



Sleep well. Always.

MARKET

Dreamland, Malaysia's homegrown mattress manufacturer, has today established itself as a leading brand of mattresses in the region. Dreamland is not only sought after by consumers in retail furniture stores in Malaysia, Brunei and Singapore, it is also the choice mattress brand for the hotel industry in Malaysia.

Dreamland owes much of its success to its overarching principle of producing mattresses that have quality at the core. In an industry where many manufacturers simply offer aesthetics over the inner core strength of its products, Dreamland goes all the way in ensuring quality and strength in its mattresses from the inside out. Where the former method of manufacturing mattresses may result in back problems or bed-related injuries just after a few years, Dreamland mattresses are built to last for ten years and are guaranteed to deliver 29,200 hours of good sound slumber.

For Dreamland, "The Heart Matters When Selecting A Mattress", and this is achieved through its patented Miracoil Spring System.

ACHIEVEMENTS

Since Dreamland's inception, it has been a trailblazer of mattress innovations. As winner of Reader's Digest Trusted Brand Award Gold in 2009, Dreamland introduced the Dreamland Chiro range of mattresses - the only mattress in Malaysia that is co-designed and endorsed by qualified practicing chiropractors using pressure mapping technology that measures back pressure while sleeping.

Dreamland's many other record 'firsts' in innovations include the first manufacturer of spring mattresses in Malaysia, the first to introduce NANO-PEL technology in Malaysia, a liquid and stain-repellent fabric from the United States, the first to introduce three-in-one anti-



microbial, anti-mosquito and anti-bedbug treated mattress fabric and the first to launch dual coil original pocket spring system, a pocket within a pocket spring technology. This spring system allows double spring support as the body structure or weight changes while lying on the mattress.

HISTORY

Dreamland's history dates back to the 1970s, when Dreamland Corporation (M) Sdn Bhd was formed. Today, the company is a leading manufacturer of superior quality foam and spring mattresses as well as bedding accessories not just for Malaysia, but also regionally.

In 1993, Dreamland formed an alliance with three major conglomerates; Pacific Brands of Australia (the largest bedding manufacturing and marketer in Australasia), FACB Industries Inc. (a public-listed company on the Main Board of Bursa Malaysia Berhad) and Lembaga Tabung Angkatan Tentera (LTAT). This strategic partnership with Pacific Brands enables Dreamland to have access to superior manufacturing and quality control systems as well as benefit from the years of research conducted at Pacific Brands' research and development laboratory in Melbourne and Sydney, Australia.

Since its humble beginnings, Malaysia's first manufacturer of spring mattresses has grown

to be a leading supplier of mattresses in the region. Its range of products can be seen next to leading international brands at major furniture retail stores throughout Malaysia, Singapore and Brunei.

On the commercial front, Dreamland is not only one of the leading mattress suppliers for 5-star hotels in Malaysia, the brand is also proudly the mattress supplier to Amway (M) Sdn Bhd, the leading direct selling company in Malaysia.

PRODUCT

Dreamland offers customers one of the most reliable and high quality mattresses available in the market. The strength in its product lies in its patented Miracoil Spring System, a state-of-the-art spring technology from the United States that is used in all Dreamland Chiropractic mattresses. The unique spring system is essentially the 'heart' of a mattress and provides the necessary support for the back during sleep.

The Miracoil Spring System comes with eight unique features that provide unparalleled benefits to consumers for a good night's sleep.

These include a closer coil construction compared to ordinary spring systems for firmer support, a centre zoning of 50% more coil count for better spinal support and comfort, a vertical head-to-toe helical wire that allows the transfer of movement downwards instead of





horizontally to minimise partner disturbance while sleeping, the Z-shape design of the spring unit that prevents the mattress padding from getting stuck to the spring, thus preventing lumpiness and offering excellent comfort, springs to fully support right up to the edge of the mattress which allows for a maximum surface area of support, the construction of the spring unit that provides consistent strength on both sides of the spring unit, giving it double-sided strength for longer lasting usage, the wire in its continuous coiling system that runs from head to toe without any joint or break, making it safer and more reliable and the Miracoil Technology that involves tempering the coiled wires in a high temperature oven to enhance the spring's durability and strength.

With an established reputation for high quality mattress and bedding, Dreamland now produces quality bedding accessories for international 5-star hotels. By committing to the same dedicated research and development as its mattresses, Dreamland's bedding accessories meet the same exacting manufacturing standards as its popular mattresses. To cater to hotel guests' different requirements, Dreamland supplies an extensive range of bedding materials that have different

properties such as non-allergenic, anti-microbial or fire-retardant. Certain customisation options such as specifying the weight of fibre fillings for pillows are also available to hotels.

Dreamland is not only a leading manufacturer of products such as mattresses, bedding accessories and other bed-related furniture, it is also a producer and wholesaler of polyester accessories, foam accessories, and an original equipment manufacturer (OEM) of polyester fibre.

RECENT DEVELOPMENTS

As the only mattress in Malaysia that is co-designed and endorsed by qualified practicing chiropractors, Dreamland is the market leader in the back-care mattress category. Its top Chiro range is the Chiro Professional 3 Pocket Top, which features a unique spring system built into the spring mattress. The top Eurotop layer comprises original individually wrapped pocket springs that allow for non-disturbed sleep and excellent comfort, while the Miracoil Spring underneath it provides the necessary back support.

The recently launched Dual Coil Spring System (a pocket within a pocket spring technology) sets a new benchmark in the pocket spring mattress category. The unique spring system allows double spring support as the body structure or weight changes while lying on the mattress.

PROMOTION

Dreamland's promotional initiatives focus on educating consumers via print and radio advertisements on methods of selecting the right mattress based on a person's build, needs and sleep patterns.

The brand's advertising and promotional strategies are currently focused mainly on Chiro mattresses. Together with its chiropractor co-designers, Dreamland also promotes its products through public educational talks which cover topics such as preventive back-care.

BRAND VALUES

At the centre of Dreamland's success is the philosophy that "The Heart Matters When Selecting A Mattress".

The "heart", or the core of the mattress, simply refers to the inner build of a mattress that determines the strength, support and comfort level it offers to the customer. It is through such determination and vision that Dreamland is now the market leader in the back-care mattress category, bringing to fruition such innovations as the Miracoil Spring System.

Dreamland is constantly striving to be at the forefront of technology. In this regard, the company is committed to lead the market in introducing innovative yet functional products that offer great benefits and value to consumers.

Dreamland also strongly believes in ensuring best value and consistent quality for its customers. Over its 30 years of history, Dreamland has proven itself time after time by delivering on this promise to its customers. To this day, Dreamland customers purchase Dreamland products with the knowledge that they have purchased a good quality product from an established brand with a 30-year industry presence.

www.dreamland.com.my

THINGS YOU DIDN'T KNOW ABOUT DREAMLAND

- Dreamland is a brand trusted by Malaysians for over 30 years.
- Dreamland spring mattresses are protected by a 10-year warranty against manufacturing defects. The Miracoil spring system used in Dreamland mattresses is the latest spring technology in the world.
- In a research study conducted by an independent survey company, 84.9% of Malaysians prefer the Miracoil spring system over ordinary spring systems.
- Dreamland Chiro range of back-care mattresses are co-designed by leading practicing chiropractors using state-of-the-art pressure mapping machines to ensure minimal back pressure while sleeping.
- Dreamland is the only bedding company in Malaysia which produces its own foam, polyester fibres and spring coils in-house to ensure consistent quality control of its mattress and bedding accessories components.
- Dreamland is a proud mattress supplier to Amway (M) Sdn Bhd, the leading direct selling company in Malaysia.

The Latest Major Breakthrough In Sleep Technology

Dreamland's Dual Pocket Spring System

床褥科技崭新大突破 Dreamland 的双层袋装弹簧系统

AN INNOVATIVE SPRING/SLIPPING SYSTEM
 创新的双层袋装弹簧系统

NECKRY PEAK
 Springy foam features best pressure and pressure relief sleep.
 弹簧泡沫提供最佳压力和减压睡眠。

The latest sensation in sleep, this revolutionary dual pocket spring-in-spring system offers intelligent "self-adjusting", an innovative feature that reacts sensitively to your every body movement. With the added benefit of heavy frame, this system delivers unparalleled levels of comfort.

最新睡眠感受，这革命性的双层袋装弹簧系统提供智能“自我调节”，一项创新功能，能敏感地反应您的每一个身体动作。加上坚固的床架，这个系统带来无与伦比的舒适度。

Model	Type	Size	List Price	Best Buy	Model	Type	Size	List Price	Best Buy
Dual Coil® Memory	Mattress	King	6,980.00	5,990.00	Dual Coil® Plush	Mattress	King	6,980.00	5,990.00
		Queen	5,480.00	4,790.00			Queen	5,480.00	4,790.00
		Single	3,980.00	3,290.00			Single	3,980.00	3,290.00
		Double	4,980.00	4,290.00			Double	4,980.00	4,290.00

Dreamland Corporation (M) Sdn Bhd. www.dreamland.com.my