

PRESS RELEASE

Emma Sleep awarded more Which? Best Buy accolades on its retail exclusive Select range

Emma Sleep UK is celebrating today (14 March) as it has achieved two further industry-leading Which? Best Buy awards for its Emma Select retail range.

The Emma Helix Hybrid and Emma Diamond Hybrid, which both scored highly with 80% in the latest round of testing, now hold this accolade in addition to the Emma Smart Hybrid, which was awarded last summer.

The Emma Helix Hybrid is a perfectly engineered combination of pocket sprung comfort, advanced foam layers and temperature-regulating air vents. Excelling in testing, reviewers said that the mattress was “durable, sailing through tough tests” and adding that they “didn’t uncover any issues and body support remains high, even after durability tests designed to replicate 10 years of use”. The review continues that the Emma Helix Hybrid is ideal no matter the sleeping position, is good at stopping movement without restricting it, and is suitable for most people when it comes temperature.

Designed to prolong deep sleep, the Emma Diamond Hybrid uses heat-dissipating graphite particles and a pocket spring core to give sleepers cooling, high-performance comfort night after night. Like the Emma Helix Hybrid, the Emma Diamond Hybrid “impressed” in Which? Body support tests, with the review commenting that it provides “long-lasting support for your back while you sleep.” Reviewers also picked up on its excellent durability noting that the tests designed to replicate 10 years of use “indicate it shouldn’t sag or soften, even after years of use.”

Neil Robinson, Sales Director for the UK & Ireland at Emma – The Sleep Company, said: “It’s fantastic that both the Emma Helix Hybrid and Diamond Hybrid have achieved Best Buys in their latest round of testing – its testament to how superior these products are.

“Our research and development team, which includes our dedicated sleep research team led by neurobiologist Dr Verena Senn, is dedicated to creating products with the aim of making a positive impact on people’s lives by enhancing their sleep and our Select range does just that.”

Both mattresses from the Emma Select range are only available to buy in selected premium independent furniture and bed stores, and across all 54 Furniture Village stores nationwide. Details of the Emma Select stockists can be found online via the Emma store locator*.

For extra peace of mind, all Emma Select mattresses come with a 100-night trial and a 10 year guarantee.

As well as the Emma Select Range being awarded Which? Best Buys, three of Emma's online products hold this title too – the Emma Original, Emma Premium and Emma Hybrid.

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For further information please visit team.emma-sleep.com/press.

Notes to editors

*Emma store locator can be found at www.emma-sleep.co.uk/store-locator

About Emma – The Sleep Company (Emma Sleep GmbH):

Emma – The Sleep Company is a founder-managed company and the world's leading Direct-to-consumer sleep brand. Founded in 2013 by Dr. Dennis Schmoltzi and Manuel Mueller in Germany, the company is active in more than 30 countries and achieved a turnover of EUR 645 million (USD 731 million) in 2021, a growth rate of 59 per cent from the previous year.

Emma® products are sold via an omnichannel approach, including D2C/online, marketplaces and more than 3,500 brick-and-mortar stores.

Emma successfully collaborates with over 200 retailers. Emma's 850+ team members are working across the world, with offices in Frankfurt (Germany), Manila (Philippines), Lisbon (Portugal), Mexico City (Mexico), and Shanghai (China).

For more information about Emma- The Sleep Company, please visit team.emma-sleep.com/press