Silentnight

The secret to
a great night's sleep

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FSC www.fsc.org FSC® C104681 The mark of responsible forestry

fisp Furniture Industry Sustainability Programme

NBF NATIONAL BED FEDERATION

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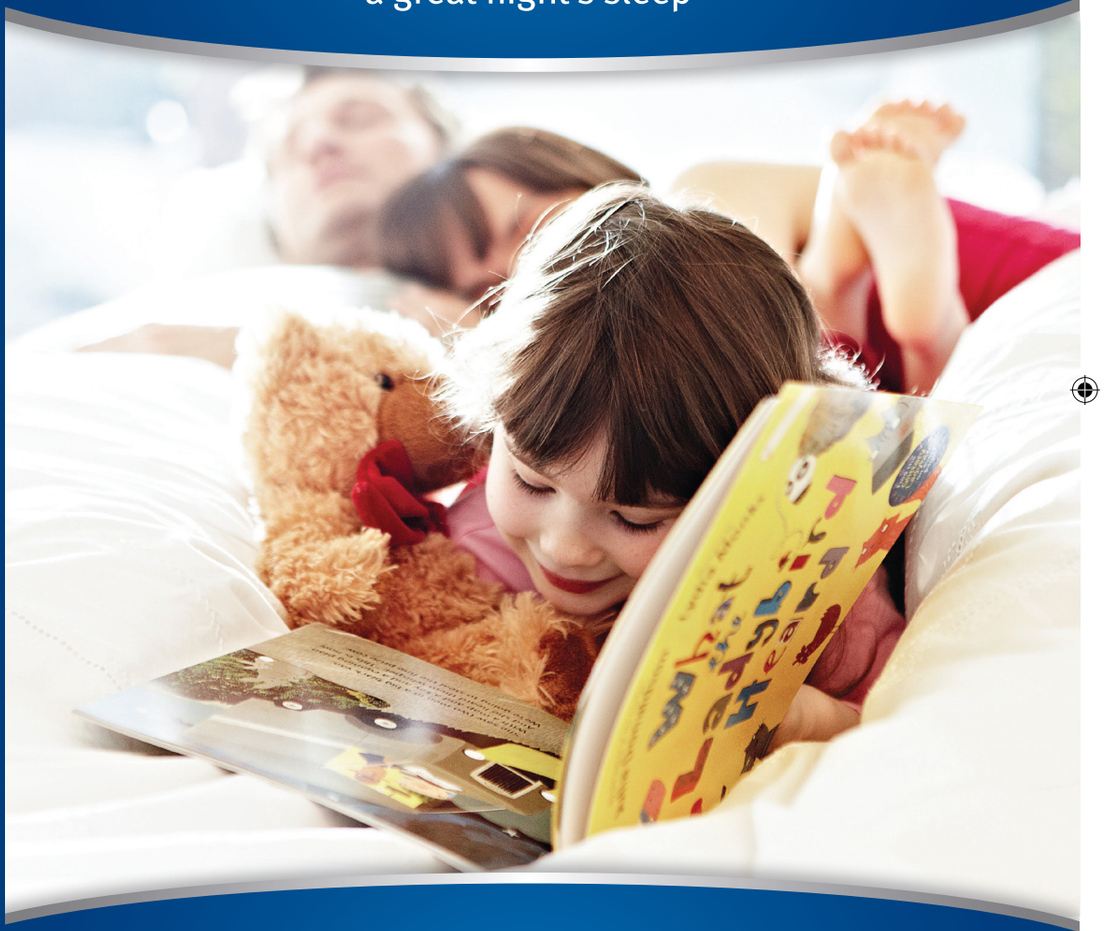
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Silentnight Beds reserves the right to modify product specifications at any time.

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Silentnight

The secret to
a great night's sleep



**Thank you for purchasing a Silentnight bed.**

Warranty and care instructions booklet.




# Contents

**Thanks for purchasing your new Silentnight bed or mattress. Please keep this booklet safe as it carries important information on your warranty and care instructions for your new bed or mattress.**


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# 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, which requires rotation only please see the Care Instructions on pages 3 and 4.
- If your mattress is 'No Turn' you should use the sleeping surface only (the side with the mattress label).
- We are unable to accept returned 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 the 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 guarantee.**

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 guidelines and instructions.

Please ensure that you read and comply with the Warranty Conditions (page 1) and Care Instructions (pages 3 and 4).

This guarantee does not affect your statutory rights.

**Silentnight Beds,**
**P.O. Box 9, Barnoldswick,**
**Colne, Lancashire**
**BB18 6BL.**



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# 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 are 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

We 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 may damage the fabric and stitching.

## Turn and rotate your mattress regularly

Unless you have bought a single sided 'No Turn' mattress, which will be indicated on the mattress label, it is important that you turn your mattress over and rotate it from top-to-tail once a week for the first two or three months and then monthly thereafter.

This will prolong the lifespan of your mattress and ensure even settlement of the fillings. 'No Turn' mattresses should be rotated from top-to-tail periodically to ensure even wear. When turning or rotating your mattress please do not allow it to impact with or fall against the side of the bed as this may damage the spring system. We recommend having assistance when moving a mattress.

## '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.

## Do not bend or roll your mattress

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

## 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.

**Faux Leather** - Faux leather has all the look of real leather, but is easy to care for. If you need to clean your faux leather headboard, simply wipe it with a clean, damp cloth.



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# Bases with Castors

## 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.

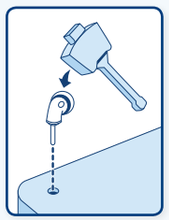
### 1. Unwrapping:

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.

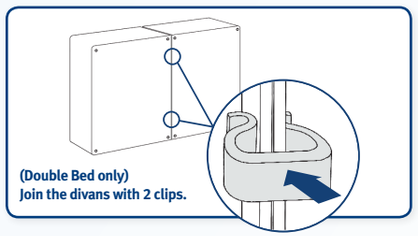
**Legs:** To affix legs, screw bolts into the marked threaded holes.

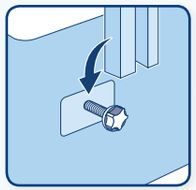
### 4. Connecting the bases:

**The 2 base halves can be connected in one of two ways.**

**Black Unit Connectors:** 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. Stand 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.

**U Clips:** Stand the divan halves on their side and attach the u clips as indicated on the diagram below.





### 5. Attaching a headboard:

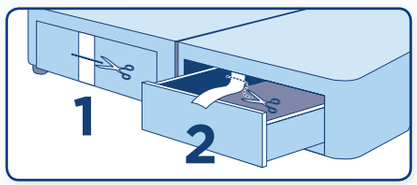
First of all decide which end of the bed is to be used for a headboard, then use scissors to carefully pierce the fabric where the hole can be felt underneath the stickers.

**For strutted headboards:** Place the headboard bolt into the hole and fasten into place. Lower the headboard into position before fully tightening the bolt.

**For full height headboards**: Using scissors, carefully pierce the fabric where the stickers mark the hole in the headboard. Line up the headboard hole with the divan hole and thread the headboard bolt through them both and tighten into position.

### 6. Storage:

To release the drawers, please cut the temporary restraining straps and trim off any excess. Pulling the straps off may tear the fabric.




### Do not overload the drawers.

**Maximum weight is: Mini drawers – 7kg, Standard drawers – 15kg.**



# Bases with Legs

## Assembly Instructions

**You will need:**

**A large Phillips or slotted screwdriver, a pozidrive, 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.

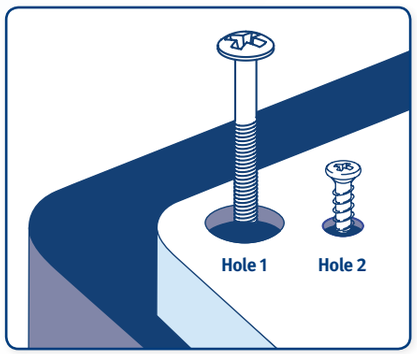
### 2. Fittings:

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

### 3. Attaching the feet:

**Round Feet:** To affix, screw the feet into the marked threaded holes on the base.

**Square Feet:** To affix, screw the large gold screw into hole 1 as indicated on the diagram. Then screw the silver screw into hole 2, as indicated on the diagram. Make sure both screws have been fasten securely. Repeat on all 4 corners.

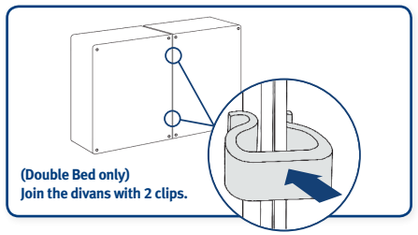



### 4. Connecting the bases:

**The 2 base halves can be connected in one of two ways.**

**Black Unit Connectors:** 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. Stand 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.

**U Clips:** Stand the divan halves on their side and attach the u clips as indicated on the diagram below.

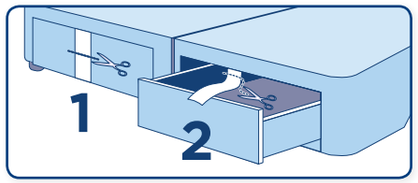



### 5. For headboard assembly instructions:

**Please see page 5.**

### 6. Storage:

To release the drawers, please cut the temporary restraining straps and trim off any excess. Pulling the straps off may tear the fabric.




### Do not overload the drawers.

**Maximum weight is: Mini drawers – 7kg, Standard drawers – 15kg.**



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# Adjustable Bases

## Assembly Instructions

**You will need:**

**A wooden mallet, pliers and scissors.**

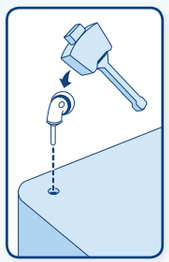
To avoid the risk of injury, it is recommended that a minimum of two people assemble and install this product.

### 1. Unwrapping:

Carefully remove any cardboard protectors and all packaging staples with pliers to avoid injury. Remove red retaining straps from either end of struts with scissors. 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 underside of 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.

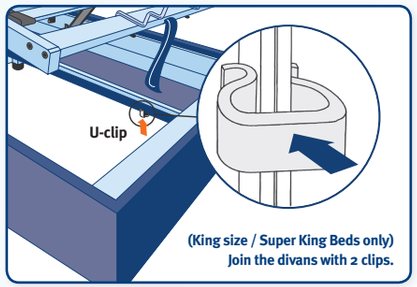
### 4. Connecting the bases:

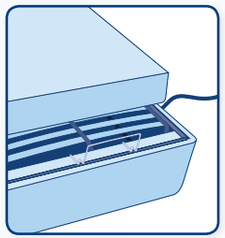
Place bases side by side, correctly align and attach headboard. Leave one base free from mattress until bases connected fully.

Fully raise empty adjustable platform at both head and foot end. Switch off power supply and ensure trailing wires and handset do not pose a tripping hazard.

Kneel next to base at head-end of bed and carefully lean into the recess to position first U-clip. Slot clip upwards from beneath the central rails and connect the divan halves. It is recommended that the divans be connected by two people, one of whom should ensure the safety of the person connecting the halves.

Repeat the connection process at the foot-end of the base with the second U-clip. Due to limited extension of the foot-end of the base, it is advised that only the arm be placed inside the base – do not lean inside the raised foot-end of the bed.



### 5. Mattress and plug:

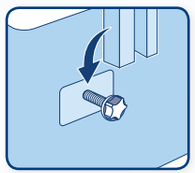
Position the bed where it is to be used. Fix the mattress guard at the foot end of the bed (see Fitting the Mattress Guard) and plug into the mains.

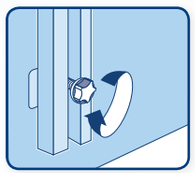
### 6. Attaching a headboard:

First of all decide which end of the bed is to be used for a headboard, then use scissors to carefully pierce the fabric where the hole can be felt underneath the stickers.

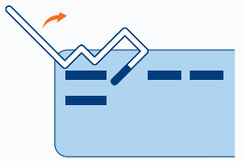
**For strutted headboards:** Place the headboard bolt into the hole and fasten into place. Lower the headboard into position before fully tightening the bolt.

**For full height headboards:** Using scissors, carefully pierce the fabric where the stickers mark the hole in the headboard. Line up the headboard hole with the divan hole and thread the headboard bolt through them both and tighten into position.



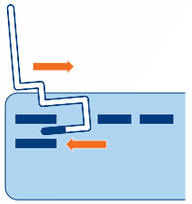


# Fitting the Mattress Guard



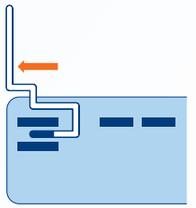
### Step 1:

Fix the guard to the first wooden slat by angling it at 45º and hooking it over the slat.



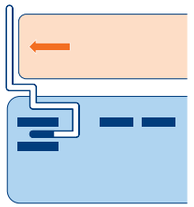
### Step 2:

Rotate the guard forward until the bottom edge of the guard hooks round the first slat.



### Step 3:

Once the lower edge of the guard has gone around the slat it must be pulled to enclose the slat fully by moving toward the outer edge of the bed.



### Step 4:

Once in place the mattress can be placed on the bed where the guard provides a safe enclosure, preventing the mattress from slipping off.

# Safety Instructions

- The adjustable mechanism is controlled by a 'Hold-to-Run' control for your safety. However, please be aware that the mechanism will continue to move as long as the directional button is depressed and care should be taken to avoid entrapment of the electrical wire, bedding or hands/fingers when adjusting the base.
- Please ensure children and pets are at a safe distance when the mechanism is in motion to avoid injury.
- When getting on/off the bed please ensure the leg end of the bed is in a flat/lowered position. It is not necessary to lower the upper/back section of the bed prior to getting on/off the bed.
- Please do not operate the adjustable mechanism without the mattress guard in position on the foot end of the bed. The mattress may not conform to the shape of the base when the mattress is unoccupied and may slip off the foot end of the base if not secured in position with the guard.



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# Footboard

## Fitting Instructions

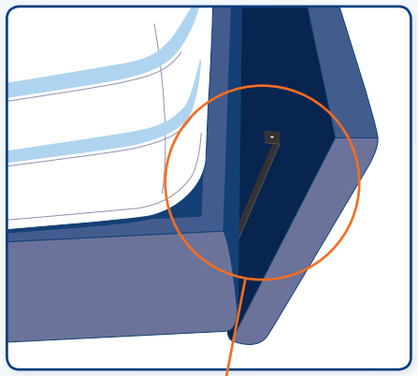
**You will need:**

**A large Phillips or slotted screwdriver.**

To avoid the risk of injury, it is recommended that a minimum of two people assemble and install this product.

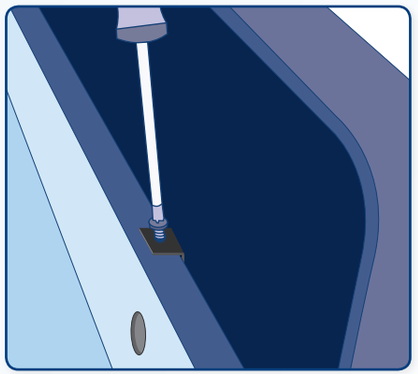
### 1. Attaching the footboard:

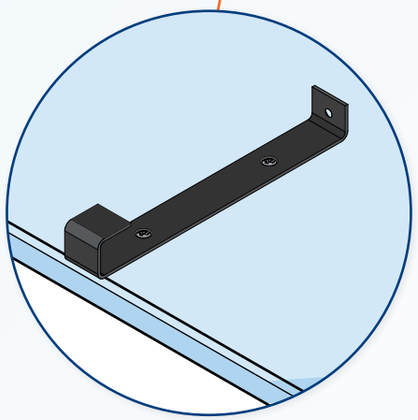
The bottom of the bracket hooks under the base panel on the bed.



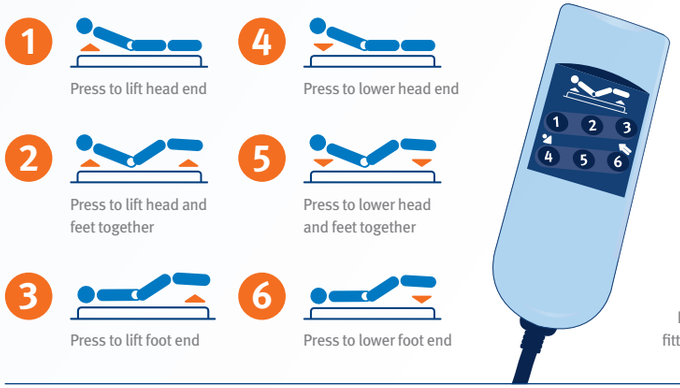
### 2. Fitting the board to the bed:

The top of the bracket is slotted over the top of the base panel and screwed to secure





# Operating the Hand Control




A clip on the reverse of the hand control allows it to be fitted to the side of the divan.

# Ottoman storage

## Important usage instructions

**The Ottoman provides the ultimate storage solution helping you maximise your bedroom space. To get the best out of your new bed please follow these instructions at all times.**

**Cutting the Ottoman strap will cause the Ottoman to open immediately. Please ensure you follow the instructions below.**

### Unwrapping the Ottoman base:

1. Remove all the polythene and corner card packaging.
2. Remove any proud packaging staples.
3. Stand the divan vertically on the short side.
4. Before cutting the strap, please note that the lid will open automatically. Allow sufficient space for the lid to open.
5. Cut the strapping.
6. Remove castor pack from inside the Ottoman ensuring all packaging staples are removed & insert the castors.
7. Attach both bases together.
8. Place your mattress on top of the bed.

- Never operate the recliner mechanism without a mattress on the divan base.
- Never allow children or pets to play on or inside the Ottoman divan base.
- Stand clear when opening or closing the Ottoman divan base.
- Ensure bed linen does not get caught within the recliner mechanisms.
- Close the Ottoman divan base by pushing down with both hands centrally on the mattress.
- Do not operate the mechanism while the bed is being used.
- Maximum loading weight is 40kg evenly distributed.

**Stand clear when opening or closing the base**



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# Ottoman

## Assembly Instructions

**You will need:**

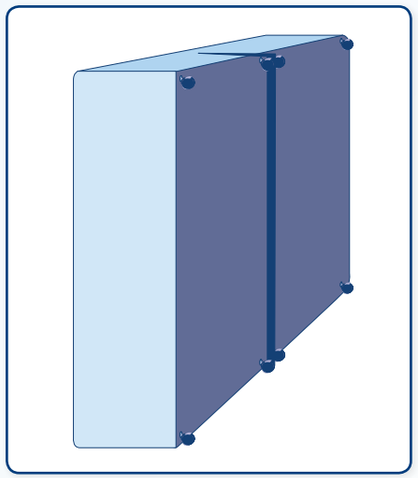
**A large Phillips or slotted screwdriver.**

To avoid the risk of injury, it is recommended that a minimum of two people assemble and install this product.

**These assembly instructions apply to the Ottoman divan base only. Please disregard the plastic clip in the standard Divan half fittings pack. Please use the metal clips to join the Divan and Ottoman halves together.**

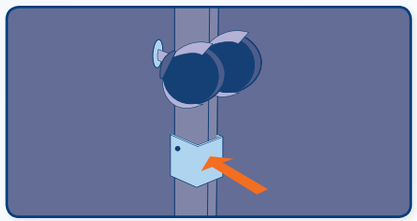
### Step 1:

Position the two divan halves on the floor together.



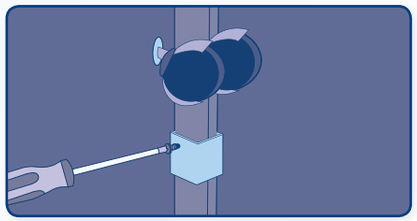
### Step 2:

Ensure the metal clips are positioned in the recess of the black undercover.



### Step 3:

Use screws provided to fix the clip to the divan.



# You can rely on us to deliver a great night's sleep

We're so confident that our beds and mattresses will provide you with a great night's sleep that they all come with a 5 year guarantee.

Made in the UK

All our beds are made in the UK and are tested to British standards.

Silentnight Brands is fully certified by the Forest Stewardship Council® (FSC®). The FSC Chain Of Custody label guarantees that the timber or fibre used in all our divans and headboards come from FSC® certified forests, where trees harvested are replaced or allowed to regenerate naturally.

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.

Our advanced onsite testing laboratory has been established for more than 30 years and holds fully certified UKAS ISO 9001 status and independent accreditation with SATRA; the UK's largest and most advanced test house.

Independent accreditation ensures test methods, laboratory standards, staff competence and testing equipment and Silentnight's products meet the standards required under UK legislation for flammability, fitness for purpose and safety. SATRA have accredited 135 laboratories worldwide and Silentnight are one of only 7 accredited laboratories in the UK.



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Every body deserves one



## Silentnight Beds

PO Box 9, Barnoldswick, Lancashire BB18 6BL
tel: 01282 813 051 fax: 01282 850 107

email: enquiries@silentnight.co.uk
web: www.silentnight.co.uk

NATIONAL BED FEDERATION MEMBER

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

Every body deserves one

Thank you for purchasing a Silentnight bed. This book will ensure you enjoy many years of silent nights...



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

Every body deserves one

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

affix stamp here

(Please do not send products or correspondence to this address)

**Silentnight Beds**
PO Box 2698
Eastbourne
East Sussex
BN20 8RW

SILE A13 01



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

### SECTION A - REGISTRATION

SILE A13 01

1) Your Title: 1 ☐ Mr. 2 ☐ Mrs. 3 ☐ Ms. 4 ☐ Miss.
5 Other Title (Dr, Rev., Major)

First Name:
Surname:
Address:
Postcode:
Telephone: 0
e-mail:

2) Would you like to receive by e-mail interesting information and offers relevant to you?
☐ Yes

3) Date of Purchase: DAY MONTH YEAR

## 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 bed or mattress have you bought?

| | Single (90cm) | Double (135cm) | Kingsize (150cm) | Super-Kingsize (180cm) |
|---|---|---|---|---|
| 1 Mattress only | 1 | 2 | 3 | 4 |
| 2 Divan set with storage drawers | 1 | 2 | 3 | 4 |
| 3 Divan set without storage drawers | 1 | 2 | 3 | 4 |
| 4 My First Bed™ | 1 | | | |
| 5 ChiLL-OUT™ | 1 | 2 | | |

2) If you bought a mattress only, what sort of base will it be on?

1 Divan base 2 Bedstead
3 Other (please specify)

3) To which collection does your bed or mattress belong?
(Please check on your mattress label)

1 Miracoil 3 5 Miratex™
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 Co-op 9 TV Shopping Channel
4 Bensons for Beds 10 Internet Retailer
5 Dreams 11 Other (please specify)
6 Department Store

9) What prompted you to choose a Silentnight Bed?

1 Recommendation from a friend 4 TV advertisement
2 Recommendation from a salesperson 5 Previous bed was a Silentnight 6 Other (please specify)
3 Tried in store and liked it

10) Please tick 3 of the following statements that you think best describe Silentnight Beds:

1 Silentnight make beds for people like me
2 Silentnight make good quality beds
3 Silentnight make really comfortable beds
4 You don't roll together in a Silentnight bed
5 Silentnight make well designed beds
6 Silentnight make beds which are worth paying more for
7 Silentnight keep up to date with the latest styles and trends
8 Silentnight is a company you can trust
9 Silentnight is a reputable brand

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
2 Child's bedroom 4 Other (please specify)

14) Please tell us how strongly you either agree or disagree with the following statements:

| | Agree strongly | Agree slightly | Neither agree or disagree | Disagree slightly | Disagree strongly |
|---|---|---|---|---|---|
| My bed makes me happy | 1 | 2 | 3 | 4 | 5 |
| My bed is like a sofa the way I use it | 1 | 2 | 3 | 4 | 5 |
| It's not worth spending more than you have to on a bed | 1 | 2 | 3 | 4 | 5 |
| 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?

1 Married 3 Single 5 Living with partner
2 Widowed 4 Divorced/Separated

Partners Title: 1 Mr. 2 Mrs. 3 Ms. 4 Miss. 5 Other Title (Dr, Rev, Major)
Partners First name:
Partners Surname:
Your date of birth: DAY MONTH YEAR
Partners date of birth: DAY MONTH YEAR

2) Please tell us the age of any children living at home?

Child 1 Child 2 Child 3 Child 4

3) Please tell us your current/last occupation?

1 Office/Clerical 5 Sales & Customer Services
2 Middle Management 6 Retail/Leisure Worker
3 Senior Manager/Professional 7 Skilled Trade Worker
4 Health/Education Professional 8 Manual/Factory Worker

4) Are you?

1 Full time employed 3 Housewife/homemaker 6 Student
2 Part time employed 5 Retired 7 Unemployed

5) What is your annual TOTAL HOUSEHOLD income?

1 Under £5,000 5 £20,000 – £24,999 9 £40,000 – £44,999
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 12 £75,000 +

6) What type of home do you live in?

1 Flat 3 Maisonette 5 Terraced
2 Detached 4 Semi-Detached 6 Bungalow

7) How many adults including yourself live in your home?

8) Do you? 1 Own your own home 3 Rent Private 5 Housing Association
2 Live with parents 4 Rent Council

9) How many bedrooms do you have?

10) When do you renew your household insurance policies? (enter month i.e. June = 06, July = 07)

1 Home Contents 2 Buildings 3 Car

11) Please tick all the activities and interests you and your partner enjoy regularly

| Hobbies: | You | Partner | Interests: | You | Partner |
|---|---|---|---|---|---|
| Reading books | 1 | 21 | Current Affairs | 11 | 31 |
| Gardening | 2 | 22 | Fine food/cooking | 12 | 32 |
| Listening to music | 3 | 23 | Charities/Voluntary work | 13 | 33 |
| Eating out | 4 | 24 | Pets | 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 Investments | 20 | 40 |

12) Do you access the Internet?

1 At Home 2 At Work 3 Other 4 Don't access

13) How often do you buy goods and services by Mail Order or the Internet?

| | Often | Sometimes | Rarely | Never |
|---|---|---|---|---|
| Mail Order/Tel | 1 | 2 | 3 | 4 |
| Internet | 1 | 2 | 3 | 4 |

14) How many credit cards do you have?

1 One 2 Two 3 Three 4 Four +

15) Do you have?

1 Credit Card 4 Store Card 7 None
2 Debit Card 5 Amex/Diners

16) Which Daily National Newspaper do you read often?

### 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 A:** 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.

Please moisten and seal before posting

# 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 post-event 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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| My First Bed™ Assembly Instructions | p12 |


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.

For more information, or details of your nearest stockist, contact 01282 851111 or visit our website…
**www.silentnight.co.uk**



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 guarantee.

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

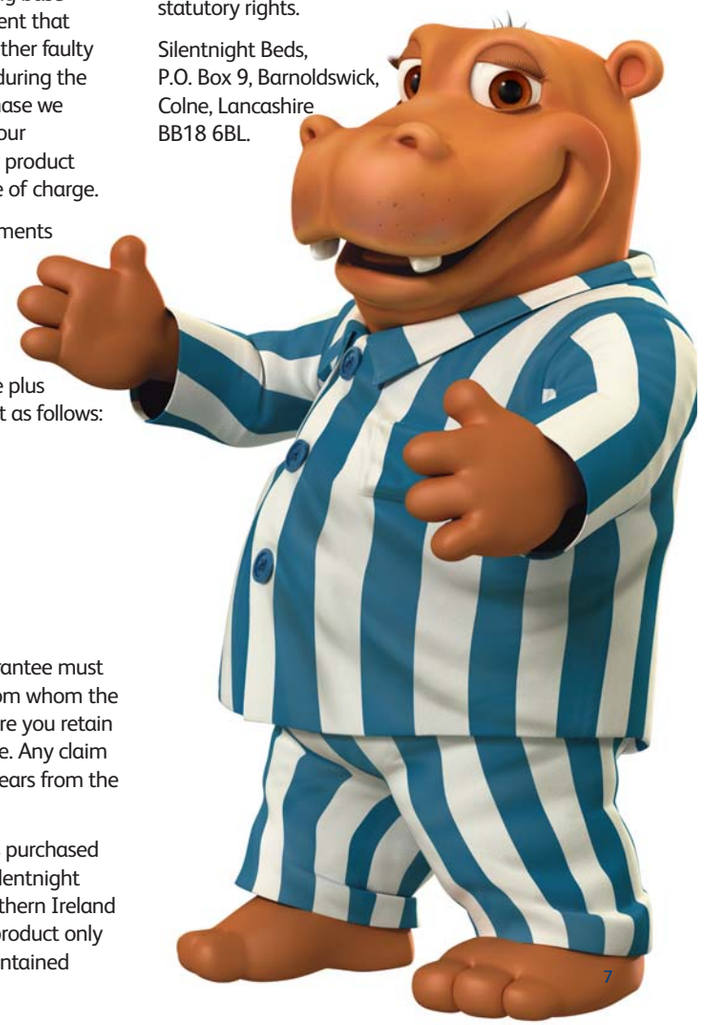
Any claim made under this guarantee must be made through the retailer from whom the bed was purchased. Please ensure you retain your receipt as proof of purchase. Any claim must be made no later than 5 years from the date of purchase.

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 guidelines 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.

Silentnight Beds,
P.O. Box 9, Barnoldswick,
Colne, Lancashire
BB18 6BL.



# 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 guarantee.

## 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.

3+ My First Bed™ is suitable for children aged 3+



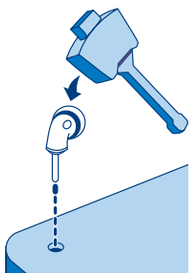
# Divan
## Assembly Instructions

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.

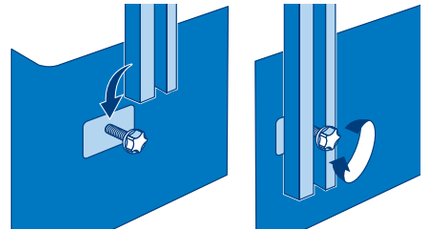
3. Attaching the castors or legs:
Castors: Push into the corner sockets and gently tap with a wooden mallet until it is fully 'home'. Do not use a metal hammer or object as this may damage the castors or divan base.



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.

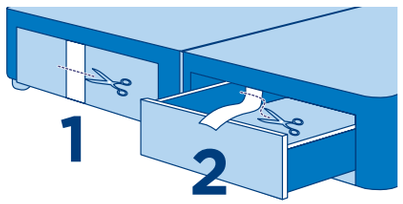
Standing to one side of the bed, lift the right hand base approx 100mm, while holding the left hand base in position. Then, squeeze the divan halves together and lower the right hand base ensuring the connectors locate. Repeat on the other side.



5. 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.

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.**

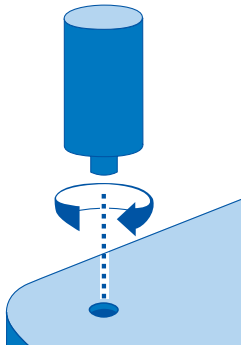


# My First Bed™
## Assembly Instructions

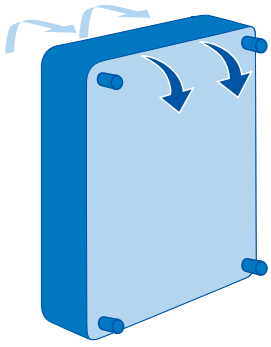
You will need: Pliers and scissors. To avoid the risk of injury, it is recommended that a minimum of two people assemble and install this product.

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.

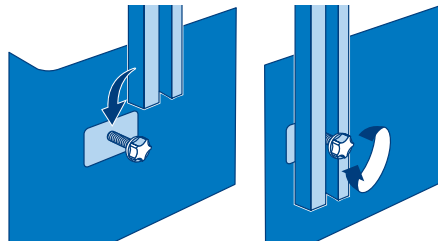
2. Fittings:
Remove the fittings from the bags that are attached to the divan base.



3. Attaching the legs:
To affix legs, 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.

3+ My First Bed™ is suitable for children aged 3+