



# Beter Bed

## Experience

As the Netherlands' **leading sleep specialist**, Beter Bed wants everyone to get the high-quality sleep they deserve. We believe that the better you sleep, the happier, healthier and more productive you are. The new **Beter Bed Experience** store formula is built around **two zones of experience** - Day and Night - so that our visitors experience a full world of sleep. At the Sleep Experience, they will also be introduced to the very latest **technological applications** on the basis of which our sleep consultants offer **personalised sleep advice**.

**Beter Bed. Better sleep, better life.**

### Beter Slapen ID

*Measuring technology for personal advice*

The **Beter Slapen ID tool**, that uses the latest sleep technology, quickly and simply offers consumers the perfect, independent mattress advice. The Beter Slapen ID tool uses sensors to measure the customer's body, and matches the results with data about our entire **mattress range**. Using the results of this test combined with the knowledge of our **sleep consultants**, we can offer customised, independent mattress advice.



### Beter Slapen Scan

*Interactive sleep advice*

The **Beter Bed chatbot Bo** uses the Beter Slapen Scan to offer **interactive sleep advice**. The scan helps identify the **sleep needs** of the consumer and then offers matching **personal advice**. All the input received and conversations with the chatbot help the sleep consultant on the shop floor advise consumers and gather data that can be used in the future **to build long-term customer relationships**.



**Beter Bed. Better sleep, better life.**

## Leazzzy

### The Beter Bed sleep subscription

Leazzzy is the perfect way to offer **better sleep** also to people who prefer to pay a fixed monthly amount. In other words, Leazzzy is an extra option for the customers of Beter Bed. Leazzzy is built around an **omnichannel customer journey**. From the offline store, via a QR code, customers are guided to the online platform: [www.leazzzy.nl](http://www.leazzzy.nl). Once they reach the platform, customers can view the entire range and submit an application in **a matter of minutes**.

**The sleep subscription** is intended for customers who opt for ease of payment, additional services and a worry-free sleep experience. On request, the service even includes delivery, assembly, a removal service and a full range of backup services. We even collect the bed at the end of the lease period, an extra service that helps us manage our waste flows. No longer will our beds end up with the unwanted household waste; instead they can be recycled or enjoy a new socially responsible lease of life. Over and above the standard retail range, Leazzzy enables us to offer our customers even more, and help even more people **enjoy a good night's sleep**.



## Paper Bed

### Affordable, comfortable and sustainable sleep

What do you get when you combine the bed and sleep knowledge of market leader Beter Bed with the innovative expertise of KarTent, producers of the recyclable cardboard products? The Paper Bed! **Sustainable bedroom products made of cardboard.** As well as a bed with storage drawers, the cardboard range includes bedside cabinets, bedside lighting and wardrobes. The entire range is designed with a view to minimising the burden on the environment. Paper Bed products are manufactured from reused Dutch cardboard, and themselves are 100% recyclable. By way of icing on the cake, the air-free, sustainable packaging ensures maximum delivery efficiency.

The solid cardboard bed makes comfortable and sustainable sleep possible, all for an affordable price.





## Interactive pillow wall

The largest collection of pillows in the Netherlands

Beter Bed are true **pillow masters**. To help customers make the perfect choice, the full range of technical textile products (from mattress to pillow) have been divided into four quadrants. **Simply Good, Light and Fresh, So Relaxed and Purely Personal.** This interactive wall quickly identifies the customer's preferred quadrant type, and uses video content to provide the full range of information about every pillow. The pillow wall helps the customer make the perfect selection for a **trial nap**, to try out the pillow of their choice.

## Emma Motion

The smart mattress that works while you sleep

Enjoy an exclusive introduction to Europe's first smart mattress at the Beter Bed Experience. The mattress is controlled by Artificial Intelligence (AI). As you sleep, your muscles and spine have the chance to relax and recover. The better your sleep posture, the better this process will be. The Emma Motion mattress helps you find the perfect sleeping position by adjusting the support it offers whenever you change position. As a result, your spine and neck are kept straight, and the mattress adjusts to the shape of your body. The Emma Motion mattress offers 36 possible combinations of support so your spinal column remains perfectly aligned, whatever your position. Sleep easy. Dream sweet and wake up fresh and refreshed.



## M line Wall

One of the largest LED walls in Europe

Together with **Samsung Business Centre**, Beter Bed has created a unique **new user experience**. Eight mattresses have been placed against the backdrop of an almost 12 metre long, spectacular **Samsung Indoor LED wall**, that attracts the customers' attention with mind-blowing content. As soon as a customer comes within a preset range of a mattress, the **LED screen** uses smart distance sensors to display content about each specific product. The size of the Samsung Indoor LED screen, the **narrow casting** and the **distance sensors** together deliver a unique experience. The store as it were communicates directly with the customer, according to each individual's needs.





## Smart bedroom

### Gadgets for a good night's sleep

The sleep domain is becoming ever more important, as reflected in the number of **innovations** storming the market. Beter Bed is responding to this trend with the introduction of a Philips range and a variety of **sleep trackers**. By gathering data about our customers' sleeping behaviour, we can build up a **lifelong relationship**, in which we regularly stay in touch to discuss each individual's sleeping needs. The result is a full-service solution for all your sleeping requirements. As well as offering advice at product level, based on the insights we gather, we can extend our advice, so our customers **sleep better**, and **wake up more rested than ever before**.

**38%**

of the range consists of **sustainable products**

## Sustainability at Beter Bed

A series of recent product launches and additions to the range are helping to bring about a more **sustainable world**. For example:

- ✓ **B Bright 5000** and **M line Green Motion**: two new mattress collections produced entirely from reusable materials. The M line Green Motion, for example, is produced from recycled PET bottles.
- ✓ The sleep subscription **Leazzy, powered by Beter Bed**
- ✓ Box spring **Element**: a fully circular box spring combination
- ✓ **Paper Bed**: sustainable bedroom products manufactured from Dutch reused cardboard

