

Smarter. Cooler. Superior.



WE MAKE THE WORLD'S  
BEST MATTRESS.™



*i*collection™

Sleep System





Smarter. Cooler. Superior.



*i*collection<sup>™</sup>  
Sleep System by Serta®





# *i*collection™

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Memory foam mattresses are preferred by people nowadays due to its pressure-relieving comfort, ability to conform and adapt to each person's body, and outstanding motion isolation. Since its invention more than 40 years ago, the memory foam technology has not seen much change. Some people find them extremely comfortable, while others find that memory foam mattresses can sleep too hot, sink in too deeply or make it hard to adjust sleep positions during the night.

Shouldn't these common problems of memory foams be solved?

The new *iCollection Sleep System* by Serta is the solution! Equipped with *Cool Action Gel Infused Visco Foam*, it is the world's *first* memory foam that provides support and a cooling touch using Serta's *MicroSupport gel*. This revolutionizing new memory foam is designed to deliver superior pressure relief and more targeted support while sleeping cooler than ordinary memory foam.



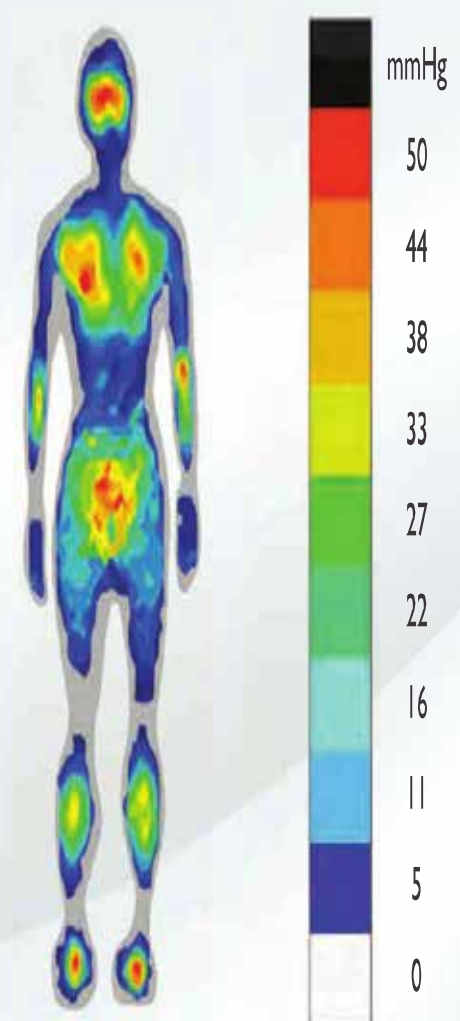


# How is the *i*collection™ technology

Serta's *Cool Action Gel Infused Visco Foam* is designed to feel like traditional memory foam, but with superiority! The *MicroSupport gel* is what makes it better by creating an extremely comfortable, more supportive and cooler sleep surface.

## Advanced Pressure Relief

Do you experience disruptive tossing and turning while sleeping? This is usually caused by excessive pressure build up during sleep. Serta's *Cool Action* is designed in a way that maintains lower average body pressure than other advanced comfort materials, resulting in deeper, more restful sleep with less tossing and turning.



# Smarter, Cooler and Superior?



## More Support Where it's Needed Most

Do you feel like your muscles are not relaxing and rejuvenating after you wake up? While ordinary memory foam can sink in too much and not support your entire body, Serta's **Cool Action** material works to uniquely support your body where it needs it most. Millions of **MicroSupport gel beads** gather in the areas of your body that need extra support. With the right support, your muscles can relax and rejuvenate so you can wake up with fewer aches and pains.



## Sleep Cooler

Do you suffer from uncomfortable and restless sleep due to heat buildup during the night? While ordinary memory foam can trap heat against the body, Serta's **Cool Action** material combines an open cell structure and our **MicroSupport gel** to dramatically increase airflow and actually whisk heat away from the body. In fact, it is up to **12 times more breathable** than ordinary memory foam to help create a cooler and more comfortable sleep experience.



## Unchanging Comfort

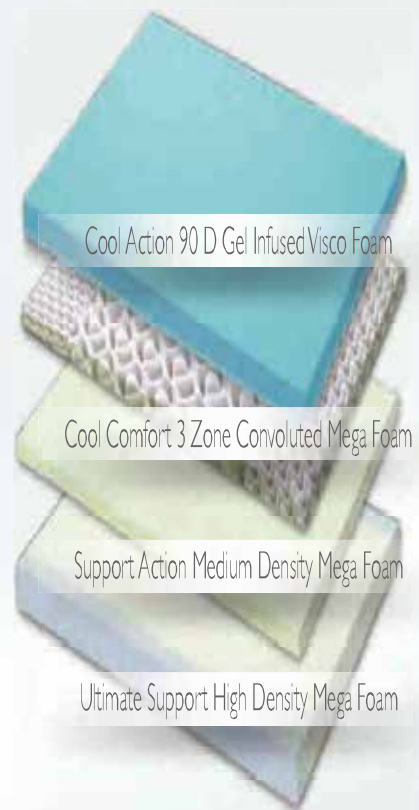
Have you felt like your memory foam mattress takes too long to "break-in" to the soft and comfortable feel? Serta's **Cool Action** material is designed in such a way that it is exceptionally comfortable from the first day itself. In addition, our material is designed to maintain its pressure-relieving comfort through a wider range of home temperatures than ordinary memory foam.



# Twilight

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Sleep System by Serta®



# 10

year warranty

Serta

### Twilight

Advanced support and extreme comfort are the attributes of a Twilight mattress. A layer of our [Cool Action 90 D Gel Infused Visco Foam](#) works with the [Cool Comfort 3 zone Convoluted Mega Foam](#) and precisely aligns to the contours of your body at the sleep surface, which helps in relieving pressure points. Furthermore, the [Support Action Medium Density Mega Foam](#) along with the [Ultimate Support High Density Mega Foam](#) provides enhanced support thereby permitting relaxation and rejuvenation through undisturbed sleep.



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# OASIS



Cool Action 60 D Gel Infused Visco Foam

Cool Comfort 3 Zone Convoluted Mega Foam

Support Action Medium Density Mega Foam

Ultimate Support High Density Mega Foam



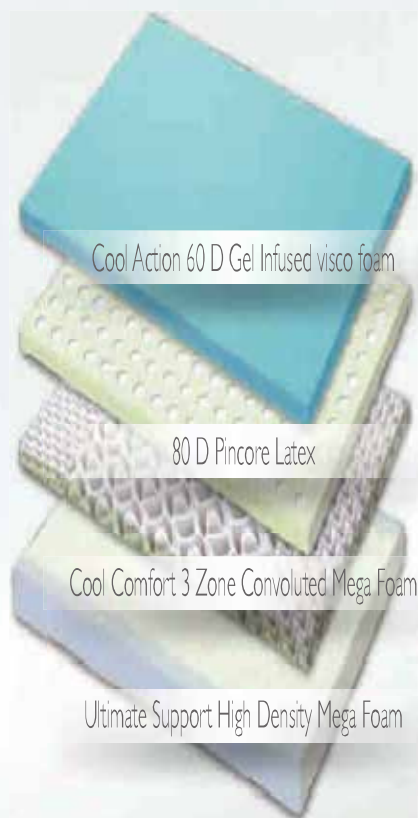
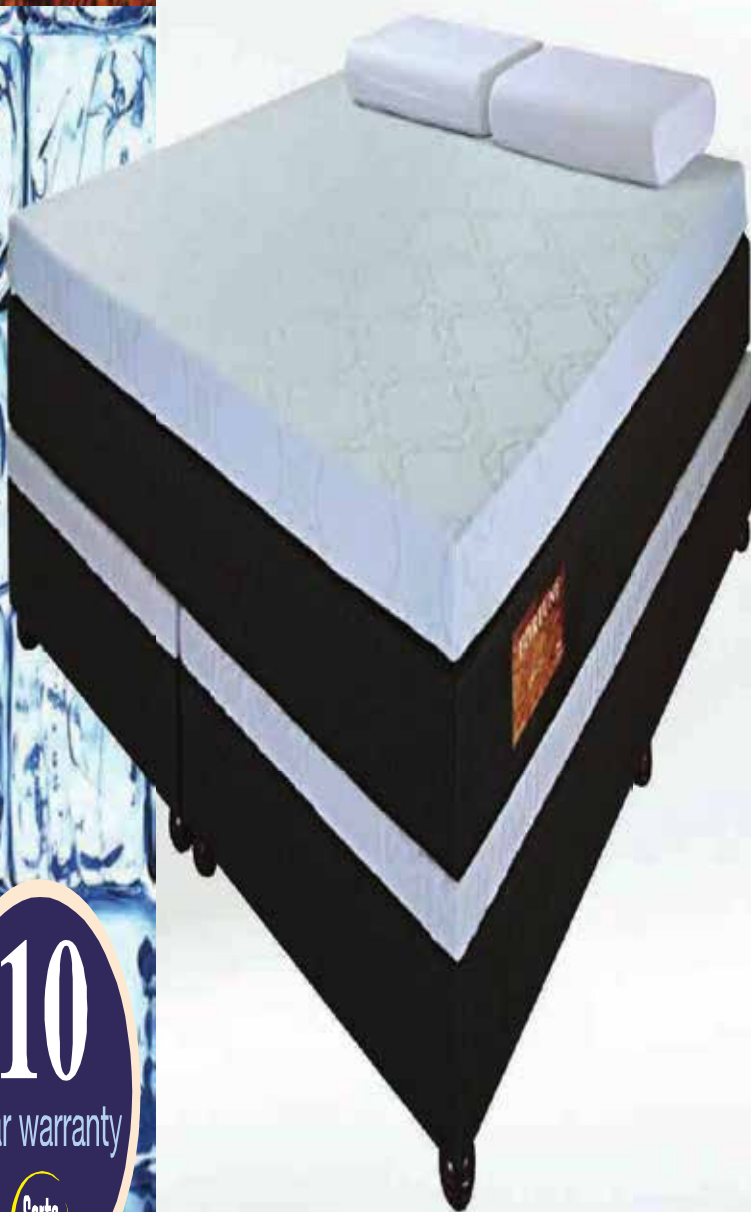
## Oasis

The Oasis mattress offers the perfect balance of cooling and unchanging comfort. A **Cool Comfort 3 zone Convoluted Mega Foam** rests below our **Cool Action 60 D Gel Infused Visco Foam**, creating a cool feel at the sleep surface. The open cell structure and the **MicroSupport gel** together are a great facilitator to airflow and in ridding heat away from the body. This is further enhanced by the convoluted foam that provides better air circulation and reduction of heat buildup on the surface of the foam.

# FORTUNE

## *icollection*™

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Cool Action 60 D Gel Infused visco foam

80 D Pincore Latex

Cool Comfort 3 Zone Convoluted Mega Foam

Ultimate Support High Density Mega Foam

# 10

year warranty

Serta

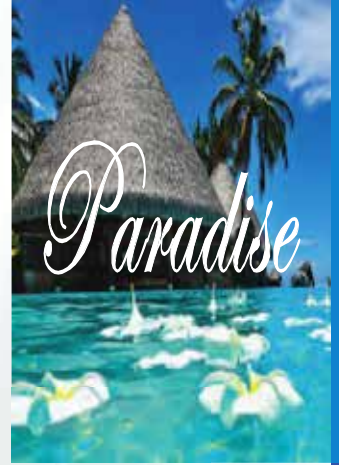
### Fortune

Luxury and comfort combined to provide extreme support, this bed will cradle and cushion you at the sleep surface. This is the only iCollection bed to feature our [80 D Pincore Natural Latex](#) that is an ideal mattress which has outstanding pressure relieving and thermo-regulatory properties. It is furthermore complemented with the specialized comfort of our [Cool Comfort 3 Zone Convoluted Mega Foam](#) which provides the appropriate comfort to the differential body zones, delivering proper and targeted support that your body needs.



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## *Paradise*



Cool Action 60 D Gel Infused visco foam

Cool Action 90 D Gel Infused Visco Foam

Cool Comfort 3 Zone Convuluted Mega Foam

Support Action Medium Density Mega Foam

Ultimate Support High Density Mega Foam



## Paradise

Experience double benefits with two layers of Serta's [Cool Action Gel Infused Visco Foam](#) on a Paradise bed. This bed offers contouring, pressure-relieving, cool comfort at the sleep surface while also supporting your body where you need it the most. The combination of these five layers allows for the ultimate sleeping experience where you are provided with the perfect blend of coolness, support, comfort and relief, allowing you to escape into paradise.

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# The iCollection Sleep System by Serta® Superiority

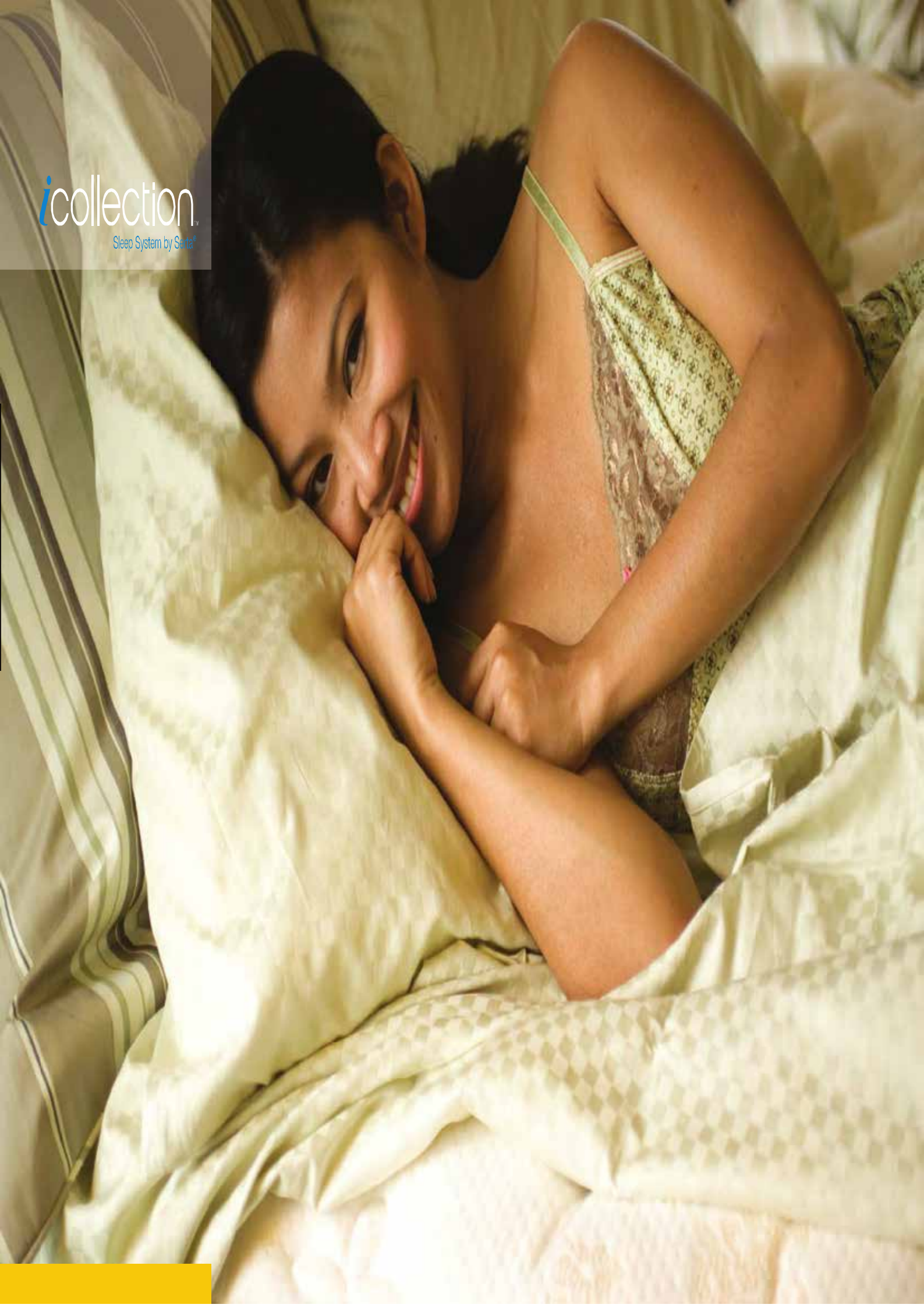
## Cool Action Gel Infused Visco Foam with MicroSupport Gel

- ✓ Advanced Pressure Relief
- ✓ More Support Where It's Needed Most
- ✓ Sleep Cooler
- ✓ Unchanging Comfort
- ✓ Serta Exclusive Technology

## PLUS

- ✓ 10 Year Warranty

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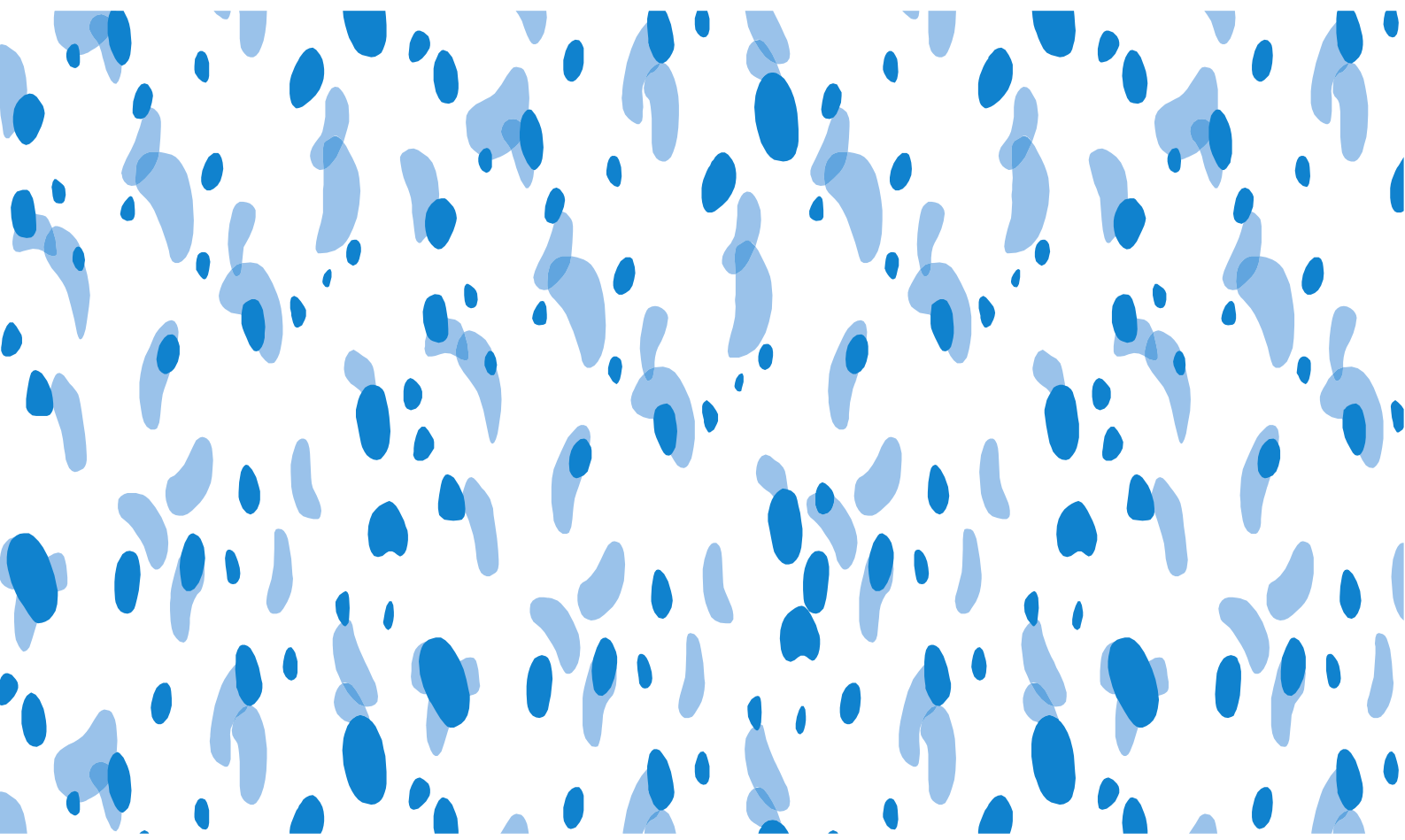




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Dubai Furniture Manufacturing Co. LLC  
(Under License from Serta Inc., USA)

P.O. Box: 24129, Dubai, UAE. Tel: +9714 8853929, Fax: +9714 8853784

Email: [dfmc@emirates.net.ae](mailto:dfmc@emirates.net.ae) Website: [www.mattress-leader.com](http://www.mattress-leader.com)