

## Sleepless nights in recession may be caused by more than money worries.

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Saving money living with an old bed and mattress may well be a false economy says the Sleep Council and Armaghbeds.com.

As the 4th anniversary of the Lehman Brothers bankruptcy passes, Northern Ireland and the rest of the UK seem no closer to recovery than back in September 2008. Many companies in Dublin and Belfast have been forced to lay off staff and while the remaining staff work longer hours with less career development prospects on the horizon. "Recession fatigue" has become a real problem for managers and employees in Northern Ireland and the Republic of Ireland.

While the challenges of Ireland's business leaders can not be underestimated, one suggestion for improved personal performance across Ireland is increasing our focus on quality of sleep and viewing the time people spend in bed as critical to surviving Ireland's elongated recession.

Many people view insomnia or sleep deprivation as primarily stress related and something that they just have to live with. The amount of quality sleep needed to perform at your best varies based upon your age, level of fitness, stress levels and other factors but sleep experts say that anyone who feels drowsy during the day may carry 'sleep debt'. Sleep debt over time can cause reduced personal performance, depression, memory loss and even a weakened immune system. Armaghbeds.com offer a guide on judging the lifespan of a bed by using the Sleep Council's test to see if customers across Ireland need a new bed? (<http://www.armaghbeds.com/buyers-guide/am-i-due-new-bed>)

Chris Dalzell, Marketing Manager of [www.Armaghbeds.com](http://www.Armaghbeds.com) suggests that many consumers wrongly think a bed and mattress should last between 12-18 years. "The reality is that a budget mattress can sag within 4 years if not regularly flipped and depending on the size and weight of the user. However a high quality 1200 Pocket Sprung Mattress on a solid Divan bed base such as the Kaymed Zodiac Divan Bed (<http://www.armaghbeds.com/product/kaymed-zodiac-4-6-divan-bed>) or one of the innovative Kaymed Gel Bed (<http://www.armaghbeds.com/product/kaymed-gel-splendid-4-6-divan-bed>) range that uses unique K3Gel technology is proven to sleep 3degrees cooler than a conventional mattress, and offers greater levels of comfort from time spent in bed and as a result better sleep.

Alternatively for those seeking a high quality orthopedic bed such as King Koil's classic bed developed with the support of the US International Chiropractors Association, the King Koil Spinal Guard Luxury (<http://www.armaghbeds.com/product/king-koil-spinal-guard-luxury-4-6-divan-bed>) is a great choice as it uses 'Chirospan Posturisation' which adds extra support in the central area of the mattress while also benefiting from being a non-turn mattress.

What is clear is that investing in your own quality of sleep makes good sense for health, happiness and all Ireland's consumers over the lifespan of their Irish bed. I'm proud to say that during this recession we have seen an increasing number of customers who are knowledgeable about Irish bed manufacturing and have researched bed reviews and buyers guides. More and more we see customers arriving in-store requesting the Irish bed brands of King Koil (<http://www.armaghbeds.com/manufacture/king-koil>) and Kaymed (<http://www.armaghbeds.com/manufacture/kaymed>)" continues Dalzell.

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