

# Snoring Partners? Mode Beds takes on the market for a guilt free lie-in on National Sleep In Day 2018

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Mode Beds, designer and retailer of luxury smart app controlled beds, is taking on the bed market this Winter, revolutionising the bedroom experience and saving us from snoring partners, as National Sleep In Day fast approaches on the 28th October.

National Sleep in Day marks the date the clocks go back an hour and everybody gets an extra hour in bed. It signals the end of British Summer Time, making way for darker nights and shorter days, but a snoring partner or a poor-quality bed or mattress could ruin this annual guilt free lie-in for many. According to new research carried out by the Royal National Throat, Nose and Ear Hospital, 31 per cent of men snore "hard" three times a week, and that figure was even higher at 34 per cent for females in the 25-34 age group.

Mode Beds is a new UK start-up who are pioneers app controlled smart beds (<https://www.modebeds.co.uk>) and are aiming to redefine the way we sleep and solve these sorts of issues once and for all.

Helen Powell, Founder of Mode Beds, commented, "For years, I'd been hearing from family and friends about their issues sleeping, whether it be snoring partners, bad backs or general dissatisfaction with their beds. What most people don't realise is a lot of sleep problems can actually be solved, or improved, by using an adjustable bed."

Mode Beds are aimed at consumers missing out on the opportunity of an improved bedroom and sleep experience; bringing flexibility to those who want to choose an adjustable bed and embrace the opportunities that new technology can bring them both in terms of sleep and wellbeing.

Helen added, "We want to change the way that people view their beds from a flat non-interactive platform, to a flexible living space designed to move around them. This offers enhanced support and better sleep, and given that you spend so much time in bed - not only sleeping but watching TV, reading etc - having increased flexibility makes a lot of sense.

"Big companies selling low-cost, mass-produced imported products, which aren't really built to stand the test of time, can create a bit of a 'disposable' attitude towards furniture. At Mode we're taking on the market and giving the public an opportunity to invest in a piece that will last, which can bring a genuine sense of wellbeing and of course will enable them to make the most of National Sleep In Day."

National Sleep In Day is an awareness campaign driven by the Sleep Council, the consumer education arm of the National Bed Federation, the trade association for British bed manufacturers.

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