



### Market

Sleep is physiologically vital to all living things and is essential for the regeneration of the body, especially the skeletal system. Spine technology has proven that without sleep people probably wouldn't live past the age of nine. Sleep deprivation or inadequate sleeping greatly affects our health on a physical and mental level.

That is why it is important that we have ergonomically suited beds to sleep on - that are good for the entire body structure and organs, and that enable the peripheral blood flow to circulate easily. A mattress that does not fulfil these conditions can cause many chronic degenerative illnesses of the spinal column and joints, while in younger people causes the premature aging of the body's skeletal system. Tempur is a revolutionary idea in healthy mattresses and pillows. One of its main characteristics is that they are equally good for both the healthy and the ill alike - and are recommended by 30,000 medical professionals around the world.

In the brief period of about 15 years, Tempur has become a worldly renowned brand and a term that is associated with quality and healthy sleep. It will be some time yet before an adequate substitute for Tempur material is found - meanwhile cheap imitations actually do Tempur a favour - because all one has to do to convince oneself - is simply try Tempur. Since 1998, when Apollonia d.o.o. medical firm introduced Tempur to the Croatian market, Tempur product sales have constantly been increasing - because consumers have

recognized them for their features and qualities. Thousands of homes in Croatia are equipped with Tempur products, not to mention KBC Intensive Care Unit in Split and The hospital for Cardiovascular Diseases "Magdalena." Tempur is the recommended material meeting hospital standards in the EU.

### Achievements

In 1998, TEMPUR received the Award of Recognition from NASA, and also the Certificate of Achievement from the U.S. Space foundation. The same year, TEMPUR technology along with GPS (global positioning system) were enlisted in NASA's Hall of Fame as space technology with exceptional achievement in commercial application. For the success of their Tempur products, from Dan-Foam factory in 1996 was selected out of approximately 13,000 other companies as "Fastest Growing Company" in Denmark. Since 1997 to 1999, they have become one of ten companies with the highest growth rate, and so qualified for the competition. Today, available in over 76 countries, Tempur has set a new world standard in healthy and ergonomic sleep. Because Tempur mattresses and pillows warm and heal, they can be found in specialized stores like pharmacies and medical houses firms, chiropractic and orthopaedic offices, but also in better furniture stores.

### History

Fagerdala was founded in 1964 by father and son: Alf and Dag Landvik in Vämdö, Sweden, as a foam-making

company. Early operations were done in a farm complex. By 1989 the group expanded to 10 factories world wide that specialized in development, production and marketing of polymer foams. During the 1980s Dan-Foam was working on developing a massive production line for Tempur materials which were originally produced by NASA. By taking over Dan-Foam, Fagerdala has accepted the challenge of achieving that goal and through time adding this innovative material to their chain of production. While preparing to launch Tempur on the stock market, in 2003 shareholders Dan-Foam and Tempur-Pedica USA, had combined their allotment and founded Tempur-World Inc, Delaware USA holding company. Dan-Foam ApS is a global group with around 1,600 employees, 3 large factories, as well as distributors in almost 80 countries worldwide. Today Dan-Foam ApS owns 17 sectors with the prime goal of marketing Tempur products in Europe, Asia, the Middle East and Africa. Apollonia Medical firm, as an exclusive distributor for Croatia and Bosnia and Herzegovina, imports Tempur products from the first Dan-Foam factory.

### Product

Tempur material was originally created in the early 1970s in NASA Ames research centre, to facilitate pressures caused by G-forces inflicted on astronauts during takeoff. In 1991, after more than 5,000 documented tests, Tempur material was finally ready for sale. The original idea was to produce mattresses and





slip-covers for medical needs to cure decubitis (wounds caused by lying down). During research it was noticed that Tempur is exceptionally effective for rheumatic problems. The technology of production was successfully achieved and Tempur was assessed as to be amazingly effective for back problems - which tests in cooperation with medical professionals have proven. It is precisely these results that have brought about increase in sales. While more than 50% of people suffer from some form of back pain, it is clear that a bright future awaits Tempur. When Tempur mattresses and pillows were introduced to the general public in autumn of 1991 in Sweden, success came instantly.

Tempur material is one of a kind. Unlike ordinary polyurethane foams, Tempur is made from billions of highly elastic round shaped cells that react to the body's temperature and weight creating the sensation as if one were floating on air. Tempur mattresses, pillows and other products are made according to strict ergonomic criteria - which means that every Tempur mattress and pillow fits each person individually. Tempur is proud to produce ecologically acceptable products. Slip-covers are made in accordance to the Ökotex 100 standard, while the material of the mattresses is approved by the independent LGA German institute. Tempur products are treated so that they are resistant to bedbugs and other household allergens. Today Tempur is well known



to millions of people in over 76 countries worldwide that enjoy its unbelievable ability to improve sleep. Through the distribution and absorption of energy every restriction of blood-flow is eliminated. Tempur represents a new standard in healthy sleep, decubitis treatment and helps ease pain in rheumatic arthritis.

### Recent Developments

Dan-Foam ApS with headquarters in Aarup in Denmark produces everything for Tempur ROW, or rather for every market except in the USA and Canada. Its development from a company of small production was swiftly transformed into the modern and efficient operation utilized in approximately 48,000 m<sup>2</sup> with the newest equipment in the late 1980s. In August 2000, the construction of a new Tempur World factory in Duffield, Virginia in the US went under construction; that would increase production and processing by 40%. In 2006 the construction of a third Tempur World factory in Albuquerque, New Mexico was complete, with an estimated 74,322m<sup>2</sup>

area, and is accepted as the world's largest mattress making factory. It was constructed so that it could easily adapt with minimal investment to the needs of production growth with a capacity for 90,000 mattresses and a yearly gain of 1.1 billion dollars.

### Promotion

Apollonia has been promoting Tempur for already 12 years now, with a special informative approach. People often are not aware of how investment in a good mattress is important for their health. Informative catalogues have played an important role in the promotion and awareness of Tempur in people for the health of themselves and their families. But those that



promote Tempur the most are the users themselves that often talk about its benefits and recommend its products to other families and friends. On an international level, Tempur is promoted through uniquely attractive and unconventional presentations where thousands of people are free to try out their products. The location and nature of how the products are sold is intently designed to also simultaneously promote their products. Tempur mattresses are always sold at specific areas according to strictly designated standards.

The newest type of promotion can be seen in a movie where Jim Carrey orders a Tempur mattress only so that he can jump on it with a glass of wine sitting on the edge of the bed without spilling it. The wine didn't spill because Tempur is a 100% non-energy-absorbing material that displaces movement throughout its whole body and mass.

### Brand Values

The basic essence of Tempur is to provide and to secure ones health and it contributes to treating decubitis. Its one of a kind characteristics of relieving pressure, help Tempur mattresses and pillows, to not only provide for a good nights sleep, but also relieve back pain, neck pain, pain on the joints and circulation. When choosing a bed, people often don't take into consideration the needs and aspects of their bodies. Poor sleeping posture and pressure on smaller blood vessels of the skin and under skin tissue are



the main causes of pain in the back, neck and joints. A mattress that does not satisfy ergonomic criteria surely will further increase these problems. Tempur mattresses are multi-component: the body is always in contact with a soft component that enables unhindered blood flow, while underneath this layer is a hard surface that allows the spinal column to sustain its natural posture and shape. Often can we hear a quote from an orthopaedist on how it is recommended to sleep on hard mattresses. Hard mattresses are favourable for a good posture, true; but they are not good for blood circulation. The body is a complex machine of which every aspect and function should be looked after and taken care of - and that's why Tempur is beneficial to the relaxation of every structure of the body. Tempur mattresses don't contain any natural entities that are susceptible to the development of various bacteria, fungus and bedbugs etc. That is why its role in preventing infection is immense!

Tempur mattresses don't contain hollow spaces in which dust particles could surely settle, and only the surface is exposed to harmful agents. Sanitary maintenance is simple and complete: the slip-cover is removed and washed, while the Tempur material is simply wiped with a soft moistened towel. Special slip-covers for hospitals and patients are moisture resistant and can be washed in washing machines or autoclaves.

[www.tempur.com.hr](http://www.tempur.com.hr)  
[www.apollonia.hr](http://www.apollonia.hr)



### THINGS YOU DIDN'T KNOW ABOUT...

#### Tempur

- The research and perfecting of Tempur material as the best surface for relaxation and rest, was funded with millions of dollars and thousands of man-hours of scientists were put into its creation.
- Your body leaves its an imprint on the Tempur material because mass is sufficiently distributed throughout the Tempur mattress.
- Tempur mattresses and pillows have been proclaimed the greatest development in the technology that deals in sleep and relaxation in the last 75 years.
- Tempur products are the most purchased highly elastic mattresses and pillows in the world.
- 94% of owners say that their TEMPUR bed has satisfied and over-bounded their every expectation.