



## *Hypnos 'the most comfortable beds in the world'*

**H**ypnos takes your good nights' sleep very seriously. Named for the ancient Greek God of Sleep, Hypnos is regarded as the U.K.'s premier bedding manufacturer, holding an unprecedented two Royal Warrants.

They are privileged to be appointed as the official bedding supplier to Her Majesty, Queen Elizabeth II.

Rogers Sleep Shop in Edmonton is pleased to announce that they have been approved by Hypnos Canada to sell the line of hand-crafted Hypnos' luxury beds.

At a recent furniture show in Toronto, representatives from many major bedding manufacturers touted Hypnos as the Rolls Royce of bedding. Hypnos adds a new level of quality to the bedding industry in Canada.

One CEO of a major mattress re-

tail chain said that Hypnos is a phenomenal product with quality and elegance miles beyond what is currently available.

With 100 years of experience, Hypnos' second and third generation craftsmen continue to meticulously handcraft each bed.

Elegant in every way, the beds are built using only the finest of natural materials such as luxurious Belgian damask, silk, cashmere and lambs' wool.

The honeycomb nesting of the pocket coil system gives the ultimate in body support. This system is far superior to any currently available in Canada with coil counts as high as 2,088 in a queen-sized mattress.

It is understandable why the Hypnos slogan is "The most comfortable beds in the world."

"Rogers Sleep Shop has always

been known for impeccable customer service and quality bedding products," says Farhan Chatur, president of Hypnos Canada.

"Adding them as a Hypnos dealer is a perfect marriage. Only a select few, probably 50 in Canada, reputable, consumer-oriented retailers will have the honour of carrying the Hypnos line."

"We are pleased and excited to be selected as the first retailer in Edmonton to represent the Hypnos line," says Roger Podmore of Rogers Sleep Shop. "We believe that Hypnos is the *creme de la creme* of mattresses and cannot wait to show people the incredible quality and elegance of it in both of our stores."

For more information, log on to the manufacturer's website at [www.hypnoscanada.com](http://www.hypnoscanada.com).