

SONLEVO

TRUE GEL 

**The dawn of a new standard in
support and comfort**

Hello

Or Should We Say Goodnight?

Most companies would be horrified if you nodded off reading about their brand.
At Sonlevo on the other hand, we would find it quite a compliment.

That's because for over 30 years we have been fully dedicated to helping people sleep better. From the materials we use in our products, how we talk, right through to our brand colours - everything we do conveys a feeling of calmness. And with calmness comes better sleep.

Our latest range True Gel is the embodiment of better sleep.

SONLEVO

The Sonlevo Mission

From side-sleepers to star-fishers, nappers and night owls to those who suffer in pain.

We help everyone sleep their best sleep...

FOR BODY
And Soul

SONLEVO

Sleep Matters More Than Ever

People are more engaged with their sleep than ever before and the impact it has on their mental wellbeing.

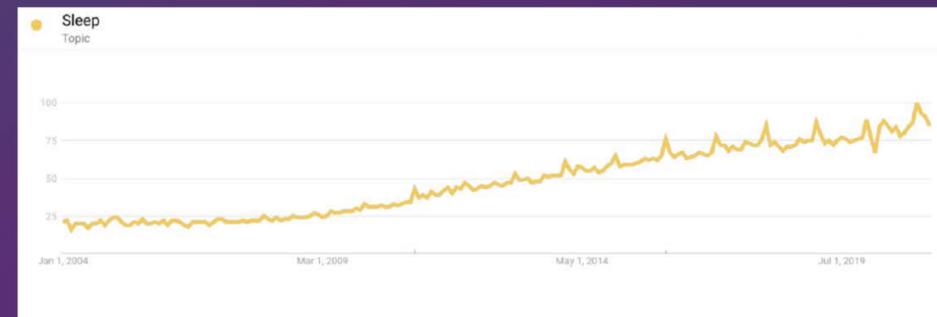
Sleep is intrinsically linked to wellness, an industry now worth £12.4 billion and growing YoY.

Sonlevo perfectly straddles these two growing trends.

UK WELLNESS MARKET SIZE
(STATISTA 2021)



'SLEEP' SEARCH UK 2009 – 2021 (GOOGLE TRENDS, 2021)



“

**38% of UK adults
get less than their
medically
recommended
amount of sleep**

”

Championing Luxurious Relaxation Day & Night

We're a gateway to sleeping better, feeling better and living better.

We understand the role that sleep plays in restoring the body and mind, especially given the stresses and strains of modern life. Perfect sleep means uncompromised comfort alongside luxurious quality.

The Sonlevo brand has a premium look and feel that evokes feelings of relaxation in both 'day mode' and 'night mode' and the colours we use are proven to reduce stress and soothe the nervous system.

DAY MODE

NIGHT MODE



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Going Premium at Home

As people have focused more on their sleep, there has been a major 'shift to premium', and this coincides with increased consumer spending on the home (up 15% in 2020).

BRITISH HOMEOWNER SPEND ON HOME IMPROVEMENTS (CHECKATRADE 2020)



HOME SWEET HOME Brits 'love their home more than ever' spending an extra eight hours a day in it due to coronavirus



Innovation as Standard with

TRUE GEL 

-  Ultimate in Pressure Relief (latest innovation)
-  Temperature Regulating (Airflow)
-  Instantly adapts to your body whatever your body type or sleep style
-  True Gel is 100% recyclable
-  100% Manufactured in the UK

 SONLEVO

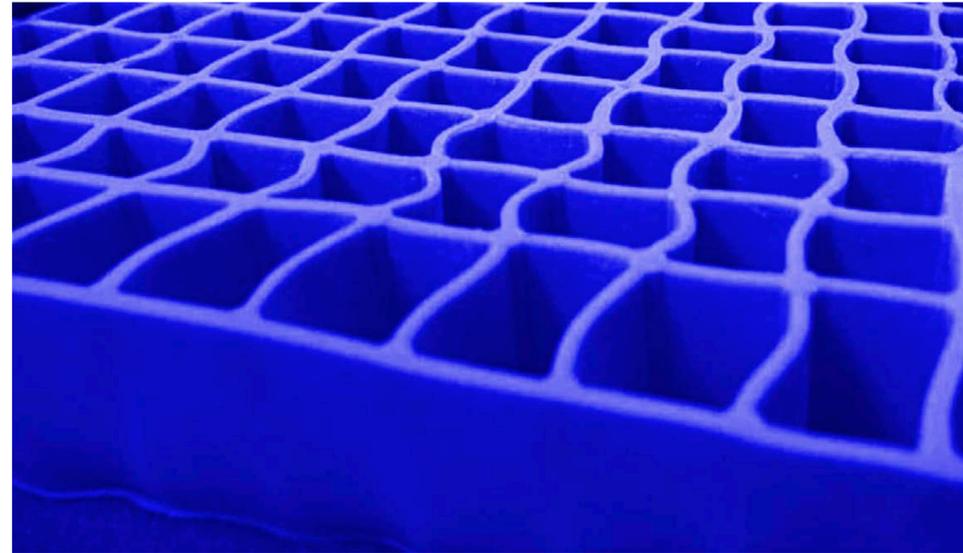
The Sonlevo Difference

STANDARD GEL



2cm Gel and Foam Based

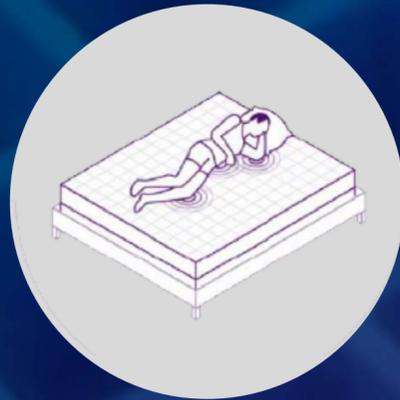
THIS IS TRUE GEL



The 4cm Gel is a fully recyclable Thermo Plastic Elastomer.

Our Gel matrix gives you 5000 individual pockets for the ultimate pressure relief and support.

The Science Behind the Sonlevo Difference



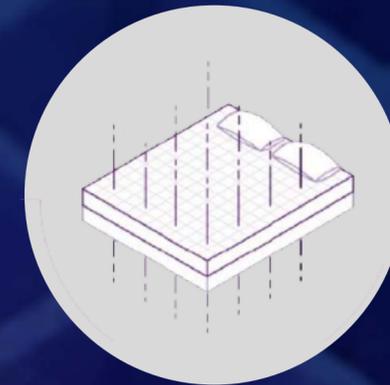
BALANCE OF COMFORT AND SUPPORT

Proprietary gel grid technology provides both pressure point relief and joint support



RESPONSIVENESS

Grid responds immediately to movement, maintaining balance of comfort and support



THERMAL MANAGEMENT

Open grid structure minimizes points of contact and facilitates airflow and cooling

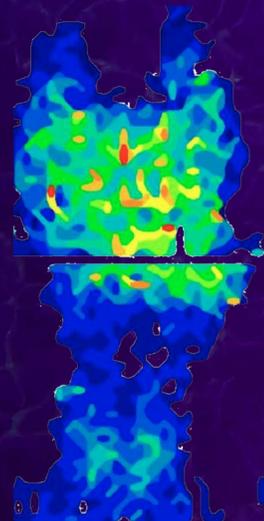
Float off to sleep – True Gel is 80% air and a 25% improvement in peak pressure areas for the True Gel mattress vs a Memory foam mattress!

It's hard falling asleep stressed. It's even harder when you're uncomfortable too.

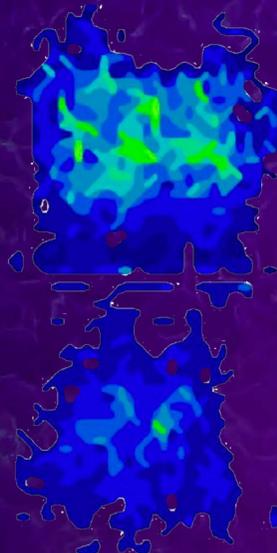
Advanced pressure-mapping software tests prove True Gel far outperforms Memory Foam in pressure relief. This helps to create the feeling of weightlessness in body and mind as you drift off to sleep.



Memory Foam Mattress



True Gel Mattress

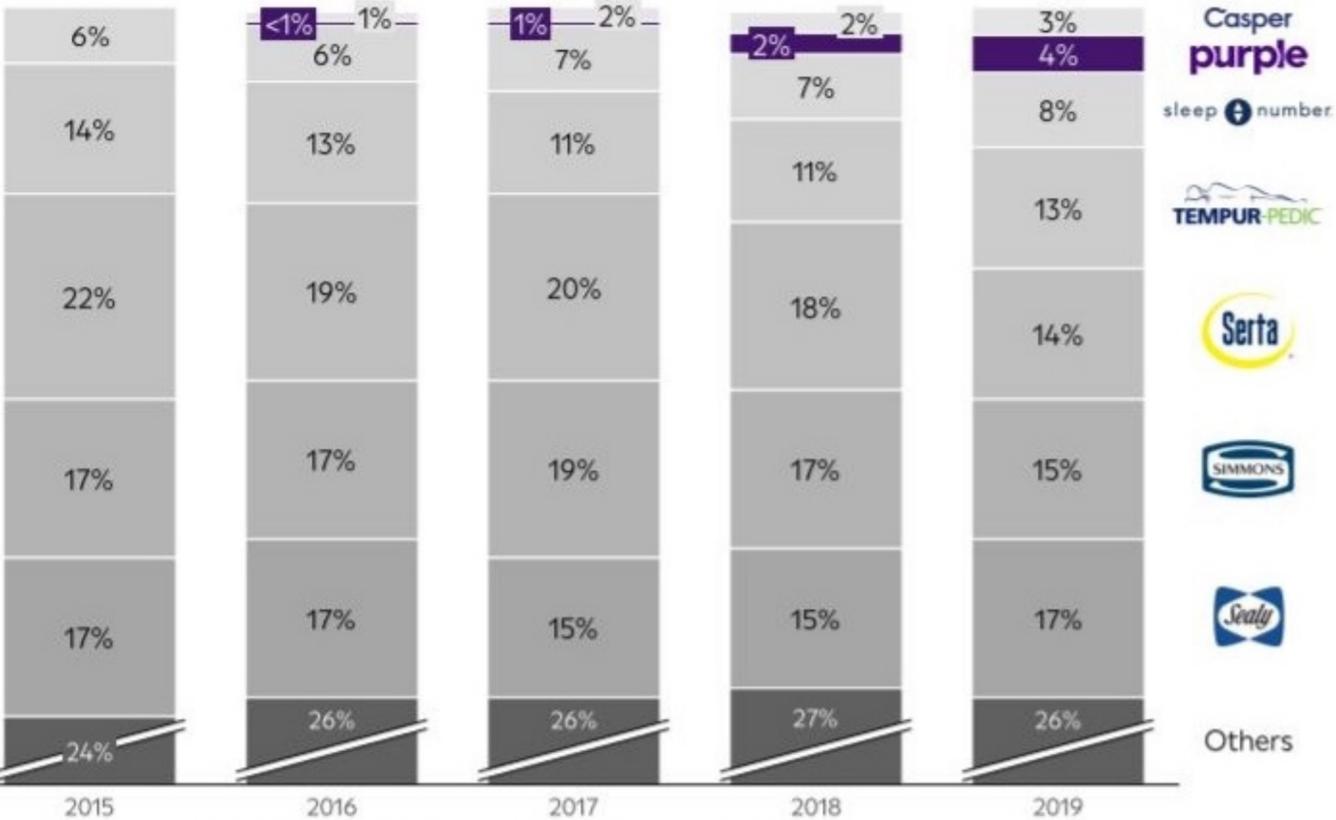


		SUBJECT		MANIKIN	
		MEMORY FOAM	TRUE GEL	MEMORY FOAM	TRUE GEL
AVE.	CP BACK	2.34	1.87	4.82	3.79
AVE.	CP SIDE	2.65	2.22	6.91	5.59
MAX.	PCP BACK	8.13	6.10	18.93	18.87
MAX.	PCP SIDE	10.00	7.77	30.37	27.13
FULL.	CA SIDE	1740.8	1844.3	1670.7	1931.7
FULL.	CA SIDE	1716.5	1861.0	1321.6	1373.7

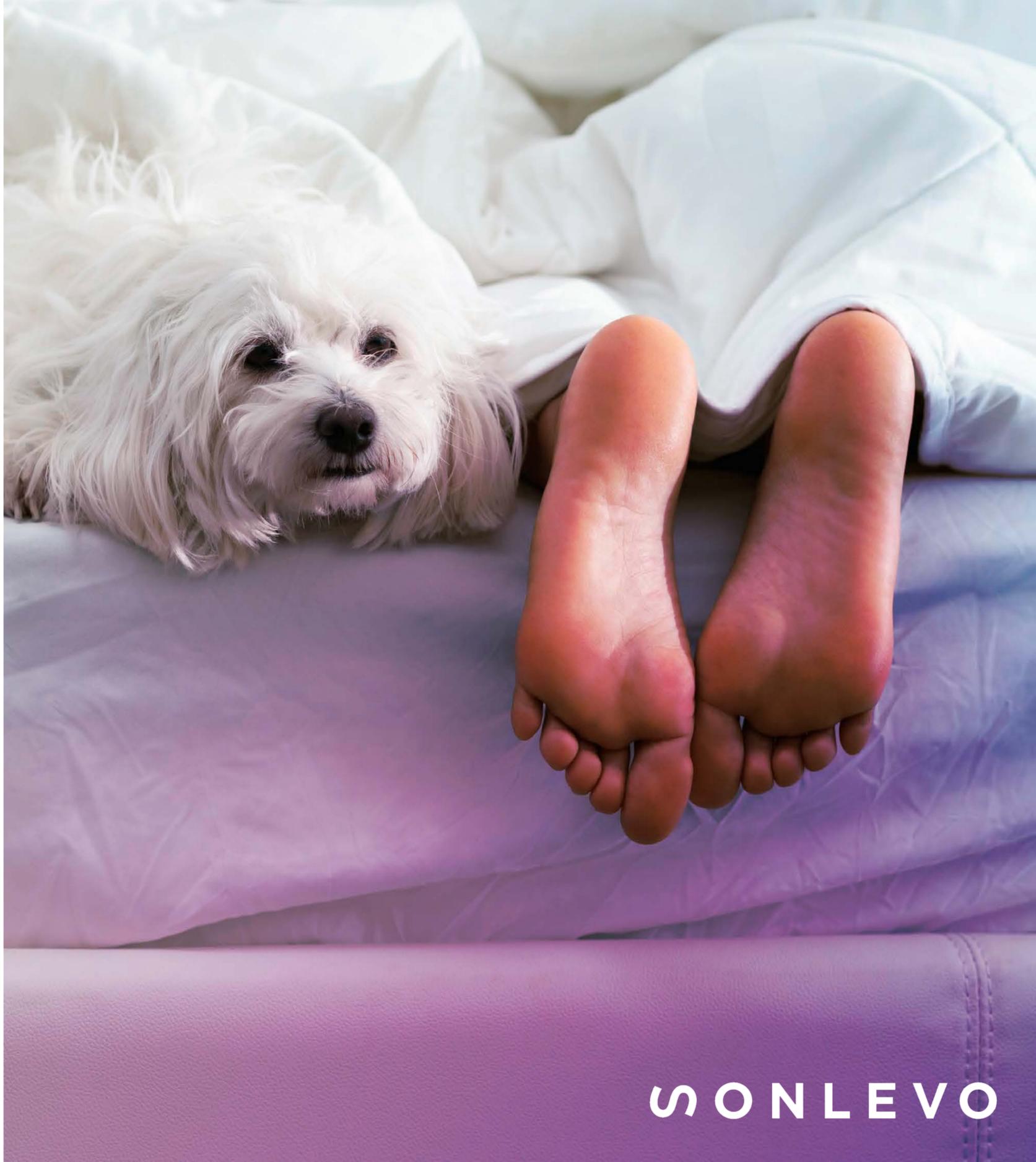
All but CA are pressures in kPa, CA is surface area in cm².

True Gel is proving a huge success in the US. with the fastest growing brand (Purple) focusing on the same technology

US. BEDDING MANUFACTURER BY MARKET SHARE

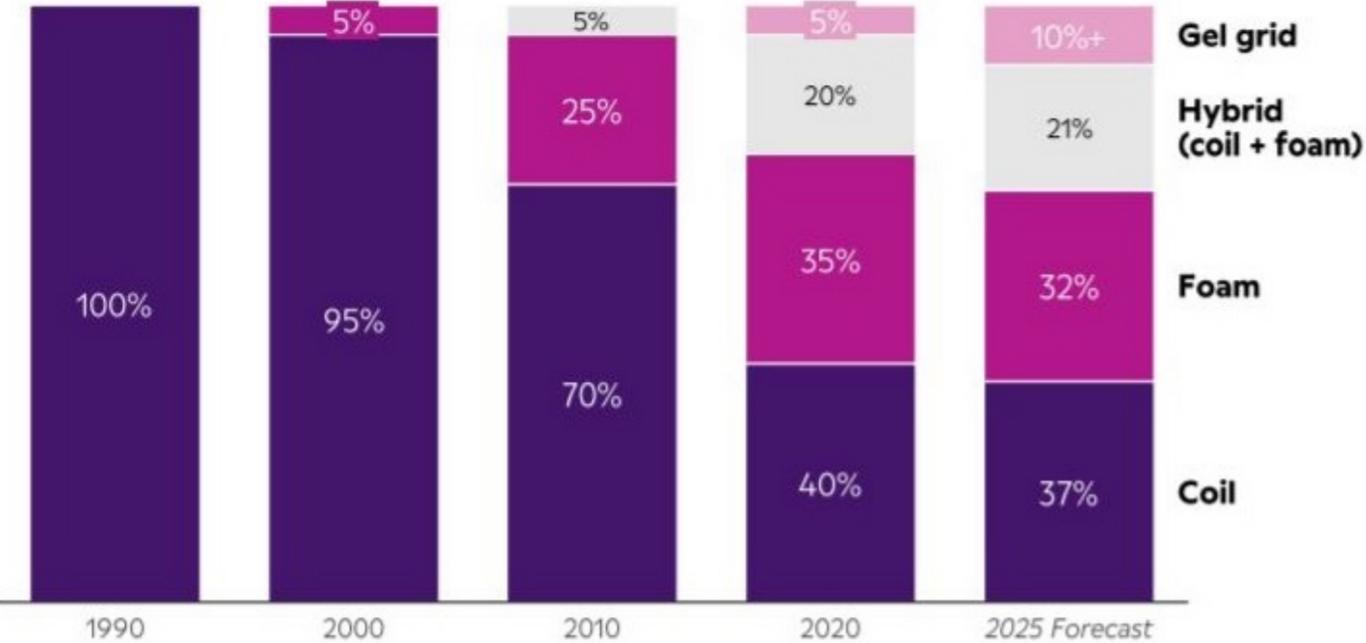


Source: Bank of America Global Research Hardness Report, September 9 2020 (cited sources: Furniture Today, ISPA, Company Reports, BofA Global Research)



Innovation has proven to quickly and effectively disrupt the market

PREMIUM MATTRESS MIX BY CATEGORY

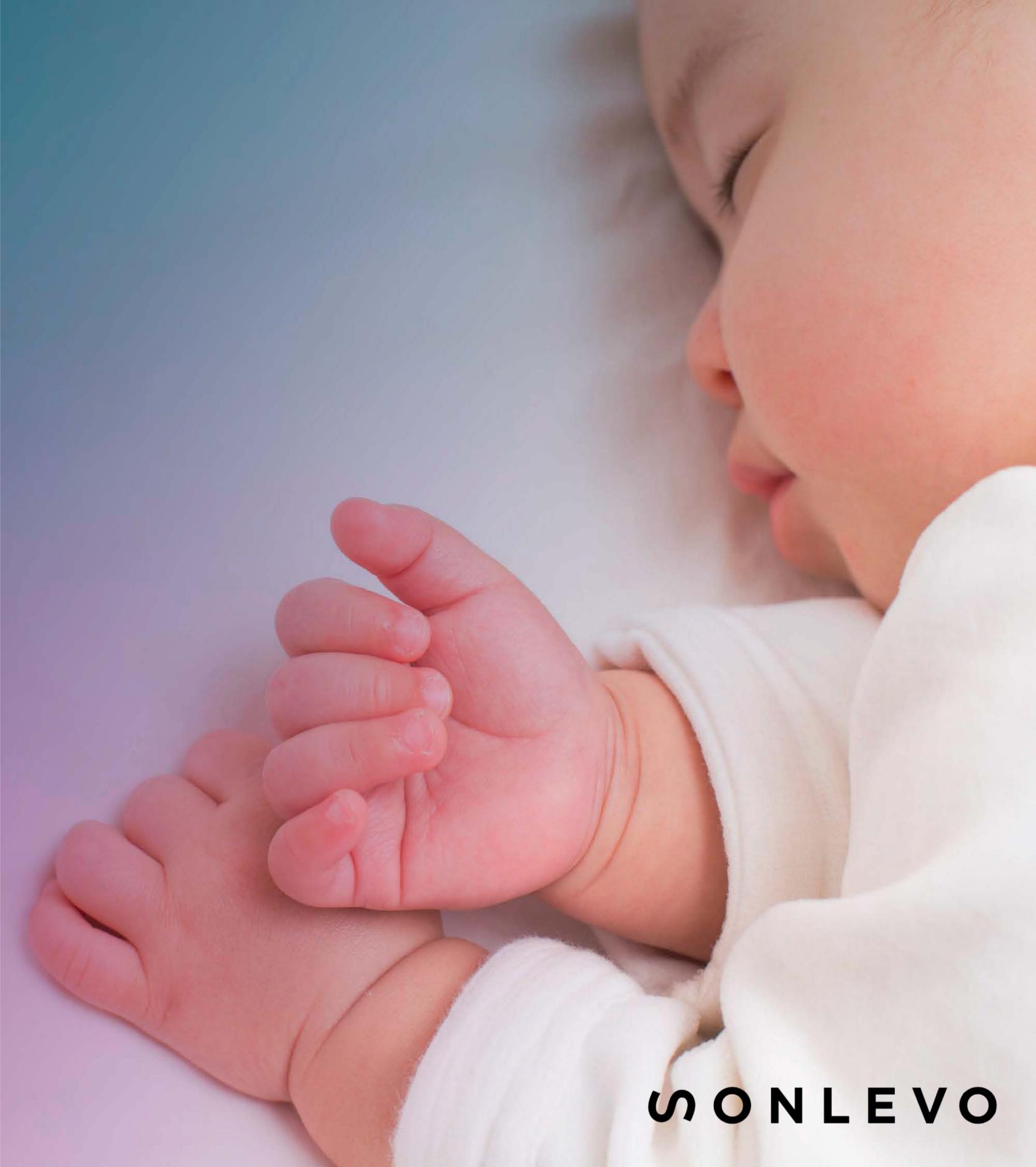
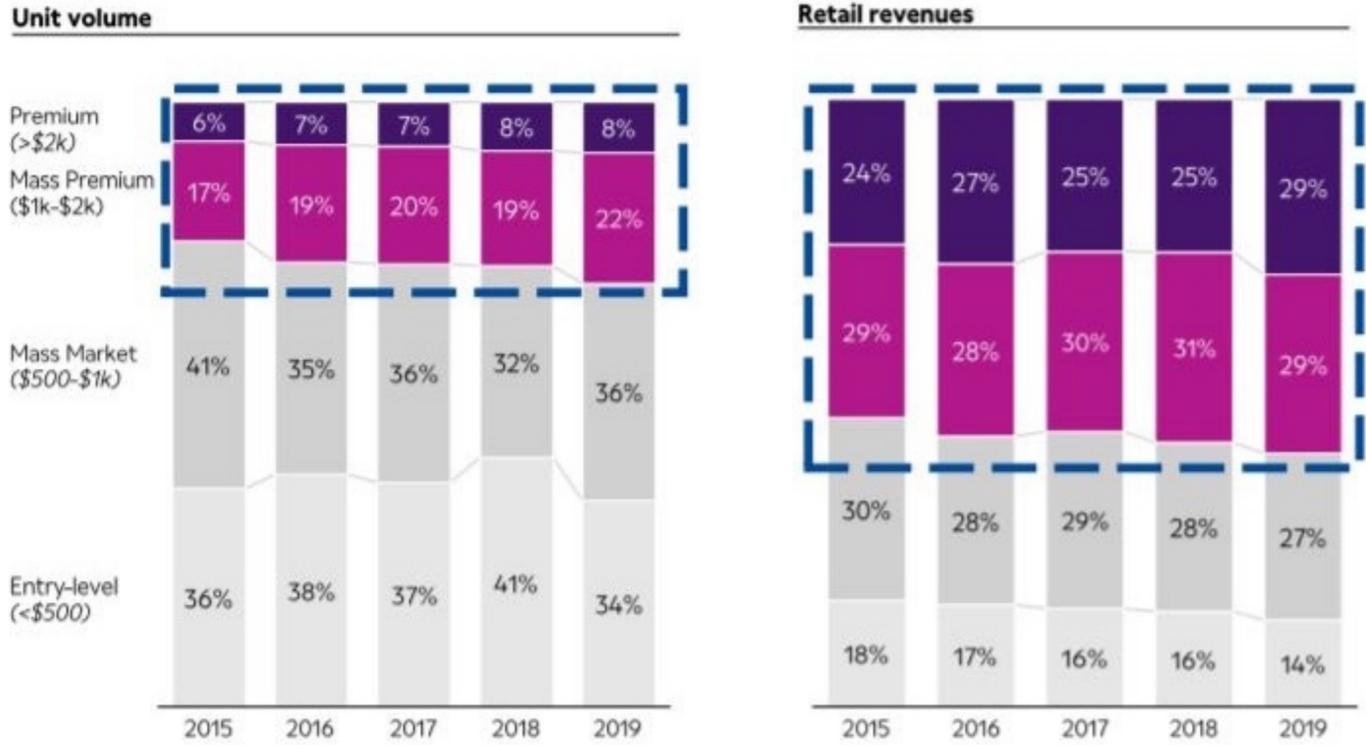


Source: International Sleep Products Association, public company filings, Purple team analysis



The shift to premium also means better margins for retailers

U.S. MATTRESS MARKET SHARE BY PRICE SEGMENT





**Professional
Footballers'
Association**



PFA & FMIPA Recommended

Our entire range is recommended to its members by the Professional Footballers Association and Football Medicine and Performance Association.

This is because they all offer correct posture support and ultimate comfort, which are paramount to achieving the best sleep and, as a consequence, the best performance.

Technology Partnerships

We plan to partner with a Sleep App to help consumers track their improved sleep and mental wellbeing.

SONLEVO

Our Range

Everyone sleeps differently and has their own idea of what comfort means for them. And some have particular needs too. At Sonlevo we have it all covered.

TRUE GEL SIGNATURE

25cm thick
TrueAir Top
TrueGel (5000 Gel grids
per 5ft mattress)
Support base foam
Cover as below (blue piping)
Available in Soft/Medium
and Medium/Firm



TRUE GEL BRONZE 6000

30cm thick
TrueAir Top
TrueGel (5000 Gel grids
per 5ft mattress)
1000 Pocket sprung unit (10cm)
Support base foam
Cover as below (bronze piping)



TRUE GEL SILVER 8000

30cm thick
TrueAir Top
TrueGel (5000 Gel grids
per 5ft mattress)
3000 Pocket sprung unit (15cm)
Support base foam
Cover as below (silver piping)



TRUE GEL GOLD 12000

30cm thick
TrueAir Top
TrueGel (5000 Gel grids
per 5ft mattress)
7000 Pocket sprung unit (19cm)
Support base foam
Cover as below (gold piping)



In Summary

- Merging growing interest in sleep with growing wellness market
- Complementing the shift to premium
- Innovation and technology at its heart
 - A range to suit every sleeper
 - Already popular in the US

Point-of-Sale Support



Spec Sheet



True Gel Sample Box



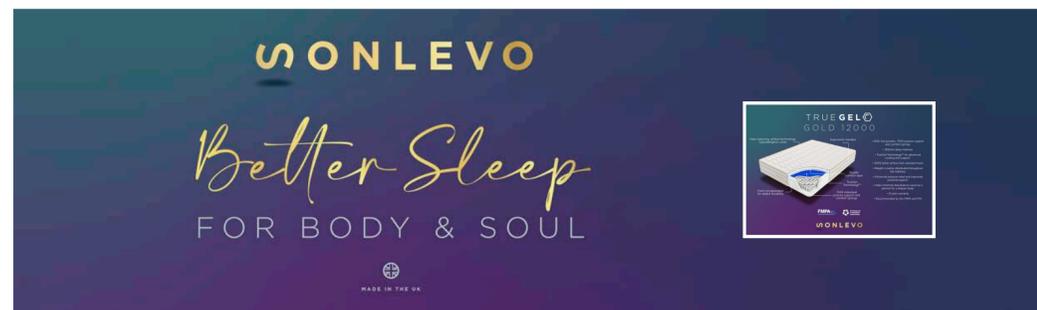
Pillow Case



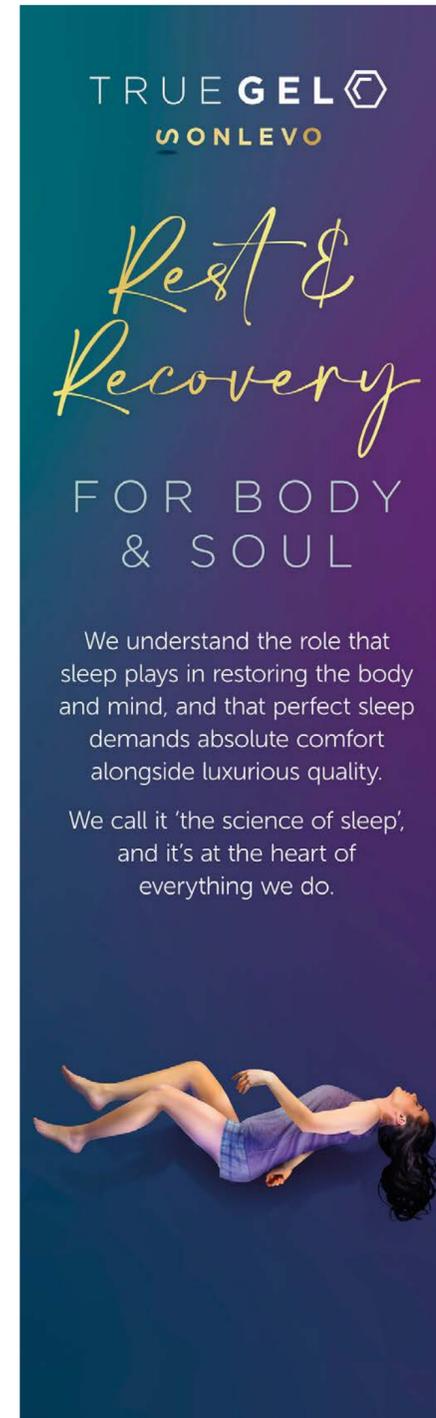
Hang Tags



Small Foot Mat/Spec Sheet



Large Foot Mat/Spec Sheet



Totem Front

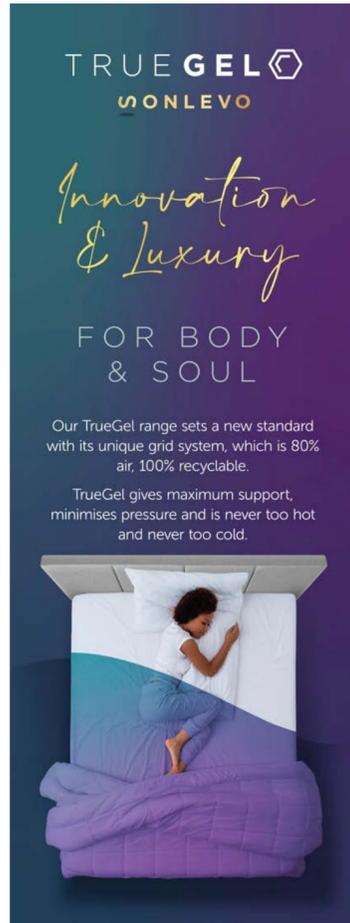


Totem Back

Point-of-Sale Support

600mm W x 1600mm H

1450mm W x 500mm H



Panel A



Panel B



Panel C



Panel D



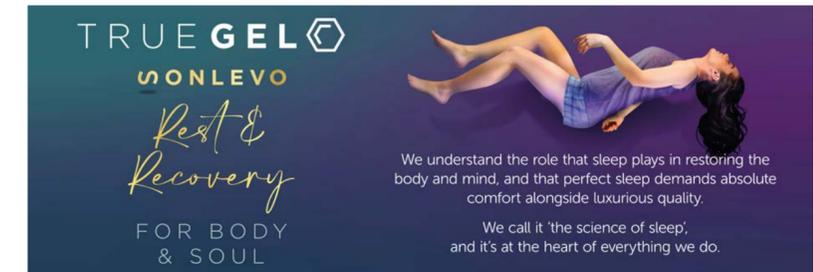
Panel E



Panel F



Panel G



Panel H

Foamex Info Panels

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