

Royal Comfort
handcrafted with silk and cashmere



BY APPOINTMENT TO
HER MAJESTY
QUEEN ELIZABETH II
BEDDING AND UPHOLSTERY
MANUFACTURERS

HYPNOS®

THE MOST COMFORTABLE BEDS IN THE WORLD
LE LIT LE PLUS CONFORTABLE AU MONDE



Our century old recipe, for the most comfortable bed in the World

THE MATTRESS

- Take 2.9 kilometers of steel, twist and cut into thousands of tiny springs.
- Calico wrap each spring, nest in a honeycomb pattern and then join by sewing through the centres.
- Layer in 10lbs of soft Cotton, long strand white hair and cashmere, a lambs wool / cotton blend and topped off with a plush silk / wool blend.
- Add multiple rows of genuine hand side stitching (allow several hours to complete).
- Cover in the finest and most luxurious Belgium damask.
- Finish with traditional hand tufting.

THE BOX

- Start with strong 1" thick hardwood.
- Add over one thousand individual pocket coils.
- Stir in sumptuous layers of fill.
- Cover with matching Belgium damask.
- Finish with elegant cording and brass finishes.



Hypnos Eminence

THE HYPNOS ADVANTAGE

Hypnos was created to provide the ultimate sleep experience. Its unique coil system supports you properly and provides a mechanism that reacts to your pressure points and weight distribution. Each component is integrated resulting in a full absorption and release of night time moisture, which provides a natural dust mite control. This combination makes Hypnos one of the healthiest, non-allergenic mattresses in the marketplace, that will provide you with a deep restful sleep.



Hypnos Coils:

Each Hypnos mattress contains from 1000 to over 2000 full height, individually pocketed coils. Each coil is calico wrapped, for the ultimate in moisture control, and then nested in a honeycomb arrangement. Honeycombing, eliminates the gaps between the coils ensuring the highest level of full body support. Further the coils are interconnected by threading a string through the centres. Now each coil can react independently, providing support to even the smallest area of your body.



Hypnos Handcrafting:

It begins with hand layering of sumptuous natural materials. Using genuine hand side-stitching, the sides of the mattress are sewn directly to the top and bottom of the coil system. This time consuming procedure results in unprecedented overall structural strength. To ensure the even and correct positioning of all materials, traditional hand tufting is used, where twine is passed through the entire mattress and is tied-off with Wool Rosettes. Our Hypnos handcrafting procedure will ensure you a quality mattress that will stand the test of time.



Natural Fills:

Only the finest natural materials and white fibres are used in the construction of a Hypnos mattress. In addition, unique blends of Cotton, Wool and Silk are incorporated for complete climate control and added comfort. A special blend of teased Whitehair (a Cattle and Hogtail blend) combined with Cashmere maximizes the support, resiliency and breathability of our mattresses.

THE HYPNOS ADVANTAGE

Body Support:

Many people confuse firmness with support and contrary to traditional thinking, a hard bed is not the best way to relieve a painful back.

Mattresses typically use foam of different density to support the curves of your body. Unfortunately foam breaks down and collapses over relatively short periods of time, losing its supportive abilities. A Hypnos mattress is specifically designed to provide the ultimate in healthy support for your spine. A long lasting

steel coil system supports your physique and aligns your spine. Hypnos' combination of high coil counts, honeycombing of the individual pocket coils, and centre tying will give every inch of your body many years of consistent and correct support.

Too Soft



Too Hard



Just Right



Dust Mite Control:

Fact: We loose about 11 pounds of skin yearly.

Fact: Dust Mites feed on dead skin.

Fact: Dust Mites thrive in moist, warm areas.

Fact: Chemical treatments are not long lasting.

At Hypnos we take 2 steps to control Dust Mites naturally. We use extremely tight woven Belgium Damask, which will help prevent dead skin from penetrating into the mattress. In addition, we have our moisture control system.

Moisture, Mold & Mildew Control:

To control mold and mildew we reduce or eliminate moisture. By using natural fibres, calico wrapped coils and brass air vents, the Hypnos mattress is designed to breath so that the cup of moisture you lose each night can be passed, by the solid brass ventilation system around the perimeter. The end result is the inside of the mattress is cleaner and you should wake up in the morning feeling more refreshed.



No Foam:

Foam, from the day of manufacturing, starts a transformation into a powder, slowly providing less support and comfort. In addition, small amounts of gaseous fumes are emitted. These fumes may affect people with sensitive skin or breathing problems. Further foam retains night time moisture loss. By **not** using **FOAM** we eliminate these potential problems and create a mattress that breaths, stays clean and provides a safe, healthy sleep environment.

THE HYPNOS ADVANTAGE

Hypnos Box Springs:

Pocket Coil Bases:

- Made from the finest 1" thick hardwood, giving a structural strength far beyond the competition.
- Over 1000, ½ height individual pocket coils for the ultimate in mattress support. (Queen Size)
- Matching Belgium damask covering the entire top and sides.
- 2 rows of elegantly appointed cording.
- 4 brass corner protectors.
- Dust cover protection.
- Finished with a brass Hypnos name plate.



Open Coil Bases:

- Double tempered coils for the complete in mattress support.
- Matching Belgium damask covering the entire top and sides.
- 1 row of elegantly appointed cording.
- 4 brass corner protectors.
- Dust cover protection.

Waterfall Open Coil Bases:

- Double tempered coils for the complete in mattress support.
- Matching Belgium damask on sides.
- 4 corner protectors.
- Dust cover protection.





Eminence

Elegantly covered in the finest gold and silver Belgium damask, the deep luxurious mattress encloses the very best of trusted traditional fillings including pure silk and cashmere. It is the very zenith of craftsmanship, expertly designed and handmade to perfection

Specifications - Queen Size

- ❖ 2000 honeycomb nested pocket coils
- ❖ Available in regular and zoned tensions
- ❖ 3 rows of hand side stitching
- ❖ Gold and silver Belgium damask
- ❖ Hand-tufted with woollen tufts
- ❖ Wool ~ Silk
- ❖ Wool ~ Cotton
- ❖ Hand teased white hair with cashmere
- ❖ Cotton felt
- ❖ Non-allergenic white fibre in boards
- ❖ 8 padded handles
- ❖ 16 brass air vents
- ❖ Pocket coil double corded base



Drink deeply from the well of sleep, and awake to a new morning completely refreshed and revitalized



Empress

A regal bed that promises years of peaceful sleep and deep relaxation. The golden thread spun into the rich ivory damask conceals beneath a multitude of natural fillings that all combine to bring you absolute warmth and real comfort.

Specifications - Queen Size

- ❖ 1600 honeycomb nested pocket coils
- ❖ Available in regular & firmer tensions
- ❖ 3 rows of hand side stitching
- ❖ Gold Belgium damask
- ❖ Hand-tufted with woollen tufts
- ❖ Wool ~ Silk
- ❖ Wool ~ Cashmere
- ❖ Wool ~ Cotton
- ❖ Cotton felt
- ❖ Non-allergenic white fibre in boarders
- ❖ 8 padded handles
- ❖ 16 brass air vents
- ❖ Open coil corded base - Standard



The bed a haven of peace and tranquillity - a refuge from the rigours of the day, and a quiet place of contemplation



Wendover

Specifications - Queen Size

- ◇ 1250 honeycomb nested pocket coils
- ◇ Available in soft, regular & firmer tensions
- ◇ 2 rows of hand side stitching
- ◇ Silver Belgium damask
- ◇ Hand-tufted with woollen tufts
- ◇ Wool
- ◇ Wool ~ Cotton
- ◇ Cotton felt
- ◇ Non-allergenic white fibre in boarders
- ◇ 8 padded handles
- ◇ 12 brass air vents
- ◇ Open coil corded base - Standard



*Silent and quiet reflection at the end of a busy day - to lie peacefully
in the warm cocoon of your bed and drift slowly off to sleep*



Magnolia



Specifications - Queen Size

- ◇ 1000 individual pocket coils
- ◇ Available in regular & firmer tensions
- ◇ 2 rows of side stitching
- ◇ Silver Belgium damask
- ◇ Hand-tufted with woollen tufts
- ◇ Cotton felt
- ◇ Non-allergenic white fibre
- ◇ 4 padded handles
- ◇ 8 air vents
- ◇ Open coil waterfall base - Standard



Sleep - the restorer of the soul, the life-giver and reviver

QUICK COMPARE

Mattress	Eminence	Empress	Wendover	Magnolia
Coil Type	Nested	Nested	Nested	In-line
Coil Count (approx)	2000	1600	1250	1000
Soft Coil	N	N	17G	N
Regular Coil	17.5G	17G	16G	16G
Firmer Coil	17.5/17G	16.5G	15G	14.5G
Side Stitch Rows	3 Hand	3 Hand	2 Hand	2 Machine
Damask Colour	Gold/Silver	Gold	Silver	Silver
Wool ~ Silk	Y	Y	N	N
Wool ~ Cashmere	N	Y	N	N
Wool ~ Cotton	Y	Y	Y	N
Whitehair~Cashmere	Y	O	O	O
Cotton Felt	Y	Y	Y	Y
Non-allergenic fibres	Y	Y	Y	Y
Air Vents	12	12	12	8
Handles	8	8	8	4
Mattress Thickness	11"	10"	10"	10"
2-Sided PillowTop	O	O	O	O
Box Spring				
Fabric	Matching	Matching	Matching	Quilted
Finish	Corded	Corded	Corded	Waterfall
Pocket Coil	S-11"	N	N	N
Open Coil	O-8"	S-8"	S-8"	S-8"
Low Profile	O-6"	O-6"	O-6"	O-6"
High Profile	N	O-10"	O-10"	O-10"
Standard Sizes				
King -	76 x 79 ½			
Queen -	60 x 79 ½			
Double XL-	53 x 79 ½			
Double -	53 x 74 ½			
Single XL -	38 x 79 ½			

Y - Yes, N - Not Available, S - Standard, O - Optional

Coil usage guidelines for best support

Model	Maximum weight per person		
	Soft	Regular	Firm
Magnolia	x	190	230
Wendover	160	200	230
Empress	x	200	230
Eminence	x	210	300+

Hypnos Pocket Coil pillow now available!

History of the Royal Warrant

Since 1155 tradesmen and women have served their sovereign by providing goods and services, from making regalia to repairing roofs and making fine jewellery. Originally the recognition was in the form of a Royal Charter which was granted to trade guilds, later known as livery companies. The earliest recorded Royal Charter was granted to the Weavers' Company in 1155 by Henry II. In 1394 Dick Whittington obtained a Royal Charter for his own company, The Mercers, who traded in luxury fabrics.



By the 15th century individual tradesmen were being recognized by means of a Royal Warrant of appointment. One of the earliest recipients was William Caxton, the first English printer, who was appointed King's printer in 1476 by Edward IV after setting up his press at Westminster.

William Caxton, the first English printer circa 1476

In 1684 Charles II's list of Royal Warrant holders included, a Sword Cutter, an Operator of Teeth and a Goffe-club Maker.

Charles II (1660-1685)



Whilst Under George III in 1789 some of the Warrant holders included a pin maker, a mole catcher, card maker and a rat catcher.

George III (1760-1820)

By the 18th century if you were honoured with a Royal Warrant you were bestowed the privilege of displaying the Royal Coat of Arms on your premises and stationery.

Under Queen Victoria's 64 year reign (1837-1901) the Royal Warrants gained even more prestige and honour which they enjoy today. Under Victoria's rule such companies as Fortnum & Mason, Schweppes and Twinning's Tea were honoured with the Royal Warrants, all of whom still hold Warrants today.

Queen Victoria (1837-1901)



Queen Elizabeth II



To be a Warrant holder you must first supply the Royal Household with unrivalled quality products or services for five consecutive years. The Lord Chamberlain (head of the Royal households) advises the grantors on the granting of Royal Warrants but the final decision rests with the grantor concerned. Thereafter the Warrant is reviewed every five years. Hypnos has been handcrafting the finest bespoke mattresses for two Royal Warrant holders. *Queen Elizabeth II and The Late Queen Mother*

To this day only the finest quality products are associated with the Royal Warrants and Hypnos is extremely proud to have carried the Royal Warrants of Her Majesty Queen Elizabeth and The Late Queen Mother for over 37 years. To be honoured by two Royal Households is unprecedented. Other Royal Warrant holders include; Rolls Royce & Bentley Motorcars, Dunlop, Aston Martin, Burberry Limited, Royal Doulton, Jaguar Motorcars, Austin Reed Group PLC, Steinway & Sons and Land Rover & Range Rover.

The Hypnos Story

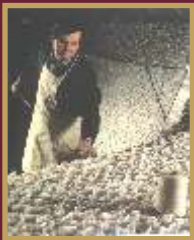
Hypnos has years of success behind the family-run company and has been producing handmade beds for over four generations - beds that have given countless nights of comfortable sleep to many thousands of people. Proud holders of two Royal Warrants, the Hypnos philosophy of quality and comfort is maintained throughout their product range. The Chairman, Peter Keen is the great grandson of the original founder and the product has been hand-crafted using traditional methods from the very first day of existence.



GEORGE HENRY KEEN
(1860-1926)



Hypnos was the ancient Greek God of Sleep, (Son of Nyx, God of Night). He dwelt in a cavern in the land of Cimmerians surrounded by his sons who were the bringers of dreams.



Deep pocket-spring beds are the trademark of Hypnos, elegant handmade beds which are still produced by craftsmen, many of whom have worked at Hypnos since their apprenticeship and who all take a great personal pride in the skilled work that goes into producing each Hypnos bed. The skills used by these craftsmen have been handed down through generations and the art of making a quality bed lives on from father to son, mother to daughter, through Hypnos.



Hypnos beds are still made in a similar way to those slept on by our fathers and grandfathers. Every detail on a Hypnos bed is considered from the natural fillings in the mattresses, to the specially balanced springs in the Royal box, to the expertly cut high quality Belgium damask cloths, to the selected soft and hard woods, to the fine handmade wool tufts. Considered, tried and tested producing the ultimate in comfort, quality and craftsmanship.



Choosing a bed is a very personal decision and one not to be undertaken lightly. When you consider that up to a third of your life will be spent in bed, it only makes sense to spend that time in Royal Comfort. At Hypnos, we make that perfect bed to suit your specific needs, for a supportive and restful nights sleep.