

VI-SPRING LUXURY BEDS VOTED BEST BY WHICH? MEMBERS

Submitted by: Thinc PR (JBA Public Relations)

Wednesday, 11 July 2012

British luxury bed-maker (<http://www.vispring.co.uk>) and pioneer of the pocket sprung mattress, Vi-Spring (<http://www.vispring.co.uk>), has been named the top mattress brand by members of the UK's largest consumer body, Which? This is the second year running that Vi-Spring has topped the Which? survey, securing the premier position with a higher satisfaction score than any other bed-maker.

Every Vi-Spring bed is individually handmade by master craftsman in its Devon factory and tailored to suit individual's exact requirements. Vi-Spring uses the finest natural and sustainable materials; from Platinum Certified pure British fleece wool, mohair, soft cotton and silk, combined with traditional methods to produce its superior collection of beds. Exclusive to Vi-Spring, exclusive Real Shetland Wool is used in its top-end designs and award winning range of the finest all-wool beds, The Shetland Collection.

Key to achieving Vi-Spring's signature stand-out look in the bedroom, a choice of the finest upholstery fabrics are available to cover Vi-Spring's stunning collection of headboards and divans. For a truly bespoke service, Vi-Spring can also use a fabric of the customer's choice.

To locate your nearest Vi-Spring specialist or to request a brochure please visit: www.vispring.co.uk or call: 01752 366 311

-ENDS-

About Vi-Spring:

Vi-Spring believes that sleeping on the right bed can be a truly life-changing experience. All Vi-Spring mattresses are handmade to order in the company's Devon factory. It's an uncompromising approach, but because sleep is such a deeply personal part of life, it's really the only way to ensure that every bed is not only supremely comfortable, but also fits its owner like a glove.

Founded in 1901, Vi-Spring was the first bed maker to produce an interior sprung mattress using a system of individually pocketed springs that changed the way beds were made.

Vi-Spring has never wavered from its original philosophy of using the best craftsmanship and quality materials to produce the finest beds in the world, and this is why Vi-Spring beds have been the only choice for anyone who demands the best for over one hundred years.

For press enquiries, images or further information about Vi-Spring please contact:

Sally Bowles, Huw Bussell or Charlotte Young at Thinc PR on 020 7801 6255

sally@thincpr.com / huw@thincpr.com / charlotte@thincpr.com