



# **Product Knowledge Booklet**

# NOVOSleep System Family



# NOVOSleep System Overview

Driven to improve people's daily well-being, Novo Sleep Systems® is leading the way in providing you and your family with the most advanced mattresses that are personalized for the way you sleep.

We make it easy for you to create the perfect sleeping environment for each member of your family. Discover our products and let yourself drift into a healthier, smarter way of sleeping.



# NOVOpure Overview

For the Earth and You

- NOVOpure is a natural, green, environmentally friendly mattress
- The NOVOpure line uses elements from nature such as latex, wool, silk and bamboo
- It pairs these natural elements with proven pressure relief and the contouring of Ecotex® Foam
- To top it off, it uses Canadian made pocket coils to create a natural sleep experience like no other

# NOVOpure Mattress



# NOVOtech Overview

Technically perfect for your body

- NOVOtech is a tech-focused, scientifically formulated, sporty mattress
- The NOVOtech line uses gel infused memory foam, high density foams, engineered cores, silpure (silver) fabric, and silk
- This line uses the most modern phase change and pressure relief technologies to cool and comfort your body.

# NOVOtech Mattress



# NOVOtech

## Technology

### The Power of Silpure

- Silpure uses the power of silver to bring long-lasting antibacterial properties. This unique patented antimicrobial product contains ultra-fine silver crystals that release silver ions at a controlled rate only when the conditions for bacterial growth exist. Through careful control of the size and shape of the particles during production, Silpure avoids the fabric discoloration that can occur with other silver antimicrobial products.

### Complete, Safe Antimicrobial Protection

- Materials treated with Silpure, provide lasting cleanliness and freshness. Silpure can also be used to protect from the undesirable effects of microbial growth.
- Silpure is an antimicrobial treatment that provides long-term, protection against unwanted odors. Silpure is durable, lasting the life of the mattress.

# NOVOtech

## Technology

### Memory Foam

- Memory foam combines the finest properties of softness and resilience to create a superior high-density memory foam. It's the perfect choice for use in mattress applications. With advanced foam technology memory foam ensures an even pressure distribution; superior to any other foam available in its class. This technology helps it to conform to every curve of the body by responding to individual body weight and temperature.

### Gel Memory Foam

- Gel memory foam combines the finest properties of softness and resilience of superior high-density with a gel infusion that helps to maintain your body temperature while you sleep. Our advanced foam technology quickly responds to individual body weight and temperature. By conforming to every curve of the body for better support and even weight distribution, there is less of the "sink-in" feeling found in more traditional memory foam. Gel infusion also reduces your sleep surface temperature by 1 to 2 degrees.

# NOVOtech

## Further Highlights

- High density foam cores provide superior stability and support
- Added foam encasement allows for a plush feel while keeping firmer edges so sleepers don't experience a "roll off" feeling
- Modern, sleek channel quilted zipper covers