



PRESS RELEASE

European Bedding Industries' Association

International Day of Sleep - Groundbreaking Study confirms Importance of New Mattress

BRUSSELS, 21st March 2007 - For the first time, an independent and scientific research study performed by Dr. Bert Jacobson of the Oklahoma State University and supported by EBIA, confirmed the link between a good mattress and a good night's sleep. The choice of a new mattress can improve up to 63 percent of high back pain complaints.

Millions of people are affected by lack of sleep, making it one of the most frequent health problems of today's society. The International Day of Sleep – held each year on 21st March - focuses on this too often neglected problem. A deficiency of sleep interferes with daytime activity, social interactions and mood, which can also be associated with loss of work productivity and accidents.

It was generally assumed in the past that a significant number of sleep problems could be related to an old and uncomfortable mattress or sleep surface, without it ever being scientifically proved. The study published in the winter issue of the Journal of Chiropractic Medicine, now establishes the irrefutable link between new mattresses and improvements in back pain, sleep comfort and sleep quality.

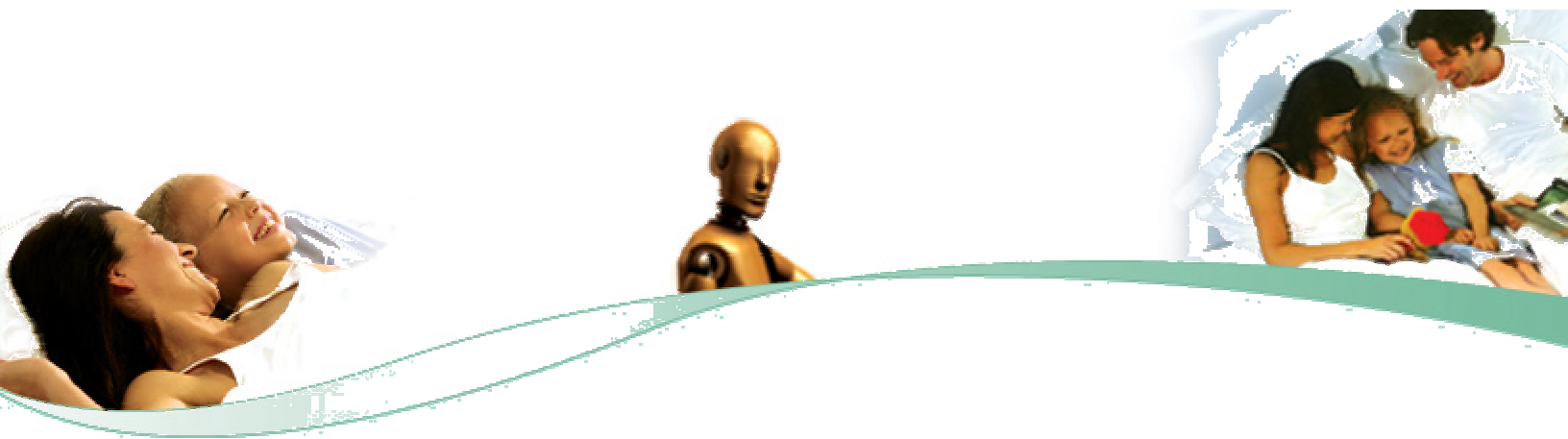
The purpose of the study was to compare perceived sleep quality before and after replacement of a 5-year old or older personal bedding system with a comparable new and contemporary medium-firm sleep surface. The study concludes that a new mattress provides the required support and has a positive effect in improving back pain and stiffness, thus substantially improving sleep quality and overall comfort. Subjects with high back pain even reported a 63 percent improvement in back discomfort.

Percent Improvement After Four Weeks on New Bedding

(vs. Four Weeks on Old Beds - Baseline)

	High-pain Group	Low-pain group
Low back pain	+63.3%	+47.3%
Spine stiffness	+63.3%	+38.0%
	Poor sleepers	Good sleepers
Sleep quality	+65.8%	+58.1%
Sleep comfort	+77.3%	+64.2%
	High efficiency	Low efficiency
*Sleep efficiency	+4.4%	+30.8%

* The amount of time in bed actually spent sleeping.



The European Bedding Industries' Association (EBIA), a non-profit sector organization, has for some years already underlined the importance of a good and qualitative mattress and bedding system in the sleeping cycle. EBIA recommends a change of mattress every 7 to 10 years, in the interest of the general well-being and comfort of each individual customer.

"Consumers tend not to realize that mattresses gradually lose comfort and support with use," says EBIA's President Frank Verschuere. "So it is helpful to see proof of evidence that newer mattresses provide improved wellness and sleep benefits."

About EBIA: The European Bedding Industries' Association (EBIA) was created in 2000 to represent the interests of the bedding industry, i.e. some 140 companies located in 11 member countries.

The main objective of EBIA is representing an industry producing quality products and coming forward as the permanent voice of the bedding industry.

EBIA, in a constant concern for the wellness and comfort of its clients, is also charged with the promotion of the European Bedding Industry through national and/or international actions.

For more information, please visit www.europeanbedding.eu

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