



HYPNOS®

THE MOST COMFORTABLE BEDS IN THE WORLD



▪ HYPNOS CELEBRATES PRESTIGIOUS QUEENS AWARD FOR ENTERPRISE

Award-winning British bed manufacturer Hypnos, is celebrating after scooping the prestigious Queen's Award for Enterprise for International Trade in the 2017 honours list.

The respected award is only granted to those who demonstrate the highest levels of excellence within their field. Hypnos received the award in recognition of its substantial growth and commercial success in international business, as well as driving strong year-on-year growth in overseas sales and export activity.

James Keen, Managing Director at Hypnos, comments: "It's a true honour to receive such an accolade and we're incredibly proud of this achievement and all the hard-work that's been put in over the last few years.

"During this time we have focussed our attention on developing a global footprint and invested time and resources in securing a strong international position. We now have over 20 manufacturing licensees around the world, enabling us to serve our global hotel customers efficiently and effectively. We also showcase our luxury beds in over 120 retail stores around the world, selling mattresses and beautifully upholstered beds which are handmade in the UK to a range of global consumers in need of a high quality bespoke bed and a relaxing and comfortable night's sleep.

“It's amazing to think how far we've come. Just five years ago our International sales were £500,000 and this year they will be over £5 million, which is nine per cent of our total sales. This is a result of working hard to generate international traction and momentum from our UK base, and we hope to see around £20 million worth of Hypnos' products being sold globally, which would account for 20 per cent of our total sales, by 2021.

“There can be no doubt that an accolade of this calibre will help us in that endeavour, and shows that as a family-run business, our family values, the quality of our offering and also the ethical production of our beds, is being recognised around the world.”

Hypnos, which has held a Royal Warrant since 1929, supplies ethically made and sustainable beds and mattresses to some of the UK and world's finest homes, palaces and hotels. The award will help the business to continue to showcase its brand values and cement these on a global scale.

To add to Hypnos' ongoing success, it has also been awarded the Corporate Social Responsibility Award by the RAF Benevolent Fund, for its generous donation of supremely comfortable beds to the Princess Marina House, the charity's respite and care centre in West Sussex.

Whilst growing and expanding internationally, Hypnos has been careful not to lose its focus on CSR and sustainability which has always been extremely important for the business. It is the only UK bed manufacturer to be awarded carbon neutral status and both UK factories have achieved FSC and PEFC certification, ensuring timber is sourced from managed forests.

For more information about Hypnos please visit www.hypnosbeds.com

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Notes to editors

About Hypnos

- Having manufactured luxury handmade beds for more than 100 years, Hypnos is internationally renowned as the expert in handcrafted pocket spring mattresses and divans. The family run business supplies its beds to some of the world's most prestigious hotels. It also supplies supremely comfortable bespoke beds for the homes of consumers around the world.
- Hypnos has two factory sites in the UK. Its Princes Risborough site produces stylish handmade beds for retailers and consumers, whilst its Castle Donington site uses modern production techniques to make over 100,000 hotel beds a year for the contract industry.
- Combining traditional skills with constant innovation and using only the finest natural and sustainable materials.
- Hypnos has a Royal Warrant, providing not only bespoke beds but advice on sleep and wellbeing to the Royal Family.
- Hypnos is one of only a few UK manufacturers to have been awarded the prestigious Manufacturing Guild Mark (MGM) accreditation.
- Hypnos has been awarded the National Bed Federation's 'Bed Manufacturer of the Year' accolade 2014. This is the second time the ethical business was presented with this award, having previously scooped the prestigious title in 2011.
- Hypnos was the first Carbon Neutral bed manufacturer in the UK and both their factories have achieved FSC® and PEFC certification, ensuring timber is sourced from managed forests.
- Hypnos has developed successful partnerships around the world with hotel groups like Rocco Forte, Premier Inn, glh Hotels, Crowne Plaza, Intercontinental, Millennium and Copthorne, Holiday Inn, Holiday Inn Express, Soho House and Marriott. Hypnos' partnership with Marriott extends from Marriott Vacation Club in Disneyland Paris to JW Marriott in Dubai,

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