



Coverage

Emirates Sleep Systems

Web Newswire

<http://www.webnewswire.com/content/serta-no-1-international-brand-mattresses-increases-its-footprint>

SERTA, the No 1 international brand for mattresses increases its footprint

Serta, a US brand originated in North America, headquartered in Chicago has acquired the No 1 position amongst mattress companies in the world and plans to increase its presence around the world. The rich heritage of the brand enabled it to expand quickly in areas outside the US and the brand has steadily made significant progress and impact in the mattress industry.

Emirates Sleep Systems Pvt. Ltd. (ESPL), India, is a new venture set up in India as a subsidiary of Dubai Furniture Manufacturing Co. LLC. (DFMC), which is part of well-renowned ARENCO Group in Dubai. Emirates Sleep Systems has been formed to market Serta branded sleep solutions products; one of the global leaders in spring mattress category, in India.

Currently the size of the mattress industry globally stands at \$ 15 Billion USD. The top most globally renowned mattress brands are Serta, King Koil, Sealy, and Simmons. Having over 80 years' experience in mattress manufacturing, Serta has

patented its unique Continuous spring technology known as 'Posture Spiral Spring Technology' and 'Advanced Comfort Quilt Technology' (ACQ).

Today Serta has 27 manufacturing facilities in USA & Canada and one each in Dubai and India apart from all other international markets. It is considered to be the World's largest mattress brand in the Inner Spring category. It is synonymous with quality, comfort and style.

"Serta's unique strategy in the Middle East coupled with innovation in product line backed by superior quality products have contributed significantly to the brand image of Serta." said Mr. Rajan, CEO – DFMC.

Serta also provides mattresses to the hospitality sector and works with all the major hotels in India like Grand Hyatt - Mumbai; Hilton - Chennai; Hyatt Regency - Pune; Hyatt Regency - Delhi; Marriot Hotel & Convention Centre - Pune; Double Tree by Hilton - Bangalore and Gurgaon. With over 80 years of existence, Serta has earned its stars with the finest hotels in the world delivering technologically superior sleeping systems and innovative solutions to the hospitality industry at large.