for manufacturing foam which employs environment friendly manufacturing methods keeping in line with international environment friendliness standards. All SERTA mattresses are equipped with this revolutionary Mega Foam for which, all the chemicals are imported from Germany. This technology requires state-of-the-art infrastructure. ESPL is the only company in India to provide such revolutionary foam. "The Mega foam technology" does not use any harmful chemicals like Methylene Chloride (which depletes the Ozone layer) during the manufacturing of the foam.

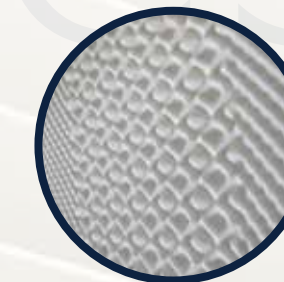


**5 Zone Pin Core Latex** is imported from Belgium, its ideal mattress for people suffering from any kind of back aches etc. Our 5 Zone Pin Core Latex is manufactured by Dunlop process. The latex mattress incorporates a 5 zone design where the latex block comes with different hardness in different areas. These different density zones are designed to conform to individual weight zones of the human body, thereby providing appropriate support. Latex is also recommended by Doctors.

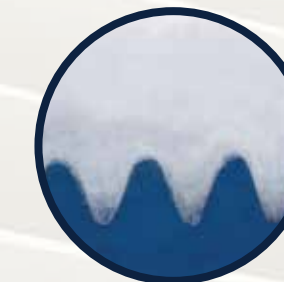


**Visco-Elastic Foam** Also known as slow recovery foam or memory foam. This slow retracting high density foam that intelligently molds and contour's according to the user's body. The contouring effect evenly spreads body weight over the sleeping surface thus minimising uneven depressions (pressure points). It hugs the body and simultaneously provide comfort and support.

# Technologies



**3 Zone Convoluted Foam** is manufactured by the Mega foam technology process. It's a unique foam technology with convolutions on the surface and zoning. The convolutions trap air and provide additional cushioning and comfort to the body while the zoning provides support to the differential zones of the body in accordance to its weight.



**Advanced Comfort Quilt Technology (ACQ)** is Serta's patented technology which blends in sophisticated convoluted layers of quilting to the mattress, creating specialized comfort zones. Each of these quilted types has a relatively denser zone in the Centre one-third, providing additional support to the spine. Lush layers of polyester wadding passes through the Mega Foam convolutions to provide supreme comfort. The ACQ layers are unique for the plush, luxurious feeling and breathability. ACQ is developed keeping in mind health and comfort. It is aimed at giving superior comfort and a good night's sleep to keep you in pink of health always.



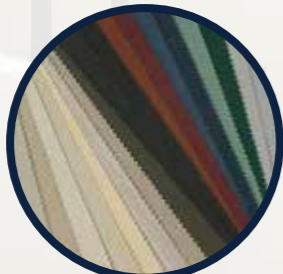
**Micro Support Gel Infused Visco Foam** Micro-support gel beads is infused in memory foam to produce this unique micro-support Gel Infused Visco foam. The Gel beads open the cell structure within the foam so that there is free air circulation within the foam and thus provide an optimal temperature sleeping surface. The gel beads have inherent property of cooling and it gathers around the body areas which require more support like the Shoulders and the hip and provide advance pressure relief, cooling and comfort.



**Graphinex** is an advanced gel infusion technology that provides advanced pressure relief and additional support for a cooler sleep and unchanging comfort. Graphite is infused in visco elastic foam to manufacture this unique foam; graphite has an inherent property of thermal insulation (i.e. low rate of heat transfer) therefore it provides optimum temperature sleeping surface on the mattress whatever the temperature of the room is.

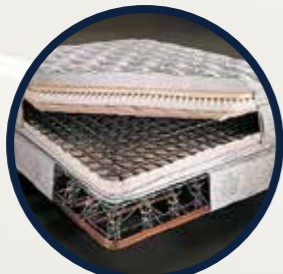


# Technologies



## **Barbados Fabric**

It's a Fire retardant fabric confirming to British Standard BS 7177, which also provides protection against House dust mites, Mould, Fungi, Bacteria and there allergens. It Preserves mattress hygiene and freshness. This fabric is imported directly from Belgium.



## **Premium Upholstery**

Various comfort layers are made from high end raw material that forms the upholstery layer to ensure premium comfort. Upholstery layers consist of various densities and combination of Mega Foam, Visco Elastic Foam, peeled foam, convoluted foam and Latex.



## **Superior Edge Support**

Spring units are supported by thick perimeter Wire Frame & Multi-flex Edge Border Springs also known as 'M Springs', which prevents "edge sagging" and provide additional 20% more sleeping surface.



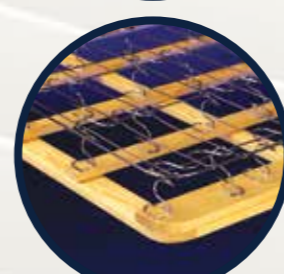
## **Unique Flip-Free Systems**

Flip-Free mattress design provide ease of maintenance. Mattress bottom panel is equipped with antiskid fabric to provide positive friction and thus offer advanced flip-free feature. These systems require only periodical rotation.



## **Platform Base**

Each base is manufactured using the highest quality of imported Kiln Dried Canadian Pine Wood from Canada which is free from splits, loose knots & resin deposits. Thru the Kiln dry process moisture content in the wood is controlled between 11% and 13% which increases the durability of the wood and protects it from decay & fungi.



## **True-flex & Dynagrid**

Modular Box Spring System with advanced spring units provides high quality mattress support. It incorporates a 5mm steel border rod to enhance edge support abd resilience and 3.75mm spring modules with eight working torsion bars for unmatched spring function. Different types of springs & wire are imported from UK, Europe and US.



## **NanoTex**

Just like the petals of a lotus blossom are always free of dirt because it is difficult for dirt particles to hold on to the rough and textured surface of the petals. This fabric employs similar molecular structure of the lotus petal along with Advanced Nanotechnology to transform the molecular structure of the fibers to offer unsurpassed performance and comfort. It repels liquids, resists stains and at the same time retains natural softness. This fabric is imported directly from Belgium.



## **Pillow Top/Box Top**

Pillowtop and Boxtop systems are the plushest design options among mattresses. This unique design is equipped with additional padding layer on the top of the mattress to provide additional comfort. The design of this type of mattress lends itself to a feel even softer than its plush equivalent.

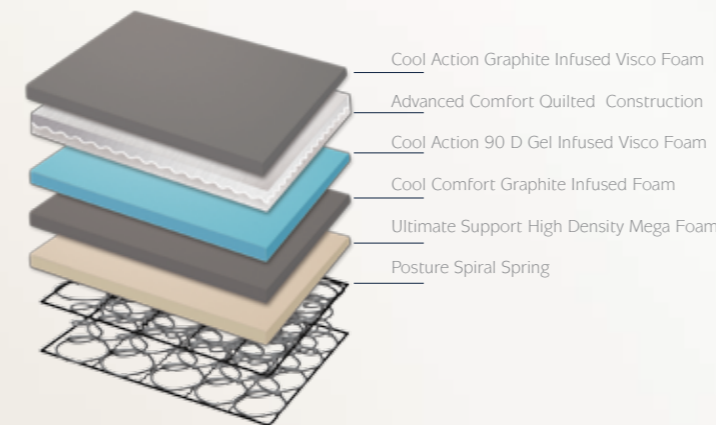
To make the best mattress, Serta has installed the latest high-tech machines from USA and Europe.

**i**series®

Intelligent Comfort. Individual Support.



## Graphic Cool



## Specifications & Features

ISeries Collection				
Grade Name	Inner core/spring	Height	Mattress Design	Warranty
Bon Vivant	Posture Spiral Spring	12"	Flip Free & Box top	10 Years
Optimus	Posture Spiral Spring	10"	Flip Free & Pillow Top	10 Years
Chronicle	Posture Spiral Spring	10.5"	Flip Free & Pillow Top	10 Years
Graphi Comfort	Posture Spiral Spring	12.5"	Flip Free & Box top	10 Years
Graphi Cool	Posture Spiral Spring	11.8"	Flip Free & Pillow Top	10 Years

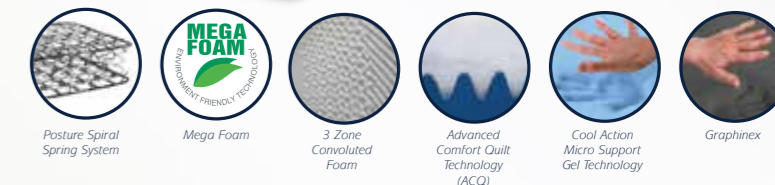
All grades are available in custom sizes. Allowed variance of +/- 1"



### BENEFITS



Graphi cool mattress is equipped with Graphinex infused Visco foam layer and natural latex layer in the top quilting panel to provide ultimate relaxation and comfort. It also has a layer of 60 D Graphinex Visco foam and 30 D mega foam layer apart from several layers of foam and insulation to provide additional comfort and breathability. The patented Posture spiral spring technology provides advance pressure relief and better support than a single coil design for a cooler good night's sleep.



Prorated Warranty

### MATTRESS FEEL





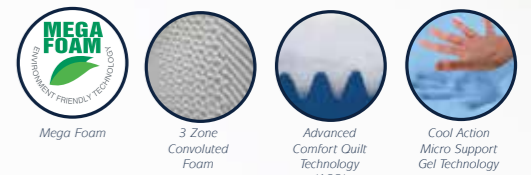
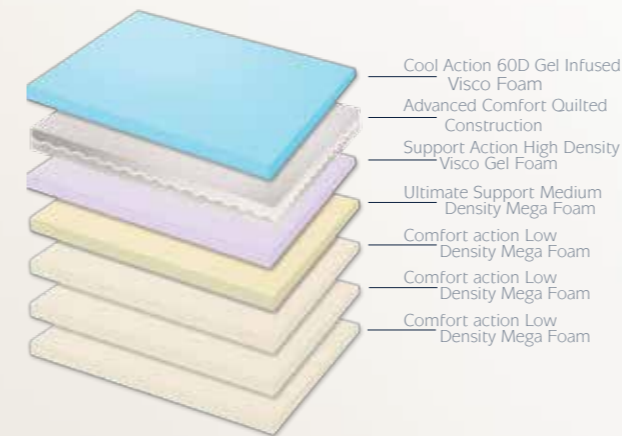
## Specifications & Features

Perfect Sleeper Collection				
Grade Name	Inner core/spring	Height	Mattress Design	Warranty
Cool Solace	Cool Action Visco Gel Foam	8"	Double Sided & Std.	10 Years
Cool Sense	Cool Action Visco Gel Foam	10"	Double Sided & Std.	10 Years

*All grades are available in custom sizes. Allowed variance of +/- 1"*



## Cool Solace



### MATTRESS FEEL



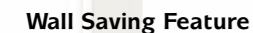
**Cool Solace** - Advance Support and extreme comfort are the attributes of a Cool Sense mattress. This is a unique mattress with dual feel. The feel on either sides of the mattress is unique and different. On one side A layer of Our Cool Action high density Visco Foam works with the cool comfort of 60D Gel Infused visco foam and ACQ technology to precisely align to the contours of your body at the sleep surface, which helps in reliving pressure points. On the other side ultimate support medium density mega foam along with comfort action mega foam layers provide enhanced support thereby permitting relaxation and rejuvenation through undisturbed sleep.

Smart. Adjustable. Technology.

With advanced and improved technology, the sleek European design **Ergo bed** will let you choose your own style of comfort. With an easy push of a button, this bed will freely adjust to any position of activity you desire: you can dine on your bed, use your laptop, read comfortably, lie down while watching TV, or simply relax and enjoy nice massages with different intensities and low levels of sound emissions. The mattress is made of superior 100% natural pin core latex with high-grade specifications for optimal body support and comfort. Further, it also provides health benefits with the use of the Zero G position which optimizes blood circulation.



Ease your aches and pains with our relaxing massage settings. Each of these three intensity levels can be set for 10, 20 or 30 minutes of muscle relaxing bliss.



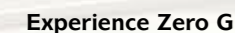
The Ergo bed base adjusts, without having to adjust the furniture around it. Our wall saving technology allows you to stay in place next to your night stand, even when you raise the head.



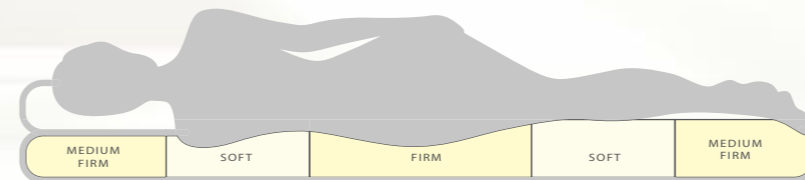
Whether you want to work, watch TV, or relax, you can move your Ergo bed into perfect position with the simple touch of our TV, Relax and Flat buttons.



You can place your Ergo bed foundation inside any standard bed frame if you choose, but this base is so well designed that it stands on its own. It is a great addition to any modern room.



Taking the pressure off your lower back and spine has never been easier. By elevating your legs above your heart, the Zero G preset will increase circulation throughout your body, relaxing those pesky problem areas.



## 5 ZONE PIN CORE LATEX MATTRESS



### Prorated Warranty

MATTRESS FEEL



Firm



## Specifications & Features

Sertapedic Collection				
Grade Name	Inner core/spring	Height	Mattress Design	Warranty
Sertapedic Harmony	Bonnell Spring	6"	Double Sided & Std.	5 Years
Sertapedic Esteem	Bonnell Spring	8"	Double Sided & Std.	7 Years

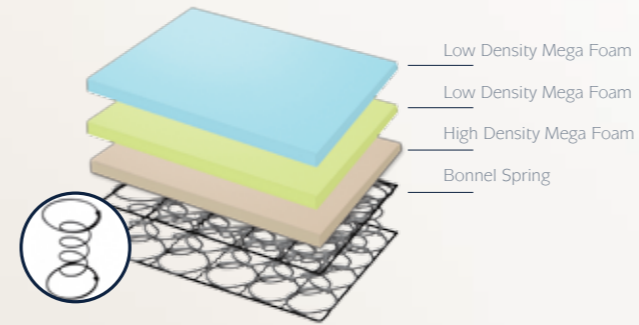
All grades are available in custom sizes. Allowed variance of +/- 1"



### Bonnell Spring Characteristics, features and benefits include:

- Manufacturing consistency and unit uniformity
- Unbeatable stability, strength and durability
- Responsive and supportive
- Favorable price-performance ratio

## Harmony



MATTRESS FEEL



**Harmony** mattress belongs to the Sertapedic collection, the collection which has been designed to offer superior support to the body through its Bonnell Coils. These are turnable mattresses and both the sides can be used alternatively. The stretch fabric provides a comfortable feel, while the mattress as a whole supports the body. Height of the mattress is about 6 inches.



# Perfect Dream Collection

## Specifications & Features

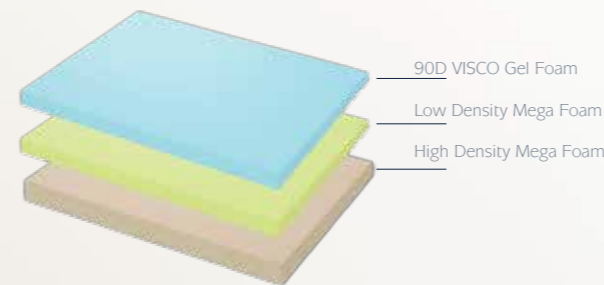
Perfect Dream Collection				
Grade Name	Inner core/spring	Height	Mattress Design	Warranty
Zenith	Mega Foam	4"	Flip Free & Std.	5 Years
Crescent Moon	Mega Foam	5"	Flip Free & Std.	5 Years
Slumber Drift	Mega Foam	6"	Flip Free & Std.	7 Years

All grades are available in custom sizes. Allowed variance of +/- 1"



**Mega Foam Technology** also known as ‘the Green Foam Technology’ is an advanced German technology for manufacturing foam which employs environment friendly manufacturing methods keeping in line with international environment friendliness standards. All SERTA mattresses come with this revolutionary Mega Foam. This technology requires state-of-the-art infrastructure. ESPL is the only company in India to provide such revolutionary foam.

## Slumber Drift



MATTRESS FEEL



**Slumber Drift** belongs to the Perfect Dream Collection. The convolutions in the Foam create troughs of air-filled columns which provides cushioning and comfort. Visco-gel is also incorporated in this grade to provide the superior feel. This is a flip-free mattress.



# Perfect Relief Collection

## Specifications & Features

Perfect Relief Collection				
Grade Name	Inner core/spring	Height	Mattress Design	Warranty
Numero Uno	Pocketed Spring	8"	Double Sided & Std.	7 Years
Mermaid's Memoir	Pocketed Spring	10"	Double Sided & Std.	10 Years
Serenade	Pocketed Spring	12"	Double Sided & Std.	10 Years
Majestik	Pocketed Spring	10"	Flip Free & Pillow top	10 Years
Orthopedic	Pocketed Spring	12"	Flip Free & Pillow top	10 Years
The Grand	Pocketed Spring	12"	Flip Free & Box top	10 Years

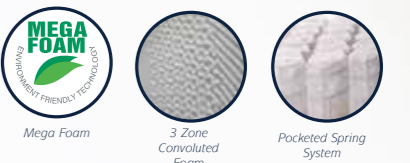
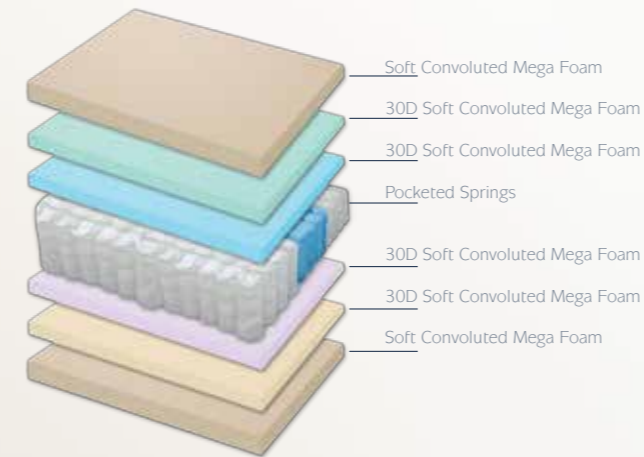
All grades are available in custom sizes. Allowed variance of +/- 1"



### Pocketed Spring Characteristics, features and benefits include:

- Superb levels of comfort and support
- High coil counts and surface coverage
- Natural air flow
- Great flexibility by exclusively central gluing
- Excellent body adjustment
- Noiseless sleep

## Serenade



### MATTRESS FEEL



**Serenade** is from the Pefect Relief Collection and has pocketed coils. Convoluted Foam provides columns of air and thereby provides good cushioning to the mattress. This is a turnable, two-sided mattress.



## Specifications & Features

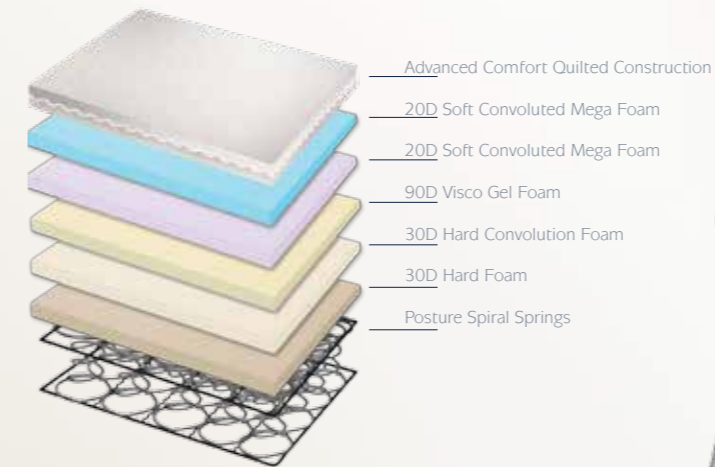
Perfect Sleeper Collection				
Grade Name	Inner core/spring	Height	Mattress Design	Warranty
Fantasy	Posture Spiral Spring	8"	Double Sided & Std.	7 Years
Passion	Posture Spiral Spring	10"	Double Sided & Std.	10 Years
Opulence	Posture Spiral Spring	12"	Double Sided & Std.	10 Years
Tranquility	Posture Spiral Spring	10"	Flip Free & Pillow top	10 Years
Paramount	Posture Spiral Spring	12"	Flip Free & Pillow top	10 Years
Crowning Glory	Posture Spiral Spring	12"	Flip Free & Box top	10 Years
Comfort Plush	Posture Spiral Sprin	12"	Pillow top	10 Years

All grades are available in custom sizes. Allowed variance of +/- 1"



**Posture spiral** spring system is made from continuous wire that runs from head to toe and provides as much as 84% more support than single-coil designs. It transfers the change in weight distribution down the length of the bed to minimize the impact of disturbance caused by partner movements. Since the entire assembly is heat treated it gives a stable, intrinsically bound spring unit for strength& durability.

## Crowning Glory



**Crowning Glory** is a premium offering from the Perfect Sleeper Collection. It is a sophisticated mattress with multiple features including the ACQ technology, layers of lush polyester wadding and posture spiral spring system. The ACQ technology which blends in sophisticated convoluted layers of quilting to the mattress, creates specialized zones for added spine support. The Posture Spiral spring system, is fully heat treated with continuous coils and has helical wires running from head to toe, thus, minimizes partner disturbances. The convolutions in the foam layer along with the Visco-gel layer provides unparalleled comfort.



# Bedding Accessories



Our bedding accessories conform to stringent material selection that's ultra-fresh treated and anti-microbial with quality finish. Every product adheres to strict quality standards and safe manufacturing methods with OEKO-Tex Certification.



## In-fill Materials



### Down fill and Normal feather fill

These are favourites of those who are connoisseurs of luxury bedding accessories. Down is 100% natural and offers excellent thermo-regulatory properties and comfort levels.

### Properties of Down Fill

Down offers excellent thermal properties and had good lofting characteristics. This means that the down traps small pockets of air efficiently. The small pockets of air provide a thermal barrier. It also has the added benefit that it can be packed into a very small space.



### MGF Fill

Micro-gel fibre fill simulates the feeling of Down filled products, however, the only difference is that they are not natural fibres. MGF is soft and silky to feel. It is also light weight and has good thermal properties.



### Visco-Gel

This offers a 'Sink-in' feel and slow recovery / resilience, thus providing a unique experience. Significantly reduces tossing and turning when used as mattress toppers.



### Fibre ball fill

Fibre balls are resilient balls of light weight fibre which are springy and fluffy. This fill offers a different feel for those who prefer synthetic fillings. It consists of breathable balls of elastic fibre which also gently massages the body.



### LATEX

Latex provides different density zones to conform to individual weight zones of the human body, thereby providing appropriate support. Natural breathing capability of the latex block with innumerable air vents, as well as the supple and soft touch of the very high knitted quilted fabric provides improved hygienic, maximum comfort and supreme luxury.

# Pillows



**Crest Pillow**

**Features:** Superior Gel Infused memory foam pillows which provide ultimate support and comfort to the head and the neck. Optimum temperature surface for sleeping. It comes with a Free Pillow Case

**Size:** 18" x 28"



**Mirth Pillow**

**Features:** Superior memory foam visco elastic gel pillows which provide right support and comfort to the head and the neck. Comes with a Free Pillow case.

**Size:** 18" x 28"



**5 percent Down Pillow**

**Features:** Optimum mix of 5% Down and 95% feather ( as per Canadian Standard) to deliver the perfect combination of softness, comfort and support. 100% Cotton. It is 'Ultra Fresh Treated' which means that all undesirable organic matter is removed so one can be sure that it will not cause any allergy and OEKO Tex certified.

**Size:** 20" x 30"



**3 Chamber down pillow**

**Features:** A Luxurious Pillow with 100% Down filling in top and bottom chamber and Feather filling in the middle chamber ( as per Canadian Standard) to deliver the perfect combination of softness, comfort and support. 100% Cotton. It is 'Ultra Fresh Treated' which means that all undesirable organic matter is removed so one can be sure that it will not cause any allergy and OEKO Tex certified.

**Size:** 20" x 30"



**Latex pillow**

**Features:** all natural, high quality Talalaya Latex Pillow conforms to the shape of your head & neck, to provide continuous support. Made of Natural Latex. Hundreds of tiny pin cores have been created in this pillow to allow air to flow for a more hygienic sleep environment. Latex is naturally Hypoallergenic & Dust Mite resistant. It comes with a Free Pillow Case.

**Size:** 15.5" x 27.5"



**Micro Gel Fiber Pillow (MGF)**

**Features:** Much thinner fiber than ordinary fibe. Soft , supple & luxurious feel. Authentic alternative to Goose/Duck Down Pillows. OEKO Tex certified.100% Cotton.

**Size:** 20" x 30"



**Hollow Fiber Pillow**

**Features:** Light & Fluffy Stand-ard fiber fill Pillow. OEKO Tex certified. 100% Cotton

**Size:** 20" x 30"



**Fiber Ball pillow**

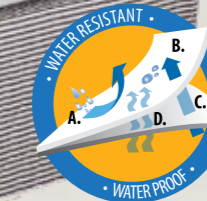
**Features:** Manufactured with Springy, Fluffy & Breathable Balls of Elastic Fiber which also gently massage the body. OEKO Tex certified. 100% Cotton

**Size:** 20" x 30"

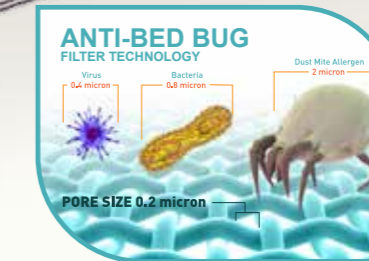
# Carapace Mattress Encasement and Pillow Protector



Size: 20" x 20"



- A. Repels body fluids and moisture
- B. Designed with high performance fiber for extra comfort and absorbency
- C. Waterproof layer for extra barrier from body moisture such as urine and sweat
- D. Allows vapors to easily breathe through protector



- Soft sleeping surface with special breathable backing
- Clean and hygienic sleeping environment for all ages
- Microbial / bed bug resistant
- Waterproof
- Zipper Design
- 100% polyester stretch fabric
- Wrinkle free
- Special 3+1 stitching



\*Available for standard mattress sizes

- Single size
- Twin size
- Queen size
- King size
- Super King size

# Quilted Mattress Protector

*Discover the added luxury & comfort of mattress protectors.*

Quilted Mattress protector, manufactured with 150gsm Polyester Wadding, with Diamond design quilting so that the wadding does not slides or gets crumpled. It has border skirting and elastic at corners. It can be manufactured in Custom Sizes.




## Serta factories around the globe:

Serta is America's No. 1 Brand consecutively of the 4th year now (Source: Furniture Today). It's truly a global brand with more than 135 factories across the globe. Serta is a preferred brand in most of the 5 star and 7 star Hotel chains around the world. Serta is synonymous to Comfort, quality and luxury.





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