



PRESS INFORMATION

A CRANK TO JUMPSTART YOUR DAY

DUX of Sweden Introduces DUX 8888, the Only Innerspring Mattress in the World with Individual Lumbar Support



NEW YORK, NY. (August 14, 2008)—If you sleep restlessly at night because of nagging pain or discomfort in your lower back, relief may be just a mattress away! DUX of Sweden is introducing its newest model DUX 8888, the only innerspring mattress in the world that provides adjustable lumbar support to improve sleep quality.

The DUX 8888 has a unique mechanical system, controlled by a crank, which adjusts the level of support targeting the lumbar vertebrae. The easily removable crank is inserted at the foot of each side of the bed. The mechanical system can adjust the height of the mattress for a total of one and a half inches by turning the crank up to 15 times. Designed to provide personalized support for the lower back, the system supports the spine and body in its natural position.

“It is incredible,” said Bo Gustafsson, President of DUX North America who is testing the new DUX 8888 model himself. “I have been working for this company for 25 years. I have had my share of back problems, some caused by accidents. But, when I got to sleep on this bed, I found the perfect setting for me. It is truly surprising how little it takes to make such a big difference.”

The crank in the DUX 8888 creates a continuously adjustable height for the lower back area. Adding lumbar support can relieve back discomfort while remaining largely undetectable by the sleeper. The setting usually needs to be adjusted only once, making a mechanical system preferable to an electric system. Should the sleeper’s lumbar support needs change, the crank makes minute adjustments easily.

The DUX Revolution Since 1926

The DUX 8888 is only the latest innovation in better sleep technology from DUX, one of the highest quality mattress manufacturers in the world. Since 1926, the Ljung family of Sweden has found ways to blend the science of healthful sleep with the ultimate in comfort. By combining research, the finest natural materials and the most experienced craftsman, DUX strives to develop the most advanced conventional bedding available.

DUX manufactures each bed from start to finish, using the finest steel from Sweden’s world-renowned steel industry to produce its own springs. Up to a mile and a half of this steel is configured into a continuous spring system, resulting in dynamic support that distributes body weight evenly to maximize circulation. Unlike any other bed on the market, this system allows for support across all critical zones of the body and can be tailored to conform to a sleeper’s individual shape and movements. A king size DUX bed contains up to 4,980 springs, compared to an average of 1,000 springs offered in most conventional beds.



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Unique Customized Springs

The DUX 8888 is also equipped with a patented DUX Pascal System, a series of interchangeable spring cassettes that allows you to customize each side of the bed to support your individual body shape and needs. The interchangeable spring cassettes are made in three different densities or tensions, resulting in six different combinations for each side of the bed. These allow you to customize the level of support needed at the shoulders, hips and legs. Thus, someone with a back or shoulder problem could customize the hip or top area of the bed to better support their back, pelvis or shoulder. Spring cassettes can be easily reconfigured by unzipping the top of the bed and rearranging the spring cassettes to change the configuration.

“For years, my husband had backaches so badly he would get up in the middle of the night and rock on his back on the floor,” said long time customer Jeanne Locke. “After going to several doctors, one suggested he get a DUX Bed. To our surprise, the backaches stopped.”

In addition to its Pascal System and its advanced spring technology, each DUX bed is equipped with more technologically advanced features:

- Due to the unique construction of the DUX Bed, it does not need to be flipped. Because the springs are so resilient, the DUX Bed has been known to last a lifetime.
- Unlike most beds, the DUX Bed has an unfastened top-pad which complements the contouring nature of the bed. In the event of an accident, the top pad can be replaced without replacing the entire bed.
- The DUX Bed uses only the highest-grade materials. For several years, DUX has been granted the Oeko-Tex Standard Certificate, awarded to products that meet their human-ecological requirements.
- The long service life of the mattress means that DUX has insured that the mattress can be kept hygienic through replacement of the various components, such as the top-pad and cassettes, on an as-needed basis.

DUXIANA Stores

The DUX Bed is sold exclusively in DUXIANA stores. DUXIANA has over 30 stores in North America and over 110 worldwide. Select stores offer the DUX Bed Sleep Chamber, a quiet room where customers can test out any DUX bed by appointment for up to four hours. The lights are dimmed and a surround sound stereo provides soothing music.

About DUX

DUX (www.DuxBed.com) is one of the highest quality bed manufacturers in the world. For over 80 years, four generations of the Ljung family of Sweden have studied ways to blend the science of healthful sleep with the ultimate in comfort. By combining research, the finest natural materials and the most experienced craftsmen, DUX strives to develop the most advanced conventional bedding available.



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