

# A.H.BEARD®

HANDCRAFTED LUXURY SINCE 1899



**PARAMOUNT**  
SLEEP COMPANY



MADE IN USA

# Our People are our Greatest Asset

A.H. Beard's humble beginnings have cultivated a strong family culture within the organisation, which lives on today. With many of the Beard family members working in the business, a strong sense of family values and tradition is evident. Everything we do is guided by our company values of integrity, tradition and mutual respect.

We operate with integrity and honesty in all of our business dealings and this is reflected in the strong and long-standing relationships we have with our many customers and suppliers.

A.H. Beard's history and tradition is not only evident in the quality of our products but in the quality of our people. We have mutual respect for one another, and work together to strive for continuous improvement.

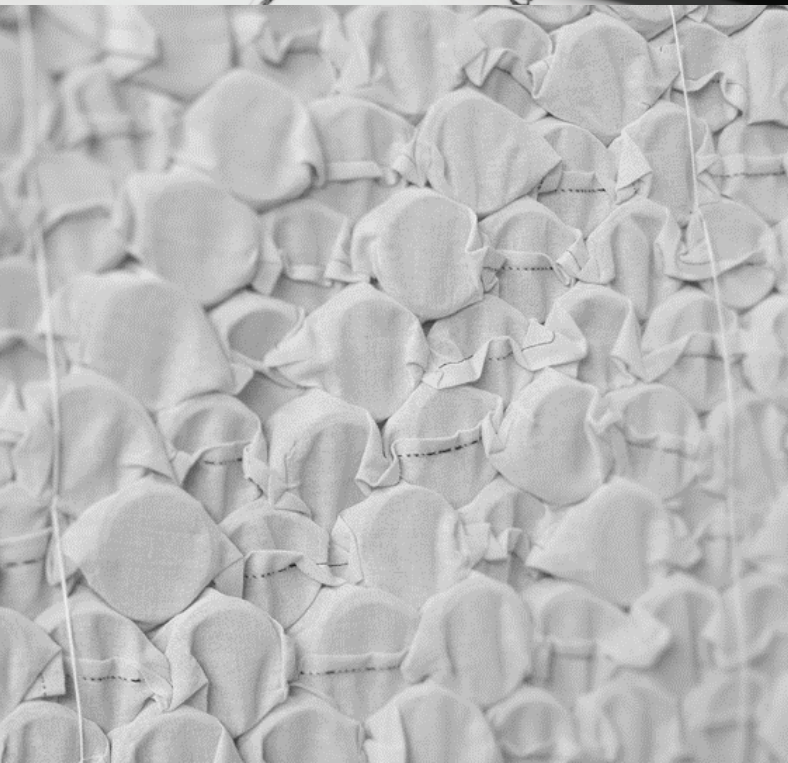
Our vision – to improve lives through better sleep – provides our employees with a clear and constant reminder of why we do what we do. It is ingrained in our thinking and processes, and each employee understands how they contribute daily to achieving this vision and exceeding our customers' expectations.

At A.H. Beard, making beds is not just a job– it's a passion– one that our people are committed to, often for life. The average length of service of our employees is nine years, much higher than the average staff retention rate for Australian organisations, especially family businesses. We also have multiple generations of families and siblings working within our business, which helps to further foster our strong team spirit and family culture.

A.H. Beard's family-focused culture is reflected in the smiles of our people. They are not just part of a team when they come to work each day, they are part of the family.









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Made with the most discerning individual in mind, the Signature Collection is handmade using the finest natural Australian materials and the latest bedding technology. It draws on over 120 years of bedding knowledge – handed down through generations of A.H. Beard mattress makers – to deliver an unparalleled sleep experience.

Choosing a bed from the A.H. Beard Signature Collection is much more than the ultimate indulgence – it's a commitment to your health and wellbeing.

Just like diet and exercise, a good night's sleep plays an integral role in the overall quality of your life. It can have a positive impact on your appearance, mood, concentration and memory. Conversely, more serious sleep disorders can contribute to high blood pressure, diabetes, heart disease and workplace accidents.

We have long recognised that a premium sleep set significantly influences the quality of your sleep, and the A.H. Beard Signature Collection represents the highest quality available. Combining state-of-the-art technology, superior natural comfort materials and our expertise in traditional techniques, A.H. Beard redefines luxury sleep.





## A.H. Beard Signature Collection Range Overview



### Sovereignty

- High Quality Damask Fabric
- Wool, Cotton, Merino, Mohair, Alpaca and Cashmere Premium Natural Fibres
- Airflow Micro Comfort Coils
- Ultra Micro Comfort Coils
- Micro Comfort Coils – Four Tiers
- Opulent Nested Pocket Support System
- Grand Nested Pocket Support System



### Ancestry


- High Quality Damask Fabric
- Wool, Cotton and Merino Natural Fibres
- Airflow Micro Comfort Coils
- Micro Comfort Coils – Two Tiers
- Mini Comfort Coils
- Opulent Nested Pocket Support System
- Grand Nested Pocket Support System


















### Eminence

- High Quality Damask Fabric
- Wool and Cotton Natural Fibres
- Airflow Micro Comfort Coils
- Mini Comfort Coils
- Opulent Nested Pocket Support System
- Grand Nested Pocket Support System

## A.H. Beard Signature Collection

- The unique Hand Tufted Design ensures the components work in unison, contouring to your body to maximize comfort, support and durability. The result is a long-lasting mattress with a distinct luxurious feel. The configuration of the tufts, design and materials contribute to the overall gentle or firmer feel of the mattress. 
- High Quality Damask helps regulate temperature for a more comfortable sleep.
- Premium Natural Fibers produce high quality, durable, pressure relieving comfort layers. They are resilient, breathable and have the ability to regulate body temperature.
- Comfort Coils provide additional support and enhanced comfort whilst minimizing partner disturbance.
- Nested Pocket Support System feature hand sewn pocket springs that fill every square centimeter of the mattress, nested together to provide a support system that encourages natural spinal alignment and minimizes partner disturbance. The unique Calico pocket spring, along with the combination of comfort components and hand tuft design, result in the distinct, luxurious feel achieved in the Signature Collection.
- Profile Edge Support ensure a large sleeping surface and a strong mattress edge.

Components	Sovereignty		Ancestry		Eminence	
	Opulent	Grand	Opulent	Grand	Opulent	Grand
 Traditional Hand Tufting	•	•	•	•	•	•
 High Quality Damask Fabric	•	•	•	•	•	•
 Wool	•	•	•	•	•	•
 Cotton	•	•	•	•	•	•
 Merino Wool	•	•	•	•		
 Mohair	•	•				
 Alpaca	•	•				
 Cashmere	•	•				
 Ultra Micro Comfort Coils	•	•				
 Airflow Micro Comfort Coils	•	•	•	•		
 Micro Comfort Coils	<b>4 Tiers</b>	<b>4 Tiers</b>	<b>2 Tiers</b>	<b>2 Tiers</b>	•	•
 Mini Comfort Coils			•	•	•	•
 Opulent Nested Pocket	•		•		•	
 Grand Nested Pocket		•		•		•
 Profile Edge Support	•	•	•	•	•	•





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# Signature Collection Key Features and Benefits

## High Quality Damask

The Signature Collection is adorned with the most luxurious, traditional damask fabrics. Woven on modern jacquard looms, they replicate the highest quality ornate damask fabrics that originated in Damascus in the 12th century.

Our Signature Collection upholstery offers the enduring luxury expected from the fabrics available. Derived from sustainable wood pulp, the natural fibres of the Viscose (Rayon) fabric offer exceptional breathability and moisture wicking properties which is the process to absorb body moisture and transfer it away from the body.

Not only is it functionally outstanding, the viscose in our damask makes it comfortable and soft to the touch, with a beautiful lustre and design definition.



## Premium Natural Fibres

Bedding made from natural fibre has long been recognised for delivering a better night's sleep. Natural fibres disperse moisture from the skin, providing even warmth and body temperature. They are also naturally flame-resistant.

Given we spend a third of our life in bed, it is important that our beds are free from humidity, cold and dampness. The natural fibres effectively respond to changes in humidity by drawing moisture away from the body and releasing it in a process called wicking, into the air, resulting in a more comfortable sleep.

Natural fibres are high quality, durable, pressure relieving comfort layers. Natural fibres are resilient, breathable and have the ability to regulate body temperature.

The premium natural fibres featured in the A.H. Beard Signature Collection are a combination of wool, cotton, mohair, alpaca, cashmere and merino wool.







## Wool

Pure Australian wools and fleece provide natural, healthy and rejuvenating comfort.

For centuries wool has been the fibre of choice to keep one's body warm. Initially used in clothing, wool then became popular as the comfort fibre in simple forms of beds and bedding.

Wool is commonly used in mattress comfort layers to provide comfort and regulate temperature. Being a natural fibre, wool is breathable as it can absorb up to 35% of its own weight in moisture. This makes wool ideal for those who sleep hot. Lavish layers of wool not only provide breathability and climate control for sleep comfort, but wool's natural crimp acts like springs, giving it resilient cushioning properties.



## Cotton

Cotton is a natural fibre that grows on the cotton plant. It is a good conductor of heat, keeping you warm in winter and cool in summer. Cotton is known for its versatility, performance and natural comfort.

Highly absorbent, Cotton is ideal for drawing moisture away from the body, helping to cool the sleeper. Soft but dense, cotton is a good insulator.

History tells us that cotton has been the most favoured of all the fibres used throughout early civilisations. Being

a renewable resource, cotton is a highly versatile fibre, as it offers two major benefits: breathability and moisture absorption, both of which are essential when used in mattresses.

Cotton is regarded as a 'user friendly' fibre, and for many years it has been used in a number of varied applications, ranging from hospital bandages to babies' nappies. Being hypoallergenic, cotton has been acknowledged as the 'best choice' fibre for those who suffer from allergies, asthma or skin irritations.





## Merino Wool

Merino is a breed of sheep famous for its fine, soft wool fibres and its ability to thrive in extreme climates. Merino wool comes from the Merino sheep, most commonly reared in Australia and New Zealand. Merino wool is the finest of the sheep wools, making it an ideal mattress comfort layer.

Only the finest Merino wool is used in our quilting comfort. Merino wool traps air in the sleeping surface, enabling micro-climate control that cannot be artificially manufactured in polyester fibres and typical wool blends. The resulting regulation of body temperature and humidity ensures a more comfortable night's sleep.

## Alpaca

Australian Alpaca fleece, from the Southern Highlands of New South Wales, provides superior thermoregulation to many wools. It is the perfect sleep partner when blended with other premium comfort fillings. Alpaca fleece is lightweight, stronger than sheep's wool, and provides excellent insulation.

Alpaca fibre is highly prized for its very soft feel (handle), durability and its variety of natural colours. It is processed into high quality fashion garments such as suits, jackets, skirts and coats. Jumpers knitted from Alpaca fleece are soft, light and warm.

Alpaca fleece combines softness with strength. It feels soft next to the skin, yet has the durability of a coarser fibre. It is warm, yet amazingly light.



## Mohair

Mohair is the fine fibre sheared from the Angora goat once or twice a year, depending on its length. It is a luxurious and incredibly durable fibre which provide comfort loft and plushness.

Much like sheep's wool, Mohair has great insulating and moisture wicking properties. It assists in regulating body temperature to keep you warm in winter and cool in summer. It is also durable and naturally elastic.



## Cashmere

Cashmere is the fine fibre collected by combing or shearing the Kashmir goat. A super soft and smooth fibre, Cashmere has similar properties to wool but with a unique softness and opulence.

Cashmere is regarded as a premium fibre and the ultimate in sleeping luxury. It has a natural crimp and small air spaces between the fibres, which make it breathable.

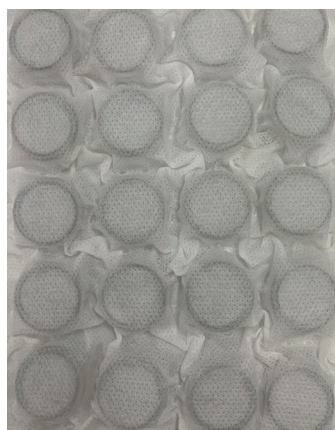
## Comfort Coils

Comfort coils are small springs used in the comfort layers of a mattress to provide additional comfort and pressure relief. They are individually fabric-encased pocketed coils that are isolated from each other, ensuring each spring responds independently.

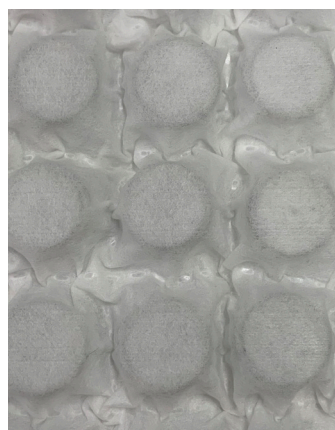
Consisting of four different sizes, thousands of comfort coils make maximum contact with your body for superior weight distribution and maximum pressure relief. The unique springs provide the flexibility to conform to your body in all directions regardless of body shape or weight. The result is an extremely comfortable, ventilated and long lasting mattress support.

Comfort coils are durable and responsive, so they will not sag or lose their shape over time, conforming individually to body shape enhancing the comfort whilst minimising partner disturbance.

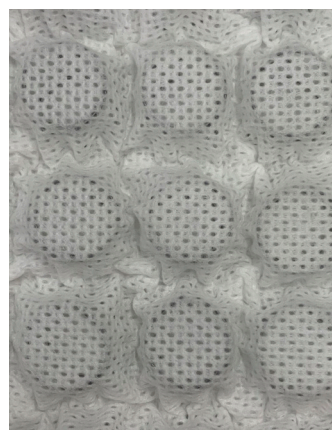
The unique combination of the comfort coils, hand tufted together with the natural fibres and premium nested pocket support system provide a long-lasting mattress with a distinct luxurious feel.



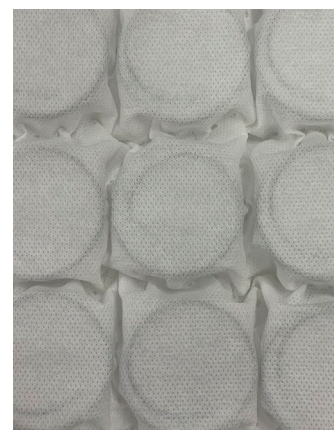
Ultra Micro Comfort Coils



Micro Comfort Coils



Airflow Micro Comfort Coils



Mini Comfort Coils

## Quality Assurance: The Queen's Award

The Queen's Award is the United Kingdom's most prestigious business accolade and is awarded to businesses for outstanding achievement in four categories, International Trade, Innovation, Sustainable Development and also for Promoting Opportunity (through social mobility), to recognise businesses who promote social mobility.

Harrison Spinks, the manufacturers of our Comfort Coils received the Queens Award for Innovation and International Trade in 2018 and Sustainable Development in 2019. Awarded by Queen Elizabeth II, this prestigious award provides consumers peace of mind knowing the spring technology within their mattress is the ultimate.





## Calico Hand Tied Pocket Support System

The mattress spring system is the main source of support for your body. A nested pocket support system consists of coils that are placed into calico (cotton) fabric pockets under tension to ensure they are power packed for rebound performance.

The pocket springs fill every square centimetre of the mattress, and are nested together to provide a level sleeping surface. The honeycomb arrangement leaves no gaps for springs to separate or roll together, yet enables each spring to move independently and contour to the shape of your body. The individual fabric encased springs are sewn together, by hand, rather than being joined by other materials.

A nested pocket spring mattress distributes weight more evenly across the sleep surface, and encourages natural spinal alignment. It also minimises partner disturbance, as the individually wrapped springs mean that movement in one area of the mattress is less likely to be felt on the other side.

The nested pocket support system also features a profile edge support which ensures a large sleeping surface and a strong mattress edge.





## Certificate of Authenticity

Each A.H. Beard Signature collection mattress is handcrafted to order by our experienced Master Craftsmen. The meticulous, labour-intensive process draws on the knowledge and skills passed down through generations of A.H. Beard mattress makers.

A Certificate of Authenticity – signed by the Master Craftsman and our Chairman - is provided with each Signature Collection mattress, confirming the genuineness of this premium handcrafted product.



## Premium Home Delivery

A.H. Beard offers a direct to customer delivery service with every purchase.

For more information:

Call 1300 654 000

Visit [ahbeard.com](http://ahbeard.com)







A.H. Beard is one of Australia's leading manufacturers of quality sleep solutions, with a history spanning more than 120 years.

Established in 1899, A.H. Beard is an iconic Australian family owned and operated business. Fourth generation directors, Garry and Allyn Beard, head up the business with the fifth generation working alongside them.

Driven by a purpose to 'improve lives through better sleep since 1899', A.H. Beard has built an enviable reputation as the innovators in sleep products. Scouring the globe for the finest materials and the latest in sleep technologies, combined with extensive knowledge, expert craftsmanship and experience, enable A.H. Beard to provide the best sleep solutions.

With manufacturing facilities across the United States, they are committed to ensuring that all of their employees enjoy a safe and healthy workplace, and that their operations, products and services minimise the potential impact on the environment.

Proudly made in the USA. A.H. Beard's rich heritage and history can be seen in every product they make and is reflected in the Made in the USA quality assurance seal. They currently employ hundreds of highly skilled Americans who are passionate about supporting local business and manufacturing.

A.H. Beard... 'Improving lives through better sleep - since 1899'



Enoch William Beard



Albert Henry Beard



Austin William Beard



Albert Garry Beard



Allyn Michael Beard



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