



## The world's most comfortable hotel bed is coming to The Hotel Show Dubai

*The next big bed innovation is the groundbreaking YouBed. A unique technical invention that for the first time ever makes it possible to adjust the firmness in the springs, without affecting the overall comfort of the bed. A perfect solution for the hotel industry, that up until now has not been able to offer a hotel bed that will suit every guest's unique preferences. By using a hand control, the hotel guests can easily decide for themselves how firm or soft they prefer their bed to be set.*

- This might sound too good to be true, but this innovation is so groundbreaking it will probably change the industry at its core, says Mattias Sörensen, CEO and Founder of YouBed. - We claim that the adaptable YouBed is "the world's most comfortable hotel bed", which to me is an understatement to be honest. The hotel industry is after all in the business of selling a good night's sleep, and most important for a good night's sleep is a comfortable bed. With the adjustable YouBed it will, for the first time ever, be possible to offer the guests just that, Sörensen continues.

This one-bed-fits-all innovation is already making fast success across Europe, where Mövenpick Hotel & Resort is latest in line to use YouBed in all of their European hotels. And it is now time to introduce YouBed to the Middle Eastern market. YouBed will be presenting their beds at The Hotel Show Dubai and the bed has already been referred to as one of the "Top ten things you cannot miss" at the show.

- We are of course very happy that our innovation already has created some buzz in the Middle East, says Mattias Sörensen – This is the first time we introduce our adaptable innovation at a major international event. We welcome all to visit the YouBed stand at the show, where we promise everyone an extraordinary experience, Sörensen continues.

Visit YouBed at stand **3A139** at **The Hotel Show Dubai (18-20<sup>th</sup> Sept)**.

### **For further information, please contact:**

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### **About YouBed – The world's most comfortable hotel bed**

YouBed is the world's first and only bed that provides adjustable firmness without compromising on the bed's comfort. That means that whether you prefer a bed that is firm, soft or anything in between, a YouBed will always provide you with a comfortable setting and thereby a good night's sleep. Please read more at [Youbed.com](http://Youbed.com)