

Silentnight Beds

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Silentnight Beds reserves the right to modify product specifications at any time.





Register now for your chance to win £10,000...



Every body deserves one

You can also register online at www.silentnight.co.uk/prizedraw

affi x stamp here

This entry form may be completed online at our website www.silentnight.co.uk/prizedraw

SECTION A - REGISTRATION 1) Your Title: 1 Mr. 2 Mrs. 3 Ms. 4 Miss. 5 Other Title (Dr., Rev., Major) 2) Would you like to receive by e-mail interesting information and offers relevant to you? 3) Date of Purchase:

SECTION B – YOUR PURCHASE Please tell us about your purchase: By filling in this section you can tell Silentnight Beds about yourself and your needs which will help us to develop new products and plan promotional activity. (Please tick boxes as appropriate) 1) What type of hed or mattress have you bought? 1 Mattress only 2 Divan set with storage drawers 1 2 3 4 3 Divan set without storage drawers 1 2 3 4 4 Mv First Bed™ 5 ChiLL-OUT™ 2) If you bought a mattress only, what sort of base will it be on? 1 Divan base 3 Other (please specify) 3) To which collection does your bed or mattress belong? (Please check on your mattress label) 1 Miracoil 3 2 Miracoil 3 Pocket 6 Mattress Now (rolled mattress) 3 Miracoil 7 7 Other (please specify) 4 Miracoil 7 Pocket 4) How much did you pay for your bed or mattress? £ _ _ _ _ _ 5) Which of the following applies to your purchase? 1 First ever bed purchase 2 Replacement bed or mattress 3 Additional bed or mattress for the home 6) If you bought a replacement, what did you replace? 1 Divan 3 Mattress only 2 Bedstead 4 Other (please specify) 7) In which room will your new bed be kept? 1 Main bedroom 3 Guest/spare bedroom 2 Child's bedroom 4 Other (please specify) 8) Where did you buy your bed? 1 Tesco 7 Mail Order Catalogue 2 Argos 8 Independent Retailer 3 Со-ор 9 TV Shopping Channel 4 Bensons for Beds 10 Internet Retailer

11 Other (please specify)

5 Previous bed was a Silentnight

6 Other (please specify)

5 Dreams

6 Department Store

a salesperson

2 Recommendation from

3 Tried in store and liked it

9) What prompted you to choose a Silentnight Bed?

1 Recommendation from a friend 4 TV advertisement

10) Please tick 3 of the following statements that you think best describe Silentnight Beds: 1 Silentnight make beds for people like me 7 Silentnight keep up to date with 2 Silentnight make good quality beds 3 Silentnight make really comfortable beds 8 Silentnight is a company you 4 You don't roll together in a Silentnight bed 5 Silentnight make well designed beds 9 Silentnight is a reputable brand 6 Silentnight make beds which are worth paying more for 11) Where have you seen or heard any advertising for Silentnight Beds products? 1 Television 3 Magazine 5 Poster 7 Not seen any advertising recently 2 Newspaper 4 Radio 6 Cinema 8 Internet 12) Do you anticipate buying another bed in the next 12 months?

1 Yes 2 No 13) If so, which room would the bed be for? 1 Main bedroom 3 Guest/spare bedroom 4 Other (please specify) 2 Child's bedroom 14) Please tell us how strongly you either agree or disagree with the following statements: My bed makes me happy My bed is like a sofa the way I use it 1 2 3 4 5 It's not worth spending more 1 2 3 4 5 than you have to on a bed Beds are important style statements 1 2 3 4 5 I'd only buy a new bed if I really had to 1 2 3 4 5 15) Has your bed met your expectations and would you consider buying another Silentnight bed? 1 Yes 2 No 16) Has your opinion of Silentnight changed since buying this bed? 1 Yes 2 No 17) If yes has it...? 1 Changed for the better 2 Changed for the worse SECTION C - ABOUT YOU Please take a few moments to tell us about yourself to help us better understand our customers. 1) Your marital status? 5 Living with partner Partners Title: 1 Mr. 2 Mrs. 3 Ms. 4 Miss. (Dr., Rev., Major) Partners First name: Your date of birth: Partners date of birth: 2) Please tell us the age of any children living at home? Child 1 LL Child 2 LL Child 3 LL Child 4 LL 3) Please tell us your current/last occupation? Office/Clerical Sales & Customer Services

Retail/Leisure Worker

7 Skilled Trade Worker

Middle Management

Senior Manager/Professional

Health/Education Professional 8 Manual/Factory Worker

1 Full time employed	3	Housewife/homemaker	6	Student		
2 Part time employed	5	Retired	7	Unemploy	yed	
5) What is your annual TO	TAL HOUSEH	IOLD income?				
1 Under £5.000	5	£20,000 - £24,999	9 €4	40.000 – £4	4 999	
2 £5,000 – £9,999	6	£25,000 - £29,999		10 £45,000 £49,999		
3 £10,000 - £14,999	7	£30,000 - £34,999		11 £50,000 – £74,999		
4 £15,000 – £19,999	8	£35,000 – £39,999		75.000 +	4,555	
		£33,000 = £33,333	12 E	73,000 +		
6) What type of home do						
1 Flat	3	Maisonette		erraced		
2 Detαched	4	Semi-Detached	6 B	ungalow		
7) How many adults include	ing yourself	live in your home?		_		
8) Do you? 1	Own your ow	n home 3 Rent Priv	rate 5 H	lousing Ass	ociation	
2	Live with par	ents 4 Rent Cou	ıncil			
9) How many bedrooms do	y vou havo?		ı			
— Tiow many beardons at	you nave:					
10) When do you renew yo	our househole	d insurance policies? (enter	month i.e. Jur	ne = 06, July	y = 07)	
1 Home Contents		2 Buildings	3 (Car L		
11) Please tick all the activ	ities and inte	erests you and your partner	r eniov regular	·lv		
Hobbies:	You	Partner Interests:	cijoj iegulai	You	Partn	
Reading books	1	21 Current Affair	c	11	31	
Gardening	2	22 Fine food/coo	_	12	32	
Listening to music	3	23 Charities/Volu	-	13	33	
Eating out	4	24 Pets	cary work	14	34	
World travel	5	25 Bet on horses	/sport	15	35	
Going to the pub	6	26 Fashion		16	36	
Exercise		Investments				
Sport/Running	7	27 Mortgage		17	37	
Gym/Classes	8	28 Savings Plan		18	38	
Golf	9	29 Shares		19	39	
Hiking/Walking	10	30 Other Investm	nents	20	40	
12) Do you access the Inte	rnot?					
1 At Home 2	At Work 3	Other 4 Don't o	iccess			
13) How often do you buy	goods and s	ervices by Mail Order or the	Internet?			
		Often Sometimes		Never		
Mail Order/Tel		1 2	3	4		
Internet		1 2	3	4		
14) How many credit card	do vou have	a?				
1 One 2 1	wo 3	Three 4 Four +				
15) Do you have?						
1 Credit Card	4	Store Card	7 None			
redit Cara						
2 Debit Card	5	Amex/Diners				

Thank you for your help and good luck with the draw.

DATA PROTECTION: The information that you provide in this questionnaire will be processed under the guidelines and recommendations of the Data Protection Act, and jointly controlled by Silentnight Beds and Acxiom Ltd. It will be used in the following ways: Section Ac: Enables Silentnight Beds to contact you. Section B: provides Silentnight Beds with valuable feedback about their products. Section C: provides Silentnight Beds with a really clear picture of the consumer who buys their product and helps ensure any marketing information they send to you is relevant to you. If it's O.K. with you, Acxiom may give your details to other reputable organisations who would like to contact you by mail, email or telephone with information, offers, products and services that you might find interesting. Please tick here if you () and/or your partner (), (please check with them first), would prefer not to be contacted.

Win £10,000!

To show our appreciation for your help in completing and returning the questionnaire opposite, your name and address will be entered into the Acxiom, free annual prize draw to win £10,000.

Prize Draw Rules

The Acxiom £10,000 prize draw is open to UK residents aged 18 or over, except for employees of Acxiom, Silentnight Beds, their families and anyone professionally associated with the draw. A winner will be picked on the last Friday of August every year until 2015 (and written to that September). All valid entries received by Acxiom in the 12 months up to 31 July each year have an equal chance of winning. Entries are valid provided they contain a name and address, and are on an Acxiom questionnaire or a copy of one. Acxiom surveys are distributed in various ways including via the internet.

Prize draw results and/or a further copy of the questionnaire are available by sending a SAE to Mrs Linda Harrison, Acxiom Ltd, Park House, Station Road, Teddington, Middlesex, TW11 9AD. The winner may be invited to take part in postevent publicity. No purchase is necessary to enter. For comments or questions relating to Acxiom, please write to:

Customer Services Acxiom Limited Park House Station Road Teddington Middlesex TW11 9AD If you have any comments, questions or require further information about the products in the Silentnight Beds range, please contact our Customer Care Department on 01282 851111 or write to: Customer Care Department Silentnight Beds P.O. Box 9
Barnoldswick Colne
Lancashire BB18 6BL
or visit our website at

www.silentnight.co.uk



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The assembly instructions for Silentnight adjustable beds and ChiLL-OUT™ beds are supplied with the product. If your assembly instructions are missing, please contact the Customer Care Department on 01282 851111.





Every body deserves one

About Silentnight Beds

At Silentnight we like to live up to our name, bringing you the very best beds and mattresses for a great night's sleep. At the heart of all our spring mattresses is the intelligent Miracoil® spring system.

Miracoil® is totally unique in its design, offering comfort and support for all shapes and sizes. We are also at the forefront of exciting new sleep comfort developments, such as targeted zones to support your curves, Cirrus Airflow fibres to keep you cool, Innergetic® latex for energising sleep, luxury mini pocket springs and our new advanced memory foam – Memory Breathe.

With so much choice we are sure that there is a perfect Silentnight bed for you.



Silentnight Beds is a full member of the Furniture Industry
Sustainability Programme (FISP).

FISP is based around sustainable development and was set up by the government with 4 main objectives:

- Social progress that recognises the needs of everyone
- Effective protection of the environment
- Prudent use of natural resources
- Maintenance of high and stable levels of economic growth and development

To become a member of FISP, Silentnight Beds has shown commitment to social, economic and environmental sustainability across the business, including commitments to environmental policy and legal compliance mechanisms for safety, health and environment legislation.

miratex Memory

The latest advance in foam sleeping technology, our Miratex™ memory foam mattresses offer body-moulding comfort and support

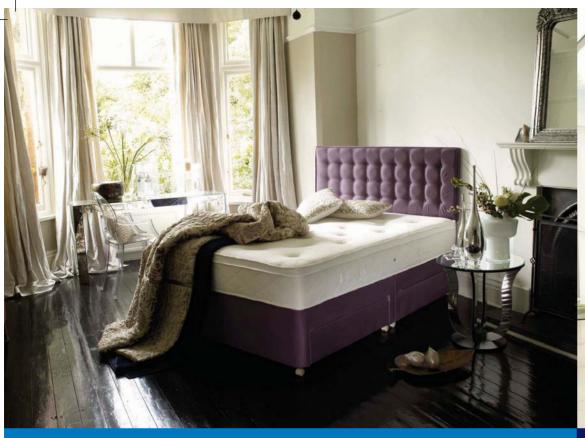
mattress-now

Comfort and convenience combined.

Mattress Now offers the very latest foam sleeping technology, rolled and boxed for immediate sale in store. Simply purchase your Mattress Now, take home, unroll and the foam gradually recovers over 24 hours

to a full size Silentnight Miratex[™] foam mattress. Now available in 3 options – Miratex[™] BreatheEasy, Miratex[™]Memory & Innergetic® Latex.







miracoil 3

Intelligent Miracoil® springs give comfort, support and pressure relief for all shapes and sizes.











miracoil 3 Pocket

Unique two-layer spring combination of luxuriously comfortable mini pocket springs and the intelligent Miracoil® spring system.











miracoil 7

Intelligent Miracoil® springs with an extra cushioning layer to provide more targeted support for your curves and total body relaxation.

















miracoil 7 Pocket

Intelligent Miracoil® springs with a layer of luxuriously comfortable mini pocket springs for total body relaxation plus an extra cushioning layer to support your curves.















Warranty Conditions

Under the law, the Contract of Sale exists between the retailer/store and the consumer. Consequently, if you have cause to complain, please contact your retailer giving proof of purchase and outlining the nature of your complaint. If the warranty conditions have been satisfied, the retailer will then liaise with Silentnight Beds on your behalf.

- The mattress must be turned regularly, as per the Care Instructions, thereby minimising the settlement of the cushioning layers.
- The exception is a 'No Turn' mattress, which will usually be specified on the mattress label. For further details about 'No Turn' mattresses please see the Care Instructions on pages 8, 9 and 10.
- If your mattress is 'No Turn' you should use the sleeping surface only (the side with the mattress label).

- We are unable to accept items that are soiled or unhygienic. Therefore, please ensure that you use a mattress protector/ cover from the first day of use.
- The guarantee is void if a fault results from misuse of the product. Examples of misuse would include (but are not limited to):
 - Use without bed linen
 - Subjecting the product to excessive wear and tear e.g. jumping up and down on the bed
 - Using a mattress on an old or unsuitable base, or a base for which it was not designed
 - Rolling or bending a Miracoil® or Miracoil® Pocket mattress
 - Overloading the drawers in the base; overloading can cause distortion or damage to drawers and may also cause them to jam. Therefore, mini drawers should not be loaded in excess of 7kg, standard drawers 15kg.

Wherever possible, replacement product will be like for like. However, in the event a particular material or style is no longer available, we reserve the right to substitute appropriately as per our current range.

5 Year Guarantee

Because you have been discerning in choosing Silentnight Beds, we wish to express our appreciation by offering you the security of the very best in terms of product quarantee.

Consequently, if you have purchased a mattress or divan set (a matching base and mattress), in the unlikely event that a problem should arise due to either faulty material or poor workmanship, during the first year from the date of purchase we promise to repair or replace (at our discretion) any part, or all of the product that is defective, completely free of charge.

During the second year, replacements will be free of charge but will attract a contribution to the transport costs.

In subsequent years, a sliding scale of charges based on usage plus transport costs comes into effect as follows:

2 to 3 years

 $40\,\%$ of current retail price

3 to 4 years

60% of current retail price

4 to 5 years

80% of current retail price

Any claim made under this guarantee must be made through the retailer from whom the bed was purchased. Please ensure you retain your receipt as proof of purchase. Any claim must be made no later than 5 years from the date of purchase.

This guarantee applies to goods purchased from an authorised retailer of Silentnight products within the UK and Northern Ireland and, in all instances, applies to product only where it has been used and maintained

in accordance with the manufacturer's quidelines and instructions.

Please ensure that you read and comply with the Warranty Conditions (page 6) and Care Instructions (pages 8, 9 and 10).

This guarantee does not affect your statutory rights.



Care Instructions

Getting used to your bed

Chances are that the springs and upholstery in your old bed were not what they used to be, so your new bed may seem a little strange at first. Please allow time for your body to adjust to your new bed and for the fillings to settle.

Filling settlement is normal

Due to modern day fillings being more sumptuous than their predecessors, settlement within your mattress should be expected and is perfectly normal.

Your new mattress is zoned to complement the human body. As such, you may observe some settlement of the upholstery in the zoned areas where your body weight is greatest. There is no need for concern; it demonstrates that the mattress zones are working as designed, offering optimum support in the zoned areas

The main causes for settlement are attributed to:

- Extra pressure in areas where body weight is most pronounced.
- Body heat and moisture, which can escalate settlement and slow down the recovery process of the fillings.

Ensuring that your mattress is cared for properly may help to reduce settlement:

- Only use your mattress with a base for which it has been designed.
- Turn your mattress regularly (unless your mattress is 'No Turn' – this will be stated on the mattress label).
- Rotate your mattress top-to-tail so that settlement from body pressures is evenly distributed.

Air your mattress daily by pulling bed covers back.

It is important to remember that, as with any soft furnishing product, it is unreasonable to expect your mattress not to show settlement after several months of use. Whilst fillings may settle over time, the support system within your mattress will ensure that you receive many years of comfort from your mattress.

Let your mattress breathe

After its removal from the packaging, please leave your bed uncovered for a few hours to allow any condensation to escape. To avoid risk of suffocation, please ensure that the polythene bag is well out of reach of small children.

Protect your mattress

No mattress is completely colourfast. We therefore recommend that you use a mattress cover, which will protect it from coming into contact with body moisture or other liquids.

Do not use detergents or chemical cleaners

Using detergents or chemical cleaners on your mattress is likely to damage the fabric and stitching.

Turn your mattress regularly

Unless you have bought a 'No Turn' mattress, which will be indicated on the mattress label, it is important that you turn your mattress once a week for the first two or three months and then monthly thereafter. This will prolong the lifespan of



your mattress. 'No Turn' mattresses will benefit from being rotated from top-to-tail periodically to ensure even wear. When turning your mattress please do not allow it to bang or fall against the side of the bed as this may damage the spring system. Some assistance may be required.

Do not bend or roll your Miracoil® or Miracoil® Pocket mattress

Bending or rolling your mattress will damage the spring unit and invalidate the quarantee.

Miratex™ mattress odours

Some residual foam odour may be apparent on removing your new foam mattress from its packaging. This is quite normal and is not a cause for concern. Please give the mattress time to air by

leaving it uncovered in a well-ventilated room for several hours before use.

'Mattress Now' foam recovery

If you have purchased a rolled up mattress, please ensure that you unroll and place it on a bed in a warm room for 24 hours before use. After this time the mattress will fully regain its normal shape. Please note that recovery time will be faster when placed in a warm environment. The mattress cover should not be removed and is not suitable for machine washing.

Softening foam

If this is your first foam mattress, it may take a few days to get used to the feel as it is very different to a traditional spring mattress. Please be aware that slight softening of the foam may occur during the first few weeks but this should not be a cause for concern.



Foam discolouration

Over a period of time, you will notice a yellowing of the foam. This is perfectly normal and is due to the properties within the foam, and will not affect either the quality or performance of your mattress.

Do not overload or overfill drawers

If your bed has drawers, they have been designed to take lightweight items only. Excessive weight can cause distortion or damage to the drawers. Overfilling them may cause them to jam. Maximum weight: Mini drawers - 7kg. Standard drawers - 15kg.

Upholstery

Micro Suede

A fabulously sensual fabric, Micro Suede is soft and durable, making it an extremely

popular choice. The fabric is water repellent and dirt resistant. However, should you need to remove any heavier stains, please use a neutral detergent, taking care not to over rub. Rinse with clean, lukewarm water.

Woven Fabrics

Our luxurious woven fabrics have a soft, rich texture. These fabrics should be specialist cleaned only.

My First Bed™

Accessories

The headboard and feet accessories are not machine washable due to the natural fibres used. To remove any stains please dry clean or use a damp sponge and clean with gentle rubbing only.



Divan Assembly Instructions

You will need: A wooden mallet, pliers and scissors.
To avoid the risk of injury, it is recommended that a minimum of two people assemble and install this product.

1. Unwrapping:

Carefully remove any cardboard protectors and all packaging staples with pliers to avoid injury. To avoid risk of suffocation, keep all polythene away from children. Please recycle your packaging.

2. Fittings:

Remove the fittings from the bags that are attached to the divan base.

3. Attaching the castors or legs:

Castors: Push into the corner sockets and gently tap with a wooden mallet until it is fully 'home'. Do not use a metal hammer

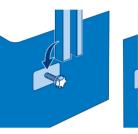
or object as this may damage the castors or divan base.

Legs: To affix legs, screw bolts into the marked threaded holes.

4. Connecting the bases:

Position the two divan halves where they are to be used and bring them together ensuring that the black unit connectors are facing each other.

Standing to one side of the bed, lift the right hand base approx 100mm, while holding the left hand base in position. Then, squeeze the divan halves together and lower the right hand base ensuring the connectors locate. Repeat on the other side.



5. Attachina a headboard:

First of all decide which end is to be used for the headboard, then use scissors to carefully pierce the fabric where the hole can be felt underneath the stickers. Place the headboard bolt into the hole and fasten into place. Lower the headboard into position before fully tightening the bolt.

6. Storage:

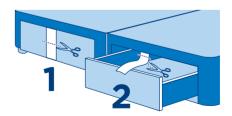
To release the drawers, cut the temporary restraining straps and trim off any excess.

DO NOT OVERLOAD THE DRAWERS.

Maximum weight is:

Mini drawers – 7kg,

Standard drawers – 15kg.



My First Bed[™] Assembly Instructions

You will need: Pliers and scissors. To avoid the risk of injury, it is recommended that a minimum of two people assemble and install this product.

1. Unwrapping:

Carefully remove any cardboard protectors and all packaging staples with pliers to avoid injury. To avoid risk of suffocation, keep all polythene away from children. Please recycle your packaging.

2. Fittings:

Remove the fittings from the bags that are attached to the divan base.



3. Attaching the legs:

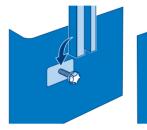
To affix legs,

To affix legs, screw them into the marked threaded holes.



4. Lowering the divan:

Carefully lower the divan onto the floor.



5. Attaching a headboard:

First of all decide which end is to be used for the headboard, then use scissors to carefully pierce the fabric where the hole can be felt underneath the stickers. Place the headboard bolt into the hole and fasten into place. Lower the headboard into position before fully tightening the bolt.



