



**HOSPITALITY**



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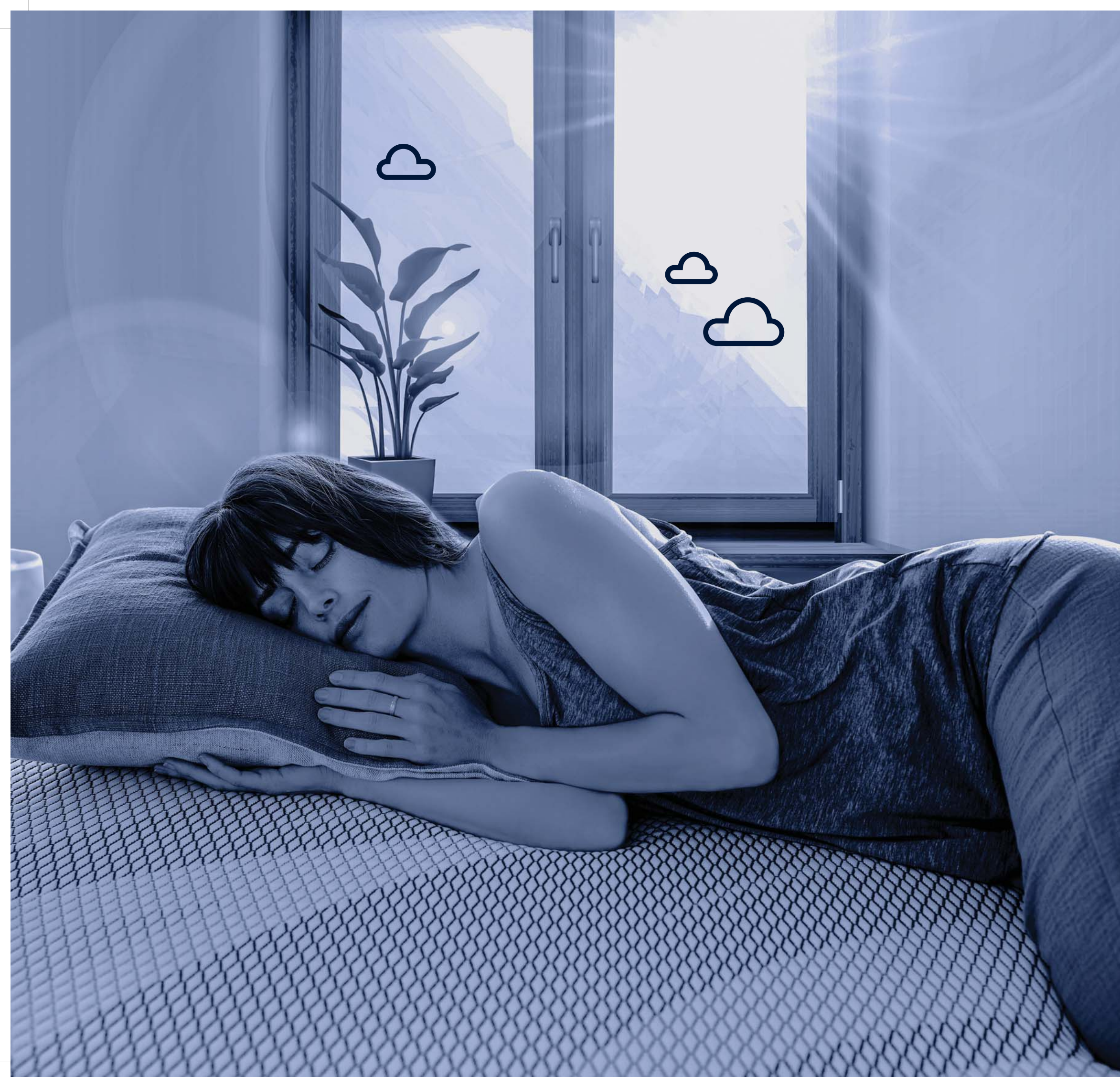
Hospitality Bedding Collection



**Not Just sorta comfortable.  
Serta comfortable.**







## About Serta

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### ONE OF THE LARGEST BEDDING MANUFACTURERS IN AMERICA

Headquartered in suburban Chicago, Serta is truly a global company with 27 manufacturing facilities in the U.S.A., 4 in Canada and 33 in other locations worldwide and a recently opened facility in India. Since its inception, Serta has consistently made investments in innovative features that had measurable impacts on the comfort and durability of its mattresses.

Over the past decade, Serta has been the fastest growing mattress manufacturer. It is now America's No.1 Mattress brand and the world's largest Manufacturer.



## History of the "Counting Sheep"

For the last 90 years Serta has stood for quality, innovation and dedication. While many things changed and evolved over that time, one thing has always remained constant – Serta's decision to make the finest sleep products!



## From Counting Sheep to Serta Sheep

A champion of comfort for all, Serta Inc. has pioneered sleep innovation for more than 90 years, bringing quality products to more than 150 countries worldwide.

Serta was founded in 1931, the year Serta introduced its Perfect Sleeper® mattress. Since that time, Serta has continued to deliver industry firsts: the Sertapedic® mattress in the 1950s; a continuous coil innerspring design in the 1980s; and the breakthrough iSeries® Sleep System featuring the latest in gel memory foam technology in 2011.

These and many other innovations and technological breakthroughs explain why Serta is the mattress provider of choice not just to households, but to major hotel groups as well.

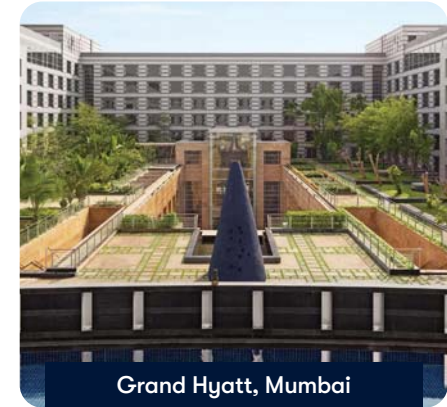


GETTING ANIMATED.  
THE FAMOUS AND MUCH-LOVED  
SERTA COUNTING SHEEP,  
STARS OF THE COMPANY'S  
ADVERTISING CAMPAIGNS SINCE 2001,  
WERE ANIMATED BY AARDMAN  
- WHO ALSO CREATED  
WALLACE & GROMIT.





Covering 70% of the global market



Grand Hyatt, Mumbai



Ramada, Bangalore



Empee Hilton, Chennai



Courtyard by Marriott, Pune



J.W. Marriott, Bangalore



Conrad, Pune



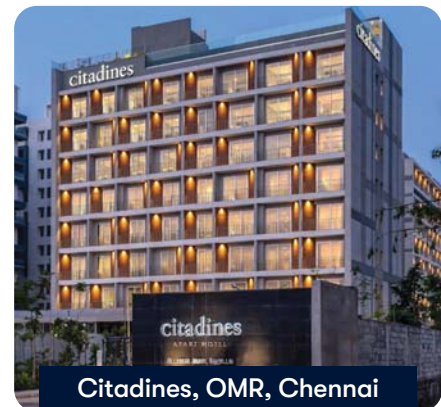
Double Tree by Hilton, Jaipur



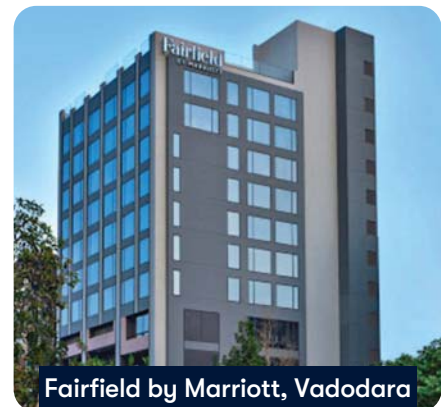
KGA Crowne Plaza Hotel, Cochin



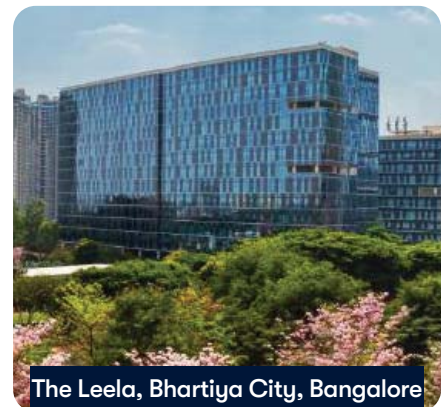
Svelte Hotel, Saket



Citadines, OMR, Chennai



Fairfield by Marriott, Vadodara



The Leela, Bhartiya City, Bangalore

## BRANDS THAT TRUST SERTA

- **Hilton Jumeirah Beach Hotel**, Dubai
- **Four Points by Sheraton**, Downtown Dubai
- **Four Points by Sheraton**, Sheikh Zayed Road, Dubai
- **Sofitel**, Palm, Dubai
- **Conrad**, Sheikh Zayed, Dubai
- **Waldorf Astoria**, Dubai
- **Hyatt Regency Creek**, Dubai
- **Hilton Double Tree JBR**, Dubai
- **Ramada**, Down Town, Dubai
- **Hilton Double Tree**, Al Barshan, Dubai
- **Hilton**, Sharjah, Dubai
- **Waldorf Astoria**, Palm, Dubai
- **Hilton Baynunah**, Abu Dhabi
- **Hilton Baynunah**, Abu Dhabi
- **Sofitel**, AUH, Abu Dhabi
- **Conrad Cairo**, Egypt
- **Hilton**, Ramses, Egypt
- **Hilton Ankara**, Turkey
- **Hilton Istanbul**, Turkey
- **Hilton Dubai**, Creek
- **Four Points by Sheraton**, Port Louis, Mauritius
- **Hilton Salalah**, Oman
- **Hilton**, Ras Al Khaimah
- **Hyatt Regency**, Pune, India
- **Marriot International Convention Center**, Pune, India
- **Hyatt**, Chennai, India
- **Ramada**, Bengaluru, India
- **Empee Hilton**, Chennai, India
- **Courtyard by Marriott**, Pune, India
- **J.W. Marriott**, Bengaluru, India
- **Conrad**, Pune, India
- **Hilton Garden Inn**, Trivandrum, India
- **Hyatt**, Delhi, India
- **Hilton Residences**, Bengaluru, India
- **Double Tree by Hilton**, Bengaluru, India
- **Double Tree by Hilton**, Jaipur, India
- **Hilton Garden Inn**, Saket, Delhi, India
- **KGA Crowne Plaza Hotel**, Cochin, India
- **Svelte Hotel**, Saket, Delhi, India
- **Double Tree by Hilton**, Arpora Goa, India
- **Double Tree by Hilton**, Ponda Goa, India
- **Courtyard by Marriott**, Hebbal, Bengaluru, India
- **Hilton Sahar**, Mumbai, India
- **Citadines**, OMR, Chennai, India
- **Ramada Caravela Beach Resort**, Goa, India
- **Hyatt Regency**, Sahar Airport Mumbai, India
- **Grand Hyatt**, Mumbai, India
- **Park Hyatt**, Chennai, India
- **Courtyard Marriott**, Ahmedabad, India
- **Sindhuhavan RBHL Property ITC Ekayaa Homes**, Udaipur, India
- **Fairfield by Marriott**, Vadodara, India
- **Courtyard by Marriott**, Vadodara, India
- **Fairfield, Goa**, India
- **Hilton**, Jaipur, India
- **The Leela**, Bhartiya City, Banglore, India
- **The Leela**, Gandhinagar Gujarat, India
- **Conrad Rangali Island**, Maldives
- **Hilton**, Fujairah
- **Hilton**, Kuwait
- **Hilton**, Makkah
- **Conrad**, JODC
- **Hilton Double Tree**, Marjan Islands
- **Hilton**, Jeddah
- **Hilton**, Madina
- **Hilton**, Sharm El Sheikh
- **Hilton**, Hurghada
- **Hilton**, Riyadh
- **Hilton**, Al Forsan
- **Fairmont**, Ajman
- **Hilton**, Jordan
- **Hilton Double Tree**, Doha
- **Millennium**, Iraq
- **Habtoor Grand**, Jumeira Beach
- **Hilton Zamalek**, Cairo





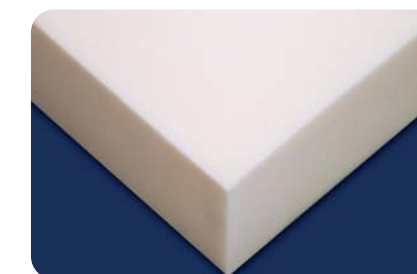

### MaxCloud™ Graphene Foam

with the exclusive Cooltex® System Offers superior comfort, support and temperature regulation compared to traditional foam materials.



### Air Support™ Foam

This exclusive air-cushion technology moves with your body and smartly contours around it to help alleviate aches and pains caused by pressure points.



### BodyLoft™ Foam

Premium HD polyurethane foam with a softer feel provides pressure relief and helps reduce tossing and turning.



### Engineered for Durability

Enhanced unit support construction for uninterrupted spine support and exceptional mattress durability; featuring individually wrapped coils for maximum motion absorption and long life.



### With 3x Firm Ortho Coil Support System

Say goodbye to restless nights and hello to restorative sleep.



### Undisturbed Sleep

Enjoy a restful night's sleep with no partner disruption thanks to a mattress that has been expertly created to follow every contour of your body and offer long-lasting support.







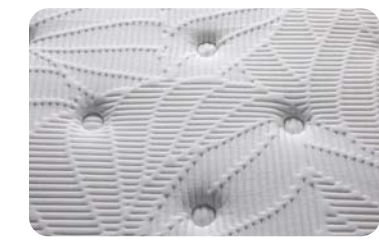

**Serta** **selectsleeper**  
HOSPITALITY ★★★★★



**MAXCLOUD™ GRAPHENE FOAM**  
Offers superior comfort, support and temperature regulation compared to traditional foam materials.



**Antimicrobial Mattress Protection:**  
Keeps mattress fresh and clean from odor causing bacteria.



**Luxurious Lofted Quilting**  
Tack and jump quilting delivers five-star comfort for a truly memorable sleep experience.



**No Flip Technology**  
Provide a sleeping surface made of quality materials that do not need to be flipped to ensure even wear and longevity.



**With 3X Firm Ortho Coil Support System**  
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**Undisturbed Sleep**  
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selectsleeper  
★★★★



**WITH 3X FIRM ORTHO COIL SUPPORT SYSTEM**

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Keeps mattress fresh and clean from odor causing bacteria.



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**Serta** **selectsleeper**  
HOSPITALITY ★ ★ ★



**WITH 2X FIRM ORTHO COIL SUPPORT SYSTEM**  
Gives improved support and relief from back discomfort



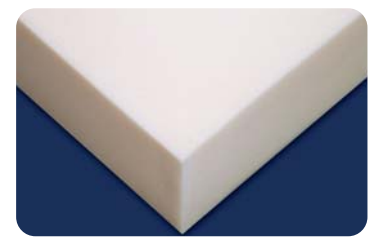
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# Counting Sheep Across the World

