



BY APPOINTMENT TO
HER MAJESTY THE QUEEN
BEDDING AND UPHOLSTERY
MANUFACTURERS
HYPNOS LIMITED ENGLAND

HYPNOS®

THE MOST COMFORTABLE BEDS IN THE WORLD

OUR STORY



*Be inspired and
create your own bed.*





*“We truly believe that
a Hypnos bed will be the
most comfortable bed
you’ll ever own.”*

James Keen
Managing Director



THE QUEEN'S AWARDS
FOR ENTERPRISE:
INTERNATIONAL TRADE
2017



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THE MOST COMFORTABLE BEDS IN THE WORLD

Hypnos, a family-run British company, has been handcrafting luxury beds and mattresses using time-honoured methods for over 100 years. Indeed Hypnos has been trusted by the finest homes, palaces and hotels since 1904 to provide a deeply relaxing and rejuvenating night's sleep, fulfilling dreams for a long and healthy life.

Each stylish Hypnos bed is made by master craftsmen. Their passion, experience and unparalleled attention to detail guarantees exceptional, long-lasting comfort and quality.

Hypnos' assured quality is reinforced by a 20 year guarantee and by a Royal Warrant from Her Majesty Queen Elizabeth II, which provides a mark of the best of British manufacturing, underlining Hypnos' commitment to sustainability and reputation for making the most comfortable beds in the world.

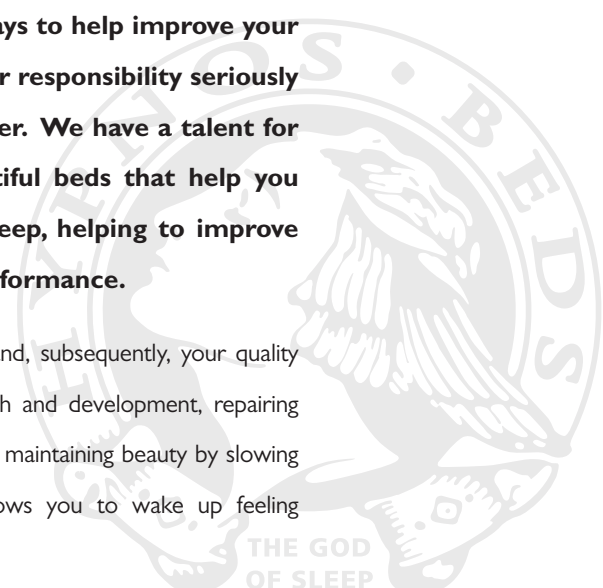
Choose your comfort level and mattress, then create your own bespoke bed, with your preferred divan base, headboard style, fabric colour, plus your choice of legs or feet. Hypnos will then handcraft your authentic piece of beautiful furniture – a sublime expression of craftsmanship.

THE POWER OF SLEEP

WAKE UP BEAUTIFULLY

Did you know, we spend a third of our lives in bed asleep? Making sleep a priority in your life is one of the easiest ways to help improve your health and wellbeing. At Hypnos we take our responsibility seriously for helping you sleep well and wake up better. We have a talent for creating supremely comfortable and beautiful beds that help you enjoy a relaxing and rejuvenating night's sleep, helping to improve your daytime alertness, productivity and performance.

Sleep protects both your physical and mental health and, subsequently, your quality of life. It also plays a major role in stimulating growth and development, repairing muscles and tissues, boosting your immune system and maintaining beauty by slowing down the ageing process. A good night's sleep allows you to wake up feeling energised, refreshed and ready to tackle the day ahead.



“Sleep is central to a healthy and happy life, helping the body to fight disease and allowing you to live life to its fullest.”





For the best night's rest, it is essential your bed offers the right type of comfort and support whilst your room provides a calm environment to allow your body, mind and soul to fully relax.

We passionately believe that the quality of your sleep is dramatically enhanced by sleeping on a mattress made with breathable natural fibres and intelligent pocket springs. These work in harmony to minimise pressure points and care for your spine and posture, whilst also helping to regulate body temperature and repel allergens.

BRITISH HERITAGE

TRUSTED SINCE 1904

For many years, High Wycombe in Buckinghamshire was the ‘furniture capital of England’ and this is where George Henry Keen decided to set up his furniture business.

Peter Keen, our Chairman, is the fourth family generation to run this award-winning business, dedicated to making the finest handcrafted beds for homes, palaces and hotels around the world. His son James Keen directs the teams and workshops that service consumers via our international retailer network, together with his sister, Sarah Keen, who ensures the smooth realisation of their expectations.

Indeed the Keen family’s furniture-making heritage goes back to the late 19th century, with its chair upholstery skills renowned throughout England. The Keen’s





*“From George Henry Keen to
James Keen, our family values
have never been stronger.”*

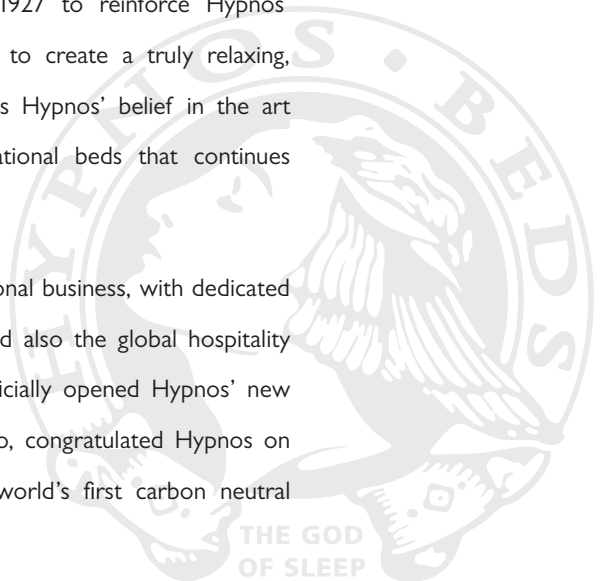
**Peter Keen
Chairman**



first Royal Warrant was received in 1929 following commissions completed for Windsor Castle and Buckingham Palace, and they have held Royal Warrants ever since. Today the family businesses and master craftsmen focus purely on the production of luxury Hypnos mattresses and upholstered beds.

The Hypnos brand was established in 1904, with the famous God of Sleep ‘watermark’ introduced later and trademarked in 1927 to reinforce Hypnos’ authority in using natural fibres and pocket springs to create a truly relaxing, healthy and rejuvenating night’s sleep. Ultimately it is Hypnos’ belief in the art of sleep and in creating truly beautiful and aspirational beds that continues to set us apart.

Hypnos has grown into a strong and trusted international business, with dedicated manufacturing sites to look after both consumers and also the global hospitality market. His Royal Highness, The Duke of York, officially opened Hypnos’ new hospitality factory in England in 2016, and in doing so, congratulated Hypnos on its commitment to sustainability and to being the world’s first carbon neutral bed maker, a status first achieved in 2011.



BY ROYAL APPOINTMENT

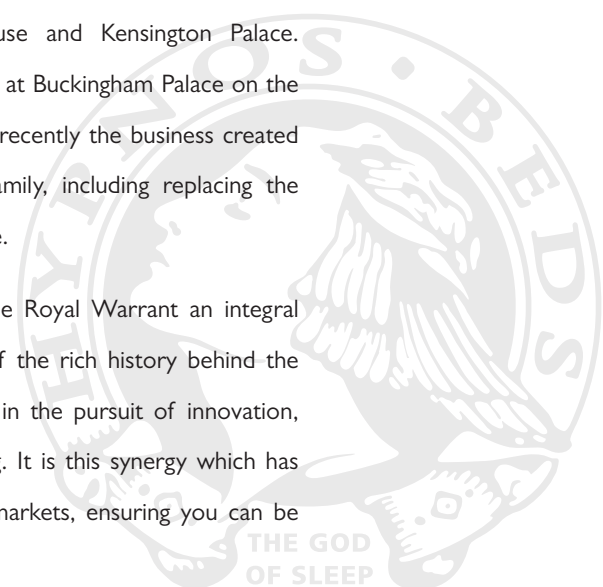
SLEEP LIKE ROYALTY

As a multi award-winning bed manufacturer, recognised for its comfort, sustainability and service, Hypnos is proud to have been granted a Royal Warrant, the ultimate quality award.

The Warrant, which was first granted to the Keen family in 1929 by King George V and later renewed by King George VI, The Queen Mother and Her Majesty The Queen, is a sign of the best in British design, and is only awarded to those who can demonstrate supreme quality with strong ethical and responsible production methods.

Furthermore, Hypnos actively supplies beds to the Royal Residences including Buckingham Palace, Windsor Castle, St James's Palace, Balmoral Castle, Sandringham House, The Palace of Holyroodhouse and Kensington Palace. Hypnos has even presented to the Royal Households at Buckingham Palace on the importance of sleep and its impact on health. More recently the business created bespoke upholstery commissions for The Royal Family, including replacing the banquet seating for the Ballroom at Buckingham Palace.

It is achievements such as these that have made the Royal Warrant an integral part of the way Hypnos operates, becoming part of the rich history behind the family-run company. Additionally, it acts as a guide in the pursuit of innovation, helping to reinforce the strength of Hypnos' offering. It is this synergy which has assisted the business in succeeding in international markets, ensuring you can be confident that its products stand the test of time.





Lord Chamberlain's Office.

These are to Certify that by command of

The Queen

I have appointed

Hypnos Limited

*into the place and quality of
Upholsterers and Bedding Manufacturers
to Her Majesty*

*To hold the said place until this Royal Warrant
shall be withdrawn or otherwise revoked.*

*This Warrant is granted to
Peter George Keen Esquire*

*trading under the title stated above and empowers the holder to
display the Royal Arms in connection with the Business but does
not carry the right to make use of the Arms as a flag or trade mark.*

*The Warrant is strictly personal to the Holder and will become
void and must be returned to the Lord Chamberlain in any of the
circumstances specified when it is granted.*

*Given under my hand and Seal this _____ first _____ day
of January 2000 in the forty-eighth Year of
Her Majesty's Reign*



*Camys,
Lord Chamberlain*



CRAFTSMANSHIP

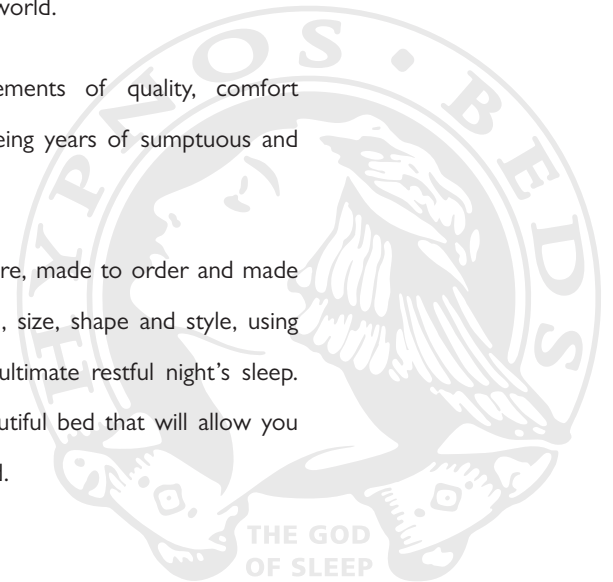
TAILORED TO YOU

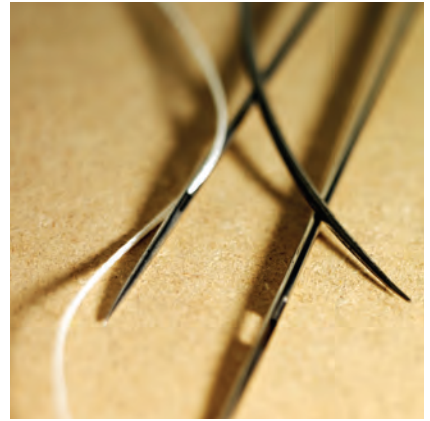
Hypnos has been practicing and perfecting the art of making luxurious beds since the 1900s. Each and every Hypnos bed is a bespoke handcrafted creation, a masterpiece. Our philosophy and commitment focuses on the pursuit of perfection, with every bed lovingly handmade by master craftsmen, using traditional skills passed down from generation to generation.

What's more, our craftsmen's time-honoured methods have been honed and refined over a century to deliver consistently superior quality, authenticity and enduring comfort. It is this knowledge and rich history which allows us to make beds that we believe are the most comfortable in the world.

Our talented master bed makers place the elements of quality, comfort and exquisite hand tailoring above all else, guaranteeing years of sumptuous and deeply comfortable sleep.

Each bed from Hypnos is individually made to measure, made to order and made by hand, tailored to your personalised comfort level, size, shape and style, using the finest natural and sustainable materials for the ultimate restful night's sleep. This means you can design a truly bespoke and beautiful bed that will allow you to wake up feeling completely revitalised and refreshed.





*“Individually handcrafted,
made-to-measure luxury
beds – trusted by homes
and hotels since 1904.”*



OUR PERFECT COMFORT

THE ART OF SLEEP

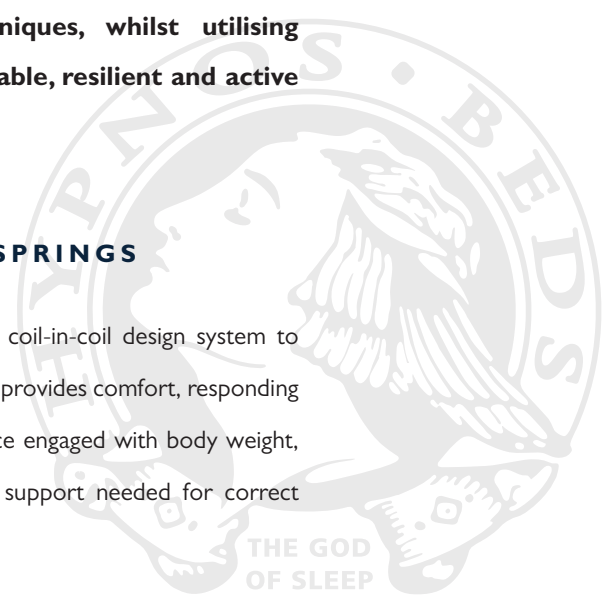
Hynnos are experts in the art of sleep, honed from over a century of bed making, mastering artisan techniques, whilst utilising the very finest materials to create a breathable, resilient and active sleep system.

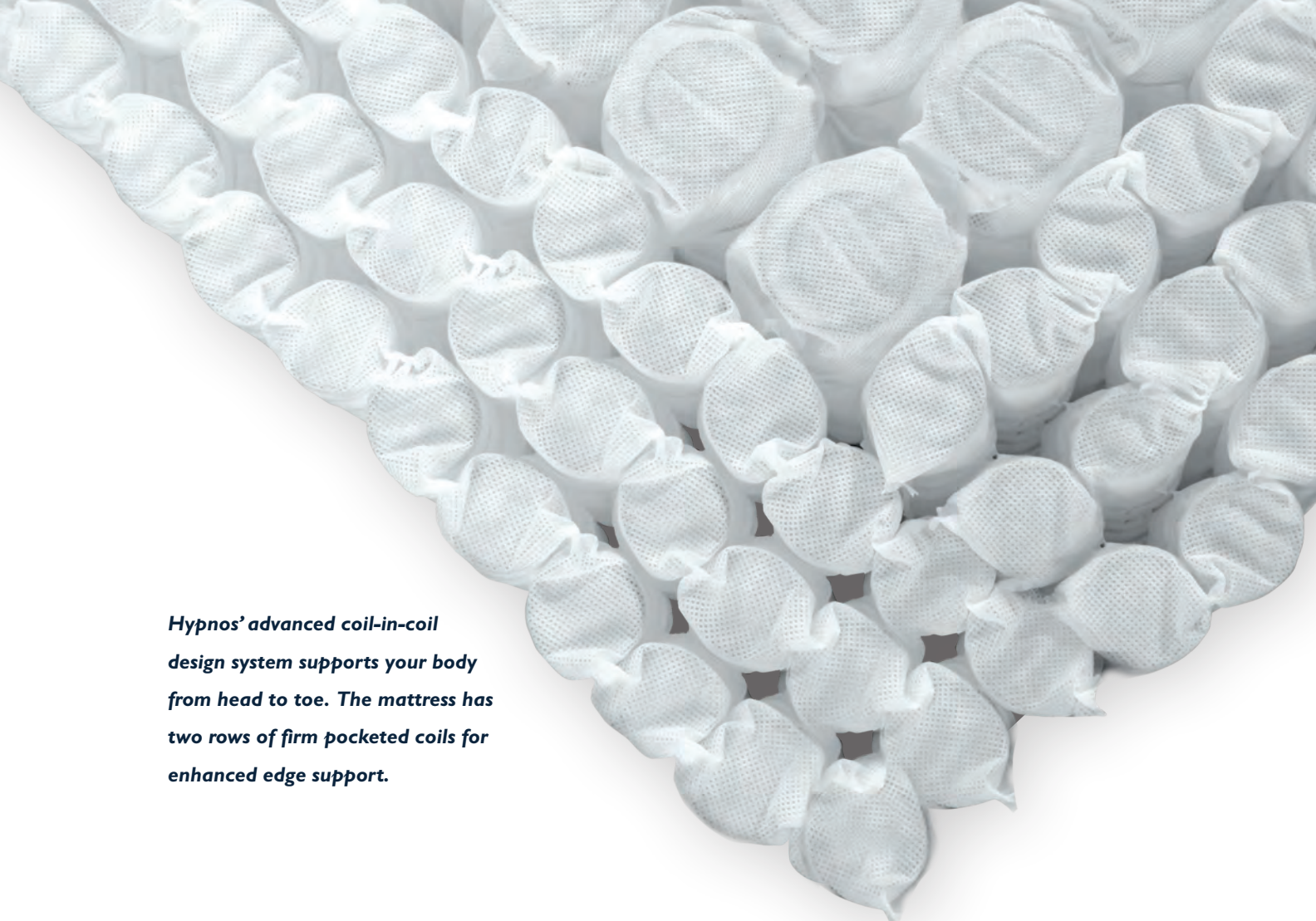
PRESSURE RELIEVING POCKET SPRINGS

At the heart of each mattress is Hynnos' advanced coil-in-coil design system to support your body from head to toe. The exterior coil provides comfort, responding to weight and body movement. The interior coil, once engaged with body weight, reacts with increasing firmness, providing essential support needed for correct postural alignment.

The mattress has two rows of firm pocketed coils for enhanced edge support. Pocket springs actively minimise pressure points on the body, increase blood circulation and alleviate tension, which allows your muscles to relax. Our mattresses mould to your body, leading to a natural spinal alignment and healthy back support.

Pocket springs also create a 'bellows-like' effect that drives cool air around the mattress and facilitates greater hygiene. Better ventilation helps to reduce moisture and maintain a comfortable body temperature for a healthy, relaxing and energising night's sleep.





Hypnos' advanced coil-in-coil design system supports your body from head to toe. The mattress has two rows of firm pocketed coils for enhanced edge support.



MICRO-COIL COMFORT

As part of the mattress fillings the European mini coil design instantly conforms to your body, providing ultimate comfort to the areas you need it most. The 2000 points of contact reduce body impressions while maintaining maximum support.



NATURALLY ALIGNED

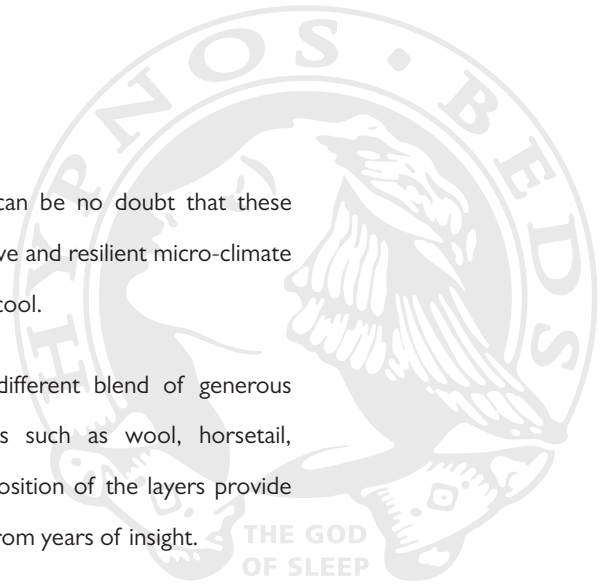
WITH POCKET SPRING BODY SUPPORT

PURE NATURAL FIBERS

It is in our nature to use natural fibers, and there can be no doubt that these quality renewable fibers are perfect for creating an active and resilient micro-climate to effectively help your body breathe and to keep you cool.

Each mattress is made using a unique and subtly different blend of generous layers of natural, sustainable and breathable fibers such as wool, horsetail, cashmere, alpaca and silk. The final weight and composition of the layers provide subtle differences to comfort and breathability gained from years of insight.

These soft and comfortable fillings promote air flow and reduce moisture, thereby helping to regulate body temperature and keep you cool. They also repel allergens, enhancing your sleep experience by creating the perfect environment for rejuvenating rest.



HANDMADE SKILLS AND QUALITY

Each mattress is assembled and built by hand. The fabric border is cut, sewn and finished with special chrome vents to help keep the inside of the mattress cool, with a series of handles sewn onto the border to help move the mattress.

Each fabric border is attached to the pocket springs by painstakingly hand-sewing the two together to create an edge-to-edge sleep surface. A specialist two-ended 30cm needle is used by our craftsmen to hand side-stitch a number of rows at set intervals, creating a series of characteristic squares – the greater the number of rows, the stronger the mattress will be.

The natural fibers are layered and teased by hand onto both sleeping sides of the pocket springs and held in place with a beautifully silky damask. The border and the top and bottom damask covers are sewn together and finally the mattress is hand tufted, again using long needles to pass twine straight through the mattress from one side to the other. This holds all the natural fibers in place and under tension, which with the help of a woollen tuft at each end of the twine, creates a beautiful 'rolling' sleeping surface.



***“The Royal Warrant
reinforces Hypnos’ bed
making reputation for the
very best of British quality.”***



*Be inspired and
create your own bed.*



HY2NOS

BENEFITS OF SUSTAINABLE NATURAL FIBER

A sustainable design ethos ensures Hypnos uses the finest natural and sustainable fibers, including traditional wool alongside the more exotic, to create the most comfortable sleep environment actively helping to regulate body temperature.

This approach ensures no synthetic foams are used in our mattresses. Our mattresses and beds are guaranteed to last a minimum of 20 years, so replaced less frequently helping conserve natural resources.

COTTON

Cotton is a naturally soft and fluffy fiber which provides great ventilation for a mattress, reducing perspiration and high humidity. The fibers have great absorbency, allowing the filling to breathe naturally. Cotton is also strong and durable, making it not only a hygienic and comfortable filling, but also a resilient one.



ALPACA

Alpaca is made up of hollow fibers that allow water molecules to move freely, which in turn keeps you cool and dry during the night. Alpaca benefits those who suffer from allergies as it naturally does not harbor dust mites or their allergens, which can cause asthma or allergies in the bedroom.

BENEFITS OF SUSTAINABLE NATURAL FIBER

HORSETAIL HAIR

Horsetail fibers have innate strength and springiness so they won't break or lose their natural flexibility, helping to restore the integrity of a mattress. Each strand cushions and supports every contour of your body. As the fiber has a greater surface area, it can remove moisture faster, helping to regulate body temperature as well as being quick-drying.



BAMBOO

Bamboo is a natural and sustainable resource that, due to its inherent antibacterial properties, is resistant to fungi, pests and bacteria, which can help avoid allergic reactions. Bamboo has the added benefit of being able to reduce moisture build up, and is three to four times more absorbent than cotton, making it the perfect fiber to be used in mattresses and in mattress ticks.

LATEX

Latex is naturally derived from the rubber tree moulded with air pockets for breathability, it is the most naturally durable cushioning material available. Latex has a natural elasticity which recovers its shape quickly when pressure is removed, providing superior back support and outstanding pressure relief. In turn this reduces the tossing and turning that interrupts sleep.





PASHMINA

Pashmina is a fine type of cashmere wool fiber that provides a naturally soft and sumptuous feel to a mattress. These fine fibers help reduce moisture, keeping you cool and dry during the night, to provide you with a supremely comfortable night's sleep.

CAMEL WOOL

Camel wool is used in a mattress due to its excellent thermostatic properties. The fibers reduce moisture keeping you dry and your mattress fresh, with the added benefit of providing an exquisitely soft and comfortable feel.



WOOL

Wool is a soft, durable and sustainable fiber. This natural fiber has the ability to act as a climate control unit, keeping you warm in the winter and cool in the summer, ventilating the mattress and allowing it to breathe. Wool is superb at reducing moisture build up (it can absorb twice as much moisture as cotton), creating a more comfortable sleeping environment. It can also help inhibit the growth of bacteria, fungi and dust mites, creating a more hygienic mattress filling.

JOMA WOOL®

Joma Wool is pure crimped New Zealand wool. This 70-year-old company thoroughly cleans the fiber, removing all lanolin, and sets a permanent crimp in it. The process creates a naturally hypoallergenic material, helping allergy sufferers rest.



PERSONALISED TO YOU

CREATE YOUR PERFECT BED

COMFORT – A SUBTLE CHOICE

Buying a new bed and mattress is a major decision. After all, your rest and relaxation are at stake. At Hypnos, we offer a wealth of subtly different comfort choices so you can find the optimal mattress to suit your sleeping – and waking – preferences.

But which comfort level is the perfect match for you?
How firm do you like your mattress?

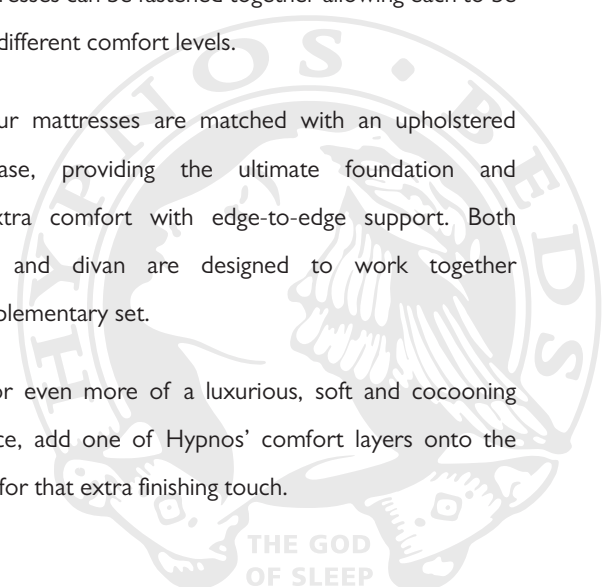


People enjoy different comfort levels, that's why there is no substitute for visiting a retailer and taking time to try out the beds in their showroom. The way it feels to lie and turn on the mattress is crucial – grab a pillow and adopt your preferred sleeping position – allow the mattress to absorb the weight of your shoulders and hips and check whether your spine is straight.

If you and your partner prefer different levels of comfort, then choose a dual tension option, or a zip and link, where two mattresses can be fastened together allowing each to be made to different comfort levels.

All of our mattresses are matched with an upholstered divan base, providing the ultimate foundation and giving extra comfort with edge-to-edge support. Both mattress and divan are designed to work together as a complementary set.

Finally, for even more of a luxurious, soft and cocooning experience, add one of Hypnos' comfort layers onto the mattress for that extra finishing touch.





*Be inspired and
create your own bed.*



NATURE'S REIGN COLLECTION

The luxurious Nature's Reign collection has been lovingly designed and handcrafted using nature's finest materials to provide you with supreme comfort and support, tailored to your unique body shape.

Night in, night out, you'll sleep well and wake up revived from complete rest on a bed that cocoons you with a trusted blend of support and softness.



*Be inspired and
create your own bed.*

Foundation with legs optional.



HYPOG2



*Be inspired and
create your own bed.*



HYMNOS



HYPNOS®

THE MOST COMFORTABLE BEDS IN THE WORLD

Hypnos beds are proudly made in the USA by approved licensee Paramount Sleep

Paramount Sleep Corporate Office | 1112 Kingwood Avenue | Norfolk | Virginia 23502

T: (757) 855-3321 | www.paramountsleep.com/hypnos



www.hypnosbeds.com



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