



## A Swedish innovation is changing the hotel industry at its core

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*Guest personalization is the key to create a winning hotel. This especially applies to the sleep experience. Every hotel is, after all, primarily in the business of selling a good nights' sleep. However, a good night's sleep requires a comfortable bed and this crucial service has up until now been impossible to personalize. You simply don't know if your guests like firm beds, soft beds or anything in between – and a regular, static bed can only please a selected few. Now, the Swedish innovation YouBed opens up for a complete transformation of the hotel industry.*



YouBed is the first and only bed in the world that provides adjustable firmness without interfering with its superior comfort features. The firmness of the mattress is easily adjusted by using a hand control. The user can also fine tune different comfort zones of the bed (shoulders and hips) to achieve a perfect personalization.

- This might sound too good to be true, but our invention is so groundbreaking it will probably change the hotel 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 be honest is an understatement. We offer every single guest a guaranteed comfortable and personalized bed solution, which of course no regular, static hotel bed can compete with, Sörensen continues. This one-bed-fits-all innovation is already making fast success around the world, where for example Mövenpick Hotel & Resort have installed YouBed in all of their European hotels.

Business Sweden (The Swedish Trade & Invest Council) have identified YouBed as a prioritized trade interest and will support the company in finding the most suitable hotel brand to introduce the innovation in the hotel industry around the globe.



- We are of course very happy about the big buzz and interest that YouBed has received after last year’s Hotel Show in Dubai so we can say this innovation is here to stay. All the positive feedback and commotion makes it even more exciting to present a new Sand Beige edition of YouBed at the Hotel Show in Dubai, says Mattias Sörensen. - We welcome all to visit the YouBed stand (4C 160) and try this innovation and we promise everyone an extraordinary experience, Sörensen continues. Read more at [youbed.com](http://youbed.com)

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