

Comfort Times

by ISPF



Three Pillars of Health

FOOD
FITNESS and
SLEEP

49

Short and Long-term health consequences of sleep disruption

55

“Anime, Tattoo and That Mattress Please”, – A Teen’s Binge-list



Our Creations

*Our in house designers develop personalized designs daily to our customer's needs.
An extensive library of more than 300 000 designs is readily
available to browse together with the customer.*



Cover Story

12

Three Pillars of Health FOOD, FITNESS and SLEEP

All for one, one for all - yes, even if one of them goes missing, the story of health stays incomplete

**Editor**

S. Sundaresan

Editorial & Advisory board

Indian Sleep Products Federation
A/5, Veerabahu Nagar,
Pettai, Tirunelveli - 627 004
India

**Project managed by**

eMpulse Research and Data
Analytics (I) Pvt Ltd

Printed at

Aditya Graphics and Printers

**Editorial correspondence
may be addressed to**

Editor,
Indian Sleep Products Federation
A/5, Veerabahu Nagar, Pettai
Tirunelveli-627004
India
OR
email: ispf.0813@gmail.com

<https://www.ispf.co.in/>

Price ₹ 200

Copyright © 2020 Indian Sleep Products
Federation. All rights reserved

Interview

30

How to improve sleep? A doctor's prescription



Latex is the Mercedes of Mattresses

Mr. Roy Mammen, Managing Director, MM Foam

39



Technology is a bonus, and also an edge

Mr. Rakesh Malhotra, Founder, LivPure

48



Affordability- Indian industry's turning point

Mr. Alok Goyal, Managing Director, BDG Polysteel Ltd.

59

Feature

24



How to cope with COVID-19 related sleep disorders

Doctors who specialize in sleep disorders are seeing an increase in sleep disorders associated with COVID-19 patients. They are calling it "COVID-somnia"

Sleep industry helped Government to fight pandemic

34

With the rapid spread of the COVID-19, mattress companies in India acted responsibly towards communities and society. The goal was to contribute to public safety, supporting the government, serving citizens

Organic or Hybrid mattress What's best for you?

41

Hybrid mattresses are more preferred mattresses, because it is considered as safe for environment and also for humans.

Short and Long-term health consequences of sleep disruption

49

The effects of sleep disorders on the body are numerous. Despite the importance of sleep, up to 70 mn people in the US and around 45 mn people in Europe have a chronic sleep disorder

Feature

55

"Anime, Tattoo and That Mattress Please", – A Teen's Binge-list

Teens are emerging as the major drivers for new mattress sales. What defines this market?



Environment

46

#phenko nahi recycle karo

In the pursuit to take care of the environment, ISPF and IPUA along with the Kabadiwala have taken the initiative of GREEN REVOLUTION

OTHER STORIES

Editorial

5

India News

8

Global News

10

Event

60

Back of the Book

61

FROM THE EDITOR



Today, Good Health has become paramount for every human being. For a healthy life cycle, we need a healthy and balanced diet, regular yoga and getting enough sleep. Even one of our ancient literature, Charaka Samhita, gave the idea of the maintenance of positive health where it includes proper diet, sleep, rest, active habit, regular exercise etc. It described body, mind and soul, these three are like a tripod; the human is sustained by their combination, they constitute the substratum for everything.

In this edition of Comfort Times, we have covered a few articles that fully define the importance of health in our lives and how we can achieve good health and well-being.

The current pandemic has increased workplace stress for frontline workers. It has led to anxiety, depression, mood swings, insomnia and other problems among frontline workers and other employees. The National Institute of Mental Health and Neuro Science (NIMHANS) suggests, to add exercise, meditation, enough sleep, nutritious food and regular breaks into the daily routine to overcome such issues. Going forward, NIMHANS suggests that good sleep is essential for one's physical health and

emotional well-being. Disturbance in sleep can affect your mood, energy, efficiency, and ability to handle stress.

Most health experts suggests that what we eat also impacts sleep quality and duration. Eating a healthy, balanced diet has been shown to reduce the risk of several health issues, from heart disease and stroke, to diabetes, obesity and even mental health.

Similar to diet, several research has shown that getting regular exercise can improve sleep. Any amount of movement may improve sleep, although younger people usually require more exercise than older people to see the same benefits.

While we try to manage all the three (Food, Fitness and Sleep) in our daily life, unfortunately some people are unable to give enough importance to them due to their busy and hectic lifestyles. Since all these three are intertwined, they are like a three pillars of our healthy life.

As medical professionals say, "To ensure good health: eat lightly, breathe deeply, live moderately, cultivate cheerfulness, and maintain an interest in life."

S. SUNDARESAN



INDIAN SLEEP PRODUCTS FEDERATION

MANAGING COMMITTEE MEMBERS

Sheela Foam Limited



Centuary Fibre Plates Pvt. Limited



Kurlon Enterprise Limited



Tirupati Foam Limited



Duroflex Pvt. Limited



Godrej & Boyce Mfg. Co. Ltd.



Sobha Limited



M. M. Rubber Company Limited



Real Innerspring Technologies Pvt. Ltd.



Nilkamal Limited





SERVICE

INNOVATION

ISPF VISION

- ▶ To promote the sleep products industry by enhancing consumer awareness on quality sleep, while setting benchmarks for its products and services.
- ▶ To represent the industry with a commitment to the society and the environment.

India second most sleep-deprived country in the world

According to a recent study by FitBit, Indians are the second-most sleep-deprived nation in the world after Japan. Nearly 80 percent of the population suffers from lower back pain triggered by lack of sleep. India is now waking up to healthy sleeping habits and investing in specialised and better mattresses. Sleep is important for healthy processing of emotions, and mental and physical capabilities. Disturbed or less than normal sleep can have harmful effects on your metabolism and also spikes up levels of insulin. It can lead to low immunity, inviting infection. To add to this, we are in the middle of a pandemic and most people are currently facing mental health issues on top of other things that are currently on-going. Thus, sleep is an important factor in shaping overall health, in averting back pain and other various illnesses that can stem from anxiety and more. If one does not get a goodnight's rest it can lead to a lot of physical fatigue, pain and more. A good comfortable deep sleep can actually aid in recovery.

D2C model transforms Indian mattress industry

India's overall mattress market has grown at a CAGR of above 11 percent over the last five years. The rise in income levels and health consciousness and growth in the real estate and hospitality sectors are major factors that accelerated the growth of the Indian mattress industry. A visible shift has been observed in the consumers' perspective, where the main focus is

on the comfort and functionality of the product.

The demand for a good quality mattress has seen an uptick in India as well as people are becoming aware of its benefits. Today, consumers of every age group have realised the importance of taking 8 hours of sleep and the impact of a comfortable mattress on their body, mind, and soul.

The Sleep Company raises Rs 13.4 cr

The Sleep Company, a Bengaluru-based firm, has raised Rs 13.4 core in pre-series A round led by Fireside Ventures, Logx Ventures and Mamaearth founder Varun Alagh. Founded in October 2019 by IIM graduates Priyanka and Harshil Salot, The Sleep Company brings a patented SmartGRID technology developed by ex-scientists from DRDO that completely moves away from memory foam, spring or latex base to a hyper-elastic polymer designed in the shape of a Grid that provides superior comfort. This grid formation creates walls that can support or fold, depending on the amount of pressure or weight it receives. This flexibility allows the mattress to aid in better posture leading to comfortable deep sleep.



INDIA MATTRESSTECH + UPHOLSTERY SUPPLIES EXPO (IME) will be held from Feb 24, 2022

International Trade Fair for Mattress and Upholstery Production Technology, Machinery, Supplies, Production Tools and Accessories (IME) is planning its 6th edition of expo from 24 February, 2022. Expo will be held at the Bangalore International Exhibition Centre, Bengaluru, India from February 24 to February 27 of 2021. According to the Industry experts, the Indian mattress market has been forecasted to attain the value of ₹1.75 bn by 2022. To stand tall and ride this wave, the co-location of India Mattresstech and Upholstery Supplies Expo (IME 2022) with INDIAWOOD

2022, will be an ideal combination for showcasing the latest in technology, trends, innovations and product development in one of the fastest growing sectors in India. India has an opportunity to build a more resilient and diverse economy after the pandemic, as most nations are looking forward to diversify their supply chains. As an industry we have the possibility, to capitalize on this opportunity, as we become more integrated into the global supply chain. IME 2022 is working towards facilitating access to Indian companies to global markets by focusing on a

few clear priorities: research, training, product innovation and better customer support for a sustainable industry growth. The event is being supported by the Indian Sleep Products Federation (ISPF), an association of Indian mattress and allied products. ISPF plays a very important role in connecting Indian bedding industry ecosystem, and also acts as bridge between India and international players. IME collaborates with ISPF on a variety of initiatives including webinars and raising awareness about the mattress Industry in India.

Restolex reinventing the mattress industry with strong Research and Development

The brand is also shaking the bedding accessories market, by focusing on quality products for price-sensitive Indian customers.

Use of select raw materials, coupled with the latest technologies helps Restolex in manufacturing uncompromised, quality mattresses. "We use the best-in-class raw materials like Pin-core Latex which keep the mattress cool. We use 100 percent natural latex which we import from the best rubber planters across the world. Our foams are kept breathable because of the OCS (Open Cell Structure) technology we deploy. It's the internal construction that makes a mattress great, we hand pick our raw materials like a master chef chooses his ingredients" Daveed Kuruvilla, Director, Restolex further says.



SleepyCat raises \$3.8 million funding

Mattress maker SleepyCat has raised \$3.8 million in an extended Series A round led by Saama Capital, with participation from existing investors DSG Consumer Partners and Sharrp Ventures.

The latest funding is an extension to the Series A round of \$1.6 million that the company had raised in 2019 from investors led by DSG Consumer Partners and Mariwala Family's investment vehicle, Sharrp Ventures. Speaking on the future plans, Kabir Siddiq, founder and CEO, SleepyCat said, "We will galvanize research and development for product innovation."

Peps launches Peps Cameo

Peps Industries Pvt. Ltd has launched a new mattress under the name Peps Cameo. The new release is India's first-ever soft top mattress made of jersey fabric. The key highlight of this innovative new addition to Peps' portfolio is the use of jersey fabric in a mattress – a concept that has never before been seen in the mattress industry. In doing so, the brand unearths a multitude of benefits such as the flexibility offered by the stretchy fabric and the sweat absorption that has made the material

popular among sportspersons. Commenting on the consumer sentiment in the industry, G Shankar Ram, Joint Managing Director says, "Consumers are increasingly beginning to see mattresses as an investment, rather than just a purchase. As a result, we have seen an immense rise in demand for our high-end products over the past few months, and the new launch is a means to cater to this rising need for durable products with sophisticated sleep technology."

Century Mattresses arm SMFPL to set-up new plant in Odisha

Shree Malani Foams Private Ltd (SMFPL), promoted by Century Mattresses, said it has set up a greenfield facility in Odisha's Khurda district with an investment of Rs 60 crore and is aiming at capturing 25 percent market share of the Eastern region in next two years. The unit will help the company to increase its overall revenue by 50 percent during the period, says the company. The company plans to employ 250 people at its new factory. The greenfield project is the second venture of the group in Odisha as

the company had in 2015 set up a manufacturing plant in the state.



Eight Sleep raises \$86 million funding

Eight Sleep, a company that makes mattresses rigged with sensors that monitor the heart, breathing, and temperature, raised \$86 million in Series C funding led by Valor Equity Partners. Other investors in the round include SoftBank's Opportunity Fund, Khosla Ventures, Founders Fund, and General Catalyst. According to Fortune report, the deal values the company at \$500 million. The company intends to

use the funds to accelerate innovation and technology roadmap and grow the size of the team. The company recently launched SleepOS, an operating system for sleep optimization that includes a new suite of cutting-edge features: Smart Temp Autopilot and Sleep and Health Insights. SleepOS acts as the brains of Eight Sleep and uses data to personalize and adjust the Pod towards each users' unique sleep fitness goals.

Foam mattress market to grow at 5.69 percent for the period of 2020 to 2027

Foam mattress market will be expected to grow at a potential rate of 5.69 percent for the forecast period of 2020 to 2027 says Data Bridge Market Research. Foam mattress market report analyses the growth, which is the major benefits in terms of posture correction, reduction in prevalence of sleeping disorders with the collection of these mattresses.

Some of the Top companies influencing this market include: Magniflex, Hilding Anders International AB, Breckle GmbH, Sleep Number Corporation, Royal Auping, Ecus, RUF beds GmbH, Pikolin S.L., Sealy Corporation, Recticel, Simmons Bedding Company LLC, Silentnight Group, Serta, Inc., Sleemon, Sinomax Health and Household Products Limited, Corsicana Mattress

Company, Kingsdown, Inc., Spring Air International, American Excelsior, Inc. among other domestic and global players.

North America is expected to be the largest share-holder for foam mattress market as the large-scale volume of applicable established infrastructure such as hospitals, hotels and urban households are resulting in significant volume of consumption from the region.

Asia-Pacific is expected to witness growth at the highest rate in the forecasted period of 2020 to 2027 due to the growth of the population base suffering from body pain, sores, aches and other disorders caused by the unstable mattress and sleeping style.



Casper and Mattress Warehouse partner for In-Store Experience

Mattress Warehouse (sleephappens.com), the largest independently-owned mattress retailer, and Casper Sleep Inc. ("Casper") (NYSE: CSPR), the award-winning sleep company, today announced the launch of their retail partnership, including the expansion of Casper's product offerings in-store at Mattress Warehouse's retail locations and online at Sleephappens.com beginning late July. Casper will be bringing the latest innovation in sleep to Mattress Warehouse, allowing customers across the mid-Atlantic region to shop a variety of premium offerings, including Casper mattresses with Snow Technology – a new line of innovative cooling mattresses designed with the brand's proprietary, most technologically-advanced solutions to minimize night time overheating.

Hillhouse Investment acquires AI Dream

Asia-focused private equity firm Hillhouse Investment Management has acquired controlling stake in AI Dream, the licensee company that operates both the Serta and King Koil brands mattress in China, from Advent International. According to media reports, Hillhouse is an investment company that holds some of the biggest endowments and pensions across the United States, Europe and Canada. "We believe that China's mattress market continues to have tremendous growth potential, propelled by a new generation of a more health-conscious middle class and increasing demand for high quality sleep products," said Wei Cao, partner of Hillhouse Group.

Formed in 2018 through the merger of Serta and King Koil in China, AI Dream sells mattresses, bed frames, adjustable bed bases and pillows. AI Dream combined two sleep brands with operations in Hong Kong and mainland China. The company acquired the China license of Germany's sleep system brand, Ruf Betten, in 2019.



Serta unveils premium Arctic sleep system

Leading mattress brand Serta announced its latest category-disrupting innovation with the Arctic cooling sleep system. Built with 15x better cooling power, the Serta Arctic mattress feels up to five degrees cooler than the leading cooling mattress, and a full line of accessories help provide all-night cooling comfort.

"Sleeping hot can happen to anyone," said Laura Brewick, Senior Vice President of Marketing for Serta. "If you are sleeping hot, it could be because your mattress is actually trapping heat around your body. The Serta Arctic sleep system does the opposite — pulling heat away from the body for a restful, uninterrupted night's sleep." Studies have shown that sleeping hot can noticeably impede the body's ability to rest, causing a ripple effect across a person's quality of life. Interrupted sleep can negatively impact a person's health through irritability, increased stress, decreased creativity and more. The new Serta Arctic sleep system is designed to provide a lifeline to wellness for hot sleepers whose needs haven't been met by existing cooling mattresses available on the market.



Built with advanced cooling technology exclusive to Serta, the state-of-the-art sleep system is backed by rigorous product testing. Unlike many competing products, the Serta Arctic mattress is not merely a mattress that supplies "cool touch," but rather one that provides all-night cooling relief. The Arctic sleep system's cutting-edge technology is powered by Reactex, part of Soft-Tex International, Inc. The system features three layers of cooling technology that work together to pull heat deep into the mattress and away from the body, helping sleepers stay cool. The result is a mattress with 15x better cooling power than previous product lines that feels up to five degrees cooler than the leading cooling mattress.

Global Air Mattress and Beds Market to Reach \$211.3 Million by 2026

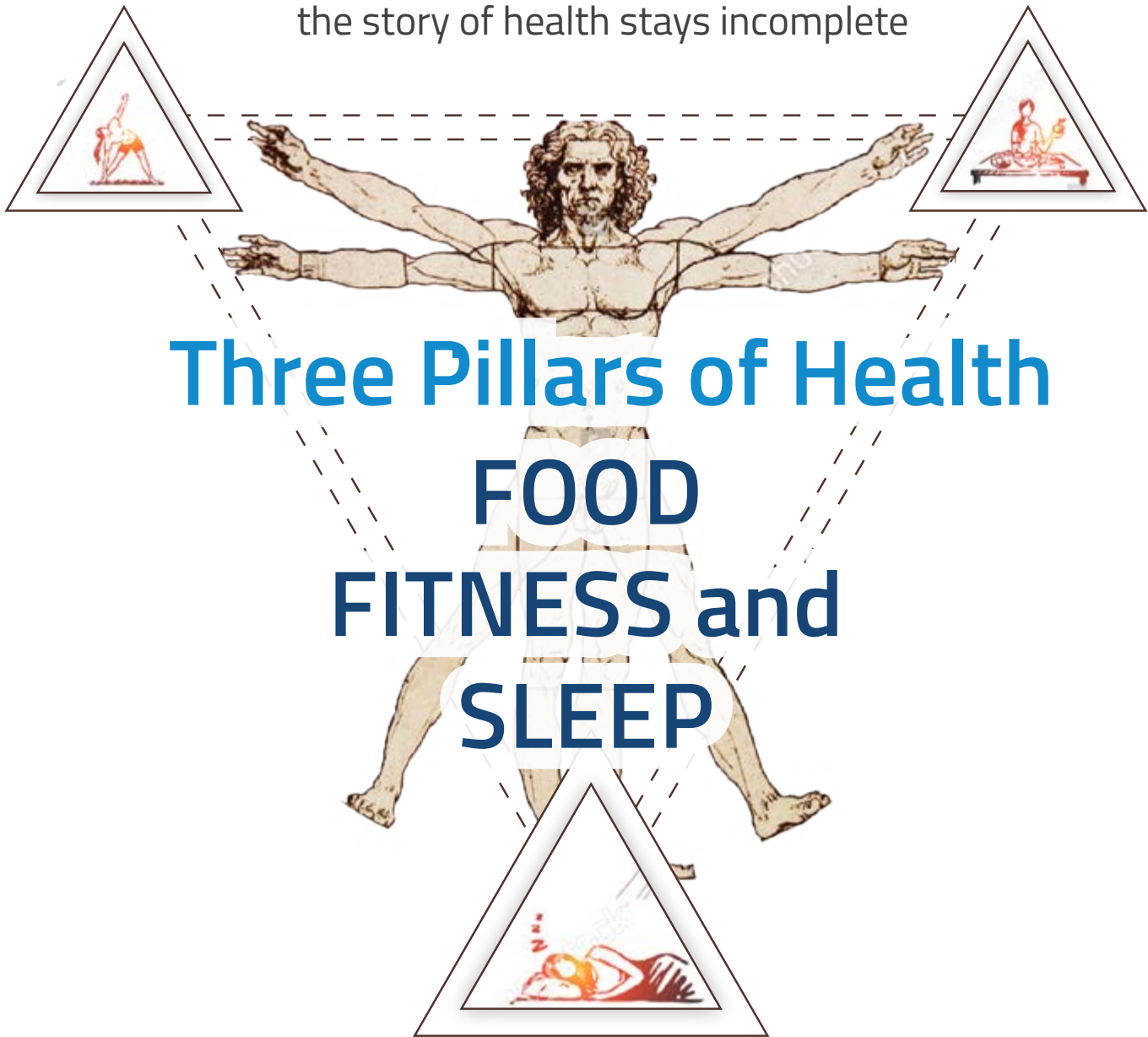
A new market study published by Global Industry Analysts Inc., (GIA) released its report titled "Air Mattress and Beds - Global Market Trajectory & Analytics". The report presents fresh perspectives on opportunities and challenges in a significantly transformed post COVID-19 marketplace.

Amid the COVID-19 crisis, the global market for Air Mattress and Beds estimated at US\$127.2 Million in the year 2020, is projected to reach a revised size of US\$211.3 Million by 2026, growing at a CAGR of 8.6 percent over the analysis period. Air Mattresses, one of the segments analyzed in the report, is projected to record 9.2 percent CAGR and reach US\$134.9 Million by the end of the analysis period. After a thorough analysis of the business implications of the pandemic and its

induced economic crisis, growth in the Air Beds segment is readjusted to a revised 7.8 percent CAGR for the next 7-year period.

The U.S. Market is Estimated at \$37.6 Million in 2021, While China is Forecast to Reach \$33 Million by 2026. The Air Mattress and Beds market in the U.S. is estimated at US\$37.6 Million in the year 2021. China, the world's second largest economy, is forecast to reach a projected market size of US\$33 Million by the year 2026 trailing a CAGR of 8 percent over the analysis period. Among the other noteworthy geographic markets are Japan and Canada, each forecast to grow at 8.1 percent and 6.9 percent respectively over the analysis period. Within Europe, Germany is forecast to grow at approximately 6.9 percent CAGR

All for one, one for all - yes, even if one of them goes missing, the story of health stays incomplete



Three Pillars of Health

FOOD
FITNESS and
SLEEP

What do you see when you see a healthy person?

You don't just see Athos. You see Porthos and Aramis too. You see someone who eats healthy, is fit in body and mind and well, has slept well.

Is health just the absence of disease? Or is it a pair of well-rested eyes, a fit body and a demeanour that says s/he follows a balanced lifestyle?

Turns out that health rests on the

tripod of three crucial pillars. It is about the trifecta of eating right, staying fit and getting adequate sleep. If even one of these pillars get wobbly, then the tripod starts losing its balance.

That's why no matter how much one goes to the gym or how much discipline one follows in what to eat and what not to eat, everything goes waste if one does not get those precious hours of rest at night. No amount of vitamin intake, or morning jogs will help if one has not slept well the previous day. It will show immediately and obviously – in the face,

in the work and in the conversations.

Yes, health is defined by equal adherence to all three tenets. Fitness and diet are crucial for a healthy body and mind; and so is adequate sleep.

This is an important characteristic that the industry should start paying attention to. Because as a mattress-player, you are not just selling sleep – you are addressing an important health issue. It cannot be done in ignorance of other facets that envelope it and support it.

Food – The First Pillar

People have started waking up to the crucial importance that health should be given. They are looking at food in a new way.

Mangala Shenoy, a qualified dietician and nutritionist, says that food is not mere intake of nutrients. While all living beings take food to survive, food is a force that can both nourish and destroy us. While good food nourishes us, the wrong kind of food - either in quantity or quality - leads to illness and ailments, she points out.

Compared to even a few decades back, on an average, issues like malnutrition, famines and starvation have come down dramatically, thanks to science and technology, which has aided things like green (agriculture) and white (milk) revolutions in the country. However, Dr Shenoy's worry is that it is the wrong kind of nutrition which is unhealthy which has become cheap; and, more importantly, all pervasive and accessible, so easily.

Watch your calories

Sedentary lifestyles, combined with intake of food containing high calorie content, is one of the main reasons responsible for the health issues being faced by a large section of the population, asserts Dr Gopal Yadav, who is a nutrition consultant in the research wing of a FMCG major.

Pointing out that as people were stuck at home during the pandemic, they have started ingesting more amounts of food, she explains that it is either because of it being accessible all the time or because people look at it as a coping mechanism caused by other stress factors. Dr Shenoy says that this, combined with lack of adequate exercise, due to lockdowns and irregular sleeping hours is taking a huge toll on human health.

Dr Gopal Yadav, who is a nutrition consultant in the research wing of a FMCG (Fast Moving Consumer



Healthy Eating, Physical Activity, and Sleep hygiene have the potential to become one of the most suitable interventions to reduce the risk to develop neuropsychiatric disorders, says NCBI

Goods) biscuit and bakery products' multi-national company, says that while processed food is cheaper, can be stored longer and more easily available; importance should be given to consumption of fresh food specially vegetables and greens, and as much as possible.

Whether it is chips (as wafers are called), biscuits, muffins, cakes, bhujiyas and namkeens, cookies, cupcakes and

several other 'snacks' which have some shelf life, most tend to use cheap palm oil, points out Dr Yadav. *"This is not unique to any single company. Several of the companies that I have consulted for, as a food expert, show the use of, more or less, the same ingredients."*

Science of food

Dr. Mangala Shenoy, a qualified dietician and nutritionist advocates healthy eating. *"Even scientifically, the kind of food we consume have a bearing on us. The type of food consumed is a function of the region, religion and belief systems of individuals, in particular, and societies at large. The only goal should be promotion of health, even as we take into consideration things like taste. Healthy food can also be tasty if we plan it well."*

Similar approach and awareness is being invoked on other dietary habits – like consumption of caffeine and tea. *"People have become addicted to the wrong beverages for that quick kick and the dependence of habit. It is important that we find alternatives that not only keep us stimulated but also help us alert*

and productive in harmless ways, while nourishing our body and mind with vital elements.” Explains Hridaya Khatri, an entrepreneur and an aspiring doctor, who has come up a venture called Tea Tantrum that uses Ayurveda-based tea-bags for taking care of various health conditions. She is very proud and excited about the range of ‘Sleep-wellness’ tea that the portfolio covers.

“People who are consuming gym powders do not realise the high stimulant content that these bottles have. People who consume a lot of tea and coffee are also reluctant to accept their side-effects on sleep. They make an excuse – ‘this does not affect my friend so why would it affect me.’ But everyone’s genetic make-up is different. So people should start realising what their own bodies tell them. No way, the answer is about a sleep short-cut.” Explained Dr. Manvir Bhatia, MD DM Neurology, Senior Neurologist & Sleep Specialist in a conversation with Comfort Times.



Incidentally, the use of herbal medicine has been showing a new spotlight. As per World Health Organization (WHO) bulletin, 80 percent of the African population use some form

of traditional herbal medicine. As per the International Journal of Pharmacy and Pharmaceutical Sciences, 71 percent of the people indicated that they had previously used herbal medicines.

Fitness – The Second Pillar

Meet 46-year-old Vaibhav Patel a resident of Gandhinagar, Gujarat, for whom life, till recently, seemed hectic but very good. Patel, a SEBI certified financial advisor, was a day trader, market trainer and ran a small boutique advisory firm which made excellent profits. In spite of the lockdown, or maybe because of it, he saw business and profits booming, with more clients signing on for his fee-based financial advisory services, newsletters and webinars.

The boom in the markets meant that he also saw a significant uptick in his business. That meant Patel and his small team were working almost all seven days of the week. On weekends when markets were closed, the firm offered paid webinars and courses for newbies and clients who wanted to master, stock picking, charting and other investment strategies.

Patel brought a new car five months

ago. All this signified success. Except in March, Patel, operating from his ‘work room’ at home suddenly collapsed in front of his trading terminal. He was profusely sweating and clutching his chest, unable to breathe or even call for help. Luckily his 11-year-old young son who had ‘intruded’ into the work room – much against instructions – saw his father fall on his keyboard and alerted family members.

Patel was rushed to a nearby hospital and because of immediate medical attention within the fabled ‘golden hour’, he survived a massive heart attack. Now recuperating at home, Patel is a changed man. *“In the race to make as much money as possible at the earliest, I neglected my health and almost paid a terrible price for it.”*

He appreciates his ‘second birth’ and says he is never going to neglect or take his health for granted. *“Now while I have resumed work, I now compulsorily do*

yoga early in the morning through a guided zoom class. Weekends are reserved for family and talking to friends. The right kind of food, emphasis on fitness and getting adequate sleep are my three mantras now,” he stresses.

Patel is not alone in realising the importance of health. As people across the world try to cope with a series of challenges which the current pandemic has induced, they are focussing on paying attention to fitness with a new degree of seriousness.

Yoga for fitness

Yoga, which originated in India and has been part of the Indian civilisation for millennia, has been a practice that aligns our mind, body and spirit, and enhances mental clarity. It is an effective tool to reduce stress and improve motor functions, which, in turn, helps keep various health problems at bay. This public health crisis due to pandemic has brought to the fore the importance

Protect your loved ones also while they sleep.



Your mattress attracts all kinds of germs. Effecting not just your health, but that of your loved ones too.

Thankfully, every Sleepwell product is treated with Neem Fresche Technology that protects you from -



Dust mites



Allergies



Breathing disorders

of strengthening our immune systems. *"For this, we need to adopt a healthy lifestyle. Studies suggest that yoga contributes to improving the immune system since it is a combination of physical exercise, controlled breathing and mental concentration — all of which are known to have health benefits. Among the many yoga asanas, shavasana and sasakasana reduce stress which, many practitioners believe, increases the efficiency of the immune system. Breathing techniques like pranayam improve the functioning of the respiratory system. Trikonasana improves blood circulation which benefits all our organs",* says Union Education Minister, Mr. Ramesh Pokhriyal in his blog.

Our way of life has changed, most likely, forever. Across the world, yoga has come to be recognised as an effective tool in improving health, which, in turn, helps maintain an all-important work-life balance.

Today, yoga has gained an enormous following globally and could well be considered one of the pillars of India's soft power, he says.

Meanwhile, Government is exploring Yoga as a productivity boosting tool at workplaces. Ministry of AYUSH has constituted a high-level interdisciplinary committee having members from All India Institute of Delhi (AIIMS) New Delhi, Indian Institute of Management (IIM) Bangalore, Indian Institute of Technology (IIT) Bombay, corporate sector and various leading Yoga institutions to review evidence that links Yoga to productivity.

Yoga in US

Today Yoga has gained international recognition. According to US Department of Health and Human Services, yoga provides several benefits for healthy living.

They say that the yoga is needed for overall wellness, including stress management, mental/emotional health, promoting healthy eating/activity habits, sleep, and balance.

About one in seven U.S. adults practiced yoga in the past 12 months,



Yoga – benefits beyond the mat

Yoga is known for its ability to soothe tension and anxiety in the mind and body. But it can also have an impact on a person's exercise capacity. Researchers studied a small group of sedentary individuals who had not practiced yoga before. After eight weeks of practicing yoga at least twice a week for a total of 180 minutes, participants had greater muscle strength and endurance, flexibility and cardio-respiratory fitness.

Cardiovascular Benefits

Several small studies have found yoga to have a positive effect on cardiovascular risk factors: It helped lower blood pressure in people who have hypertension. It's likely that the yoga restores "baroreceptor sensitivity." This helps the body sense imbalances in blood pressure and maintain balance. Another study found that practicing yoga improved lipid profiles in healthy patients as well as patients with known coronary artery disease. It also lowered excessive blood sugar levels in people with non-insulin dependent diabetes and reduced their need for medications. Yoga is now being included in many cardiac rehabilitation programs due to its cardiovascular and stress-relieving benefits.

Before you start a new exercise program, be sure to check with your doctor. Researchers are also studying if yoga can help people with depression and arthritis, and improve survival from cancer.

Source: <https://www.health.harvard.edu/>

according to a 2017 national survey. Among children age 4 to 17, it was about 1 in 12. The percentage of people who practice yoga grew from 2007 to 2012 and again from 2012 to 2017. This was true for both adults and children.

National survey data from 2012 showed that 94 percent of adults who practiced yoga did it for wellness-related reasons, while 17.5 percent did it to treat a specific health condition. Some people reported doing both.

Sleep – The Third Pillar

Look at what an annual survey by Philips-KJT Group, discovered in a study that spanned 12 countries. Almost 50 percent adults continued to recognize sleep has a major impact on their overall health and wellbeing. This was a higher factor when compared to diet (41 percent) and exercise (40 percent).

As the awareness for better food regimen and fitness have grown all over the world, the same attention is conspicuously absent in the space of sleep. If 34 percent regularly fall asleep somewhere other than their own bed; if 67 percent of global adults typically wake up at least once during the night and if 62 percent say they sleep somewhat/not at all well – something is not going right. What's worrisome is that more than 4 in 10 said that their sleep has gotten worse in the past 5 years; with only about one-quarter saying it's gotten better.

Sleep and health

This is leading to both direct and indirect consequences on the other pillars of health. Three quarters of adults globally experienced at least one listed condition among insomnia, snoring, shift work sleep disorder, chronic pain, sleep apnea, restless leg syndrome and narcolepsy.

So what's going amiss? On one hand, your prospects and customers are getting closer to high-definition abs and gluten-free, micro-fibre-laden protein-rich diets; but on the other hand, they are getting farther and farther from a good night's sleep! Why?

How can they truly be healthy, how can they feel good about themselves if mind, body and soul are not in harmony? Can your product/brand help here at all?

As Ayurveda and Yoga wellness expert Dr. Saroj Sharma spells out, human health is designed on the symphony between mind, body and spirit. *"If even one of these notes is missing, the music becomes jarring. Real melody transpires when we are breathing right, sleeping right, thinking right and of course, when we are sleeping right. It is very important for all these aspects to align well – that's when we reach the spiritual and holistic realm of health."*

That's why there is a stark need to realise that health is not just absence of chronic, long-term diseases, but about the harmony. And health is what leads to productivity, creativity and hence, more economic progress and human happiness.

Why Mattress is needed for a Quality Sleep?

1. Our internal biological clock, which regulates the cycling of many functions including the sleep/wake cycle, can vary slightly from individual to individual. The majority of healthy adults require between 7.5 to 8.5 hours of sleep per 24-hour period. Humans are a diurnal species, meaning that we are generally active during the day and sleep at night. Some individuals feel more awake, alert, and able to do their best work in the morning. Others have a hard time waking up or feeling alert in the morning and feel that they are most productive in the evening or night. Since each individual is different, so is his/her sleep needs. Similarly, individual needs a perfect mattress for his sleep health. Choosing a right mattress to his/her individual needs is important. Some may want hard mattress, some may prefer soft mattress.
2. A good mattress can relieve aches and pains plaguing human body by providing us support in the right places as we lie supine. A poor-quality mattress on the other hand can intensify existing problems. This is because gravity tends to push body weight down even as the mattress tries to hold the person up by giving apt support.
3. Every person has a unique sleeping habits, which is right for them. According to their sleeping habits, one has to choose the right mattress for comfortable sleep.



What does it all mean for the mattress industry?

Incidentally, this growing realisation of various fundamentals of health has had a spill-over on the mattress and home-improvement industry as well. Now many innovative players have realised that they cannot just package sleep. They are coming with modular furniture, WFH-friendly beds, flexible office desks, convertible beds and many such ideas that can help customers to balance sleep and health in the right manner. And this market is about to explode even after the lockdowns open up completely. It has been reckoned that the Indian Work From Home (WFH) Furniture Market will grow from an estimated \$2.22 billion in FY2021 to \$3.49 billion by FY2026 (TechSci Research).

Looks like Other Furniture Retail Outlets account for more than 70 percent of the market share in the India WFH Furniture Market as seen in FY 2020 (ResearchandMarkets). As we move ahead, the share of Other Furniture Retail Outlets segment is expected to decline due to increasing focus of companies to make their products reach exclusive showrooms, supermarkets & hypermarkets, and online channels across the country.

Opportunity knocks the door

Key players operating in the India WFH Furniture Market are Godrej & Boyce Manufacturing Company Limited, Nilkamal Limited, IKEA India Private Limited, Haworth India Private Limited, Durian Industries Limited, among others. That means a lot of opportunity exists for mattress players and their experience stores to address the needs of this proliferating market.

There is a vast and adjacent market that is emerging to take care of the gaps that people feel due to poor sleep health. The global sleeping aids market size was pegged at \$78.7 billion in 2019, and it is projected to witness a CAGR of 7.1 percent between 2020 and 2030. This covers a wide gamut of healthcare facilities, wide use of portable sleep

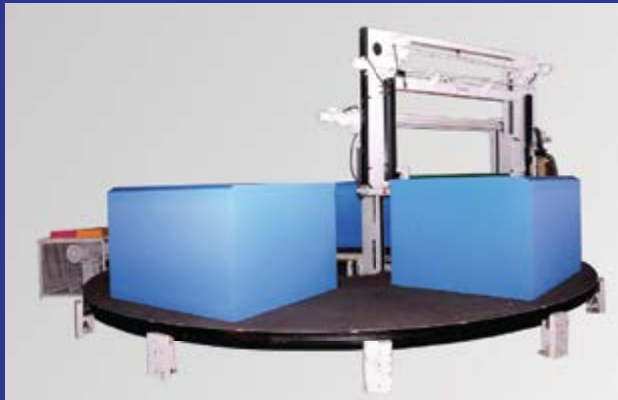


What Helps Us to Sleep Better – Strange Friends

1. We know that colours have always had an impact on our moods – affecting us both positively and negatively. Scientists have experimented and shown that while certain colours can make us feel mellow, peaceful and relaxed, certain others may stimulate us and thus awaken rather than aiding our sleep.
2. Typically, pale muted colours in the shades of blue, green and yellow are encouraged by both interior decorators as well as scientists. These not only provide the right kind of aesthetic appeal to our bedrooms but also promote the correct ambience for us to get some healthy shut-eye.
3. Lighter shades of Green evoke an appeal to nature and its harmonising effect.
4. Blue is considered good for calming the brain by creating a tranquil atmosphere.
5. Again light or pale yellow is considered to be helpful in creating happy connotations of a mellow nature, though some also vote for beige and soft white.
6. Interior Decorator Shiela Rajesh says that the décor and the paint colours of the bedroom help in getting a good night's rest and thus should be done only after careful consideration.
7. Exposure to light just before sleeping, or during sleep, has a detrimental quality on our sleep hygiene. In other words, darkness is essential for us to sleep. Studies have shown how light exposure can hamper our transition to sleep as the melatonin production is either delayed or reduced. Melatonin is a chemical produced by the body and is essential to aid us in our sleep.
8. Light levels and wavelength have a profound effect on our sleep. Higher the lux intensity (a measurement for light), greater is the chance of the body not producing the melatonin hormone required by the body and serves as an internal biological signal for us to get sleep. This has a harmful effect on our circadian rhythm.
9. Light has been shown to affect both our REM (rapid eye movement) and non-REM sleep. It is why we have different sleeping stages daily at night.
10. Many players sell wake-up alarm clocks including the likes of global lighting major Philips where the device simulates natural sunlight at the time we have set up an alarm for wake-up.



START YOUR OWN FOAM FACTORY/MATTRESS BUSINESS



invest in mattress making business

- ▶ Good return on investment
- ▶ Decent growth rate (10 to 15%) per annum
- ▶ Wide range of applications
- ▶ Foam is the best cushioning material available

India's first & foremost manufacturer of foam cutting machines

Installations in 37 countries apart from India

50 high capacity foaming machines installed

More than 50000 Tons of foam being produced per month

More than 1000 foam cutting machines sold

INDIA'S PIONEERS IN THE FIELD OF FLEXIBLE PU FOAM MACHINERY.

SERVING THE PU FOAM INDUSTRY SINCE 1989.



AS ENTERPRISES



STAND NUMBER K9

Sleep's Connection To Health: Deep and Multi-Fold

Continuous sleep deprivation can cause severe, long-term health conditions:

- Heart disease and heart failure
- Weak immune system
- High blood pressure
- Kidney disease
- Depression
- Diabetes
- Obesity

In an academic research paper titled, 'The Global Problem of Insufficient Sleep and Its Serious Public Health Implications', it was surmised that the causes of common patient complaints of daytime weakness, tiredness, sluggishness, languid driving, and intellectual troubles may often be misattributed to life stresses such as family or social problems rather than to the more basic cause of inadequate rest. There is a clear need for medical professionals to ensure that their patients are made aware of common contributors to sleep disruption such as jet lag or shift work. However, more fundamentally, patient attitudes about the adverse effects of inadequate sleep for health need to be addressed.

apnea devices, wearable monitors and sensors – and is triggered by the widespread burden of insomnia and obstructive sleep apnea (OSA) as some key growth factors.

Forging all Three Pillars Together- Innovations and Collaborations

Nutritionists and dieticians are observing a big void in the space of healthy lifestyle. That should mean an alarm-bell of opportunity for industries that can fill this void.



Interestingly, the sleep industry can find collaborations and strike partnerships with other industry players to offer a complete triangle to a customer who is looking for a holistic health alternative.

Workout for better health

Depending on age, our own individual physical characteristics, each one of us can practise everything from jogging, running, hiking, trekking, athletics, aerobics, playing any sport to something as simple as walking on a regular basis. This is important to stay fit and healthy. However, increasingly, there is a greater awareness of the superior benefits conferred by India's own gift to the world - which is Yoga, says Dr Gopal Yadav, who is a nutrition consultant in the research wing of a FMCG major. While any form of activity and exercise does help in ensuring better health, Yoga alone connects body, breath and mind and combines physical postures, breathing exercises and meditation to improve overall health, he adds.

Dr. Saroj Sharma, Yoga Wellness expert explains that Yoga is the perfect way of exploring our body endurance, stamina, mindfulness and elasticity.

For the busy professionals, who complain that they hardly have any time for exercise, Pramod Patnaik, a yoga teacher, has a simple answer. 'Yoga doesn't take time, it gives time by adding years to our life. The investment of half

an hour a day actually adds years of productive, peaceful and happy impact on our lives in the long run.'

Like Yoga, Sleep, too has its long-term benefits.

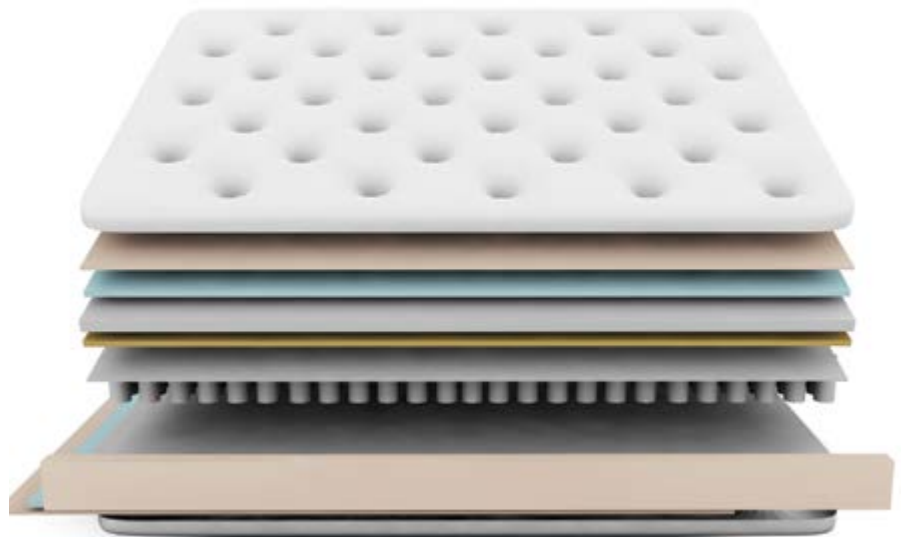
That's why it is the third key pillar in ensuring that we have robust health. Multiple scientific studies have shown that there is a strong co-relation between sleep and health. Lack of quality or disturbed sleep as well as the quantity of sleep have been seen as having a direct effect in triggering a range of malaises including heart disease, diabetes, obesity, depression and sexual well-being.

A good night's rest energizes and ensures our wellbeing. It ensures positive physical and mental health. That's why what we sleep on matters so much. There is a growing realisation and awareness of how a good quality mattress can enhance not just our physical comfort but also our health by positively affecting our sleep quality. In contrast, an uncomfortable mattress can lead to fitful 'tossing and turning' in our sleep – thus, lowering our productivity and weakening our body's immune systems and defence mechanisms.

Imagine if the promise of inner wellness i.e. Yoga can be forged well with the promise of healthy sleep in some way. That's not just a big market waiting to be tapped, but a big solution

- Despite 80 percent of people worldwide wanting to improve the quality of their sleep, 60 percent of these adults have not sought help from a medical professional due to not feeling they need support or treatment, not considering sleep issues to be a serious problem, feeling they already know what they need to do to improve their sleep and cost of treatment
- About 68 percent of adults globally reported never having used a sleep tracker or monitor to look more closely into how they are sleeping.
- Many worldwide would be very/ extremely willing to take an in-home overnight sleep test if recommended by their healthcare provider (60 percent).
- More people have chosen to trust online information sources (62 percent) than a physician (21 percent) or sleep specialist (14 percent) when it comes to learning more about sleep treatments or improving their sleep, despite saying they would be willing to use the latter sources to learn more.
- Insomnia (37 percent) and snoring (29 percent) are the most common, followed by shift work sleep disorder (22 percent), chronic pain (14 percent) and sleep apnea (10 percent).
- 65 percent of those who reported having sleep apnea have either never used or are no longer using sleep apnea therapy.

Source: Philips Sleep Study 2019

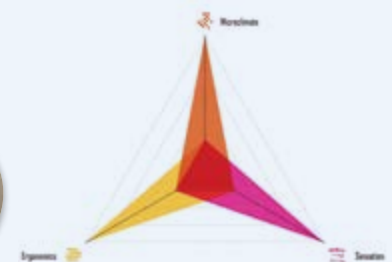


Govind Gupta, Marketing Manager – Polyurethanes, Dow Chemical International Private Limited.



ComfortScience

- ComfortScience is the application of science to create materials which deliver the most comfortable experience possible. Dow Polyurethanes is helping to achieve ideal levels of comfort by combining its knowledge of material science with an understanding of how human beings think, feel, sense and behave. By drawing on our scientific expertise and technical knowhow, we produce a range of high-quality materials that meet different needs.
- At Dow, we've identified three dimensions of comfort to help us do this: Ergonomics, Microclimate and Sensation. By configuring these qualities differently, we can respond to different needs and tailor solutions to deliver the most comfortable experience possible.



that society needs to correct its lifestyle.

Sleeping Well- Is a Big Business Now

Interestingly enough, almost every industry is now becoming a sleep-friendly industry. Whether it is a home-appliance maker, a paints company, a smartphone major or a fitness company – a lot of players are innovating fast to cater to growing need for high sleep health. From electronic companies who offer sleep-friendly lightning to paint-majors who offer light, toxin-free and

balmy colours – many industries are entering the lane of sleep industry.

APAC is a region which is projected to be the fastest-growing segment in the sleeping aids industry. This due to a high consumption rate of sleeping pills, low cost of manufacturing of associated products, increasing geriatric population, and widespread burden of sleeping disorders.

There is also a growing adoption

of wearable monitoring devices and in the global sleeping aids market. These devices not only record and transmit data related to various physiological conditions, but also help in monitoring sleep disorders and measuring sleep quality. The market has got various products like Sense Wear Armband by Jawbone, BioHarness by BIOPAC Systems Inc., LifeShirt by Aegis Limited, Zio XT by iRhythm Technologies Inc., and LifeVest by ZOLL Medical Corporation.

How colours will impact our mood and sleep, explains Alok Tewari of Milliken



Milliken makes custom created colors for different Industries including Home & Personal

Care , Coatings , Polyurethane and Agriculture.

Early in the pandemic we observed consumers shifting the choice of colors of their mattress foam layers to more darker shades of Blue. Blue has always been associated with Hygiene and cleanliness with traditional Laundry and Home care products adopting the color to symbolize Cleanliness. Additionally, the color of the sky and the ocean has a Constant and Calming effect on people. Several brand owners Globally introduced Mattress range with Milliken Proprietary Anti microbial technology for protection and signified it with Dark Blue color foam.

As the Pandemic eased , with increased vaccination and the new normal , we observed the Consumer shift to Purple a more cheerful , playful and creative color tone that signifies blending of stimulation of the Red and the calmness of Blue. As people spent more time with families at home, they wanted to experience the feeling of Royalty and Enhanced Comfort – all that Purple



signifies. CMG and Milliken predicted Pantone 13-0647 , Illuminating Yellow, as the Color of the Year 2021. It is a Bright and cheerful yellow sparkling with vivacity message of strength and hopefulness that is both enduring and

uplifting with an overall message of positivity supported by fortitude. We see the consumers Globally adopting a broader message of resilience and Comeback with furniture & fashion designs accentuating this shade of Yellow.

Even Philips has launched a special bundle to address this market. It has expanded the SmartSleep suite of digital solutions and is engaging in collaborative efforts with Walgreens, WebMD enhance consumer access to sleep information and solutions

It has in its portfolio offerings like SmartSleepAnalyzer, SmartSleep Snoring Relief Band, SmartSleep Deep Sleep Headband and SmartSleep Better Sleep Program.

The program, for instance, is based on the principals of cognitive-behavioral therapy for insomnia (CBT-I) and aims

to help users fall asleep faster or sleep more soundly. It is backed by a sleep journal featuring guidance from Philips Global Lead for Behavior Change, Mark Aloia PhD, and one year of access to the SleepRate mobile app.

Mark Michels, Business Leader, Healthy Sleep Solutions at Philips had remarked during the launch. *"Using our nearly 40 years of deep clinical expertise in sleep technology, we continue to enhance the solutions available for people who experience common issues that negatively impact the quality of their sleep. All of this comes with the hope of positively impacting the consumer and clinical sleep*

industries alike."

This is a big market for both existing and new companies. There are apps like Pzizz (that uses effective psychoacoustic principles), there is Moona (that guarantees that customers can enjoy the cool side of the pillow without having to wake up and flip it over), there is Lumos with its smart sleep mask, there is Sleepio with an online sleep improvement programme designed for people experiencing insomnia).

And there is also Beddr with an enterprise solution so employers can offer their workers assistance

Subhash Rana, Project Director, India Sleep Show:



There is a lot of potential in the Sleep Health Economy. There are many products being innovated across multiple categories like lighting, sound care, apps, IoT, Sleep Consultants etc.

The overall space can be broadly covered in three segments – Ambience Optimisation, Routine Modification and

Therapeutics. There is a lot of resonance in the all 3 segments. And there are many sleep wellness areas emerging in a strong way – like Apnea treatment, Ayurveda, homeopathy and diagnostics.

In the mattress industry, all leading players are embracing new innovations. Kurlon and Sleepwell, for instance, have innovated on last-mile experience in a strong way. The institutional push from hotels and hospitality players is proving positive for sleep enhancement categories like lighting, sound aids etc. But so far these segments have been in siloes. One part of the ecosystem does not have a lot of engagement with other parts of the sleep-health ecosystem. That's we are trying to build, and strengthen, through our initiatives. We want to bring players together on a comprehensive platform. There is a lot of scope for building B2B, professional to Professional (P2P), Customer to Professional bonds here.

Wall colour to help you sleep better

Use accent colours to create a wonderful contrast. If light colours make you feel lethargic, create an accent wall using a brighter colour. Opt for darker tones of calming shades, including blue and green. A combination of blue and green can also work wonderfully.

Source: www.bergerpaints.com/

KEY TAKE-AWAYS

1. For good mental health and well-being, it's important to follow a healthy and balanced diet. A study says that the strongest predictor of mental health and well-being is sleep quality.
2. Exercising regularly is the single most important thing we can do for our health. In the short term, exercise helps to control appetite, boost mood, and improve sleep. In the long term, it reduces the risk of heart disease, stroke, diabetes, dementia, depression, and many cancers.
3. It can be tempting to trade sleep for a few precious hours of wakefulness, but it is important to consider the hidden costs. Lack of adequate sleep over time has been associated with a shortened lifespan.
4. The way sleep is essential for the human body, so is the sleeping surface. A good mattress as a sleep surface offers a perfect balance of required comfort and support. Every individual is unique when it comes to sleep. Mattress as a sleeping surface enhances the quality of Sleep as required by every individual.

in improving their sleeping habits. In fact, in 2020, SleepScore Labs, which offers data-backed sleep solutions, got in partnership with Serta Simmons Bedding LLC (SSB).

Imagine, the entrepreneurs and innovators of the business world have started betting big on sleep health. That is a wake-up call for those who still ignore this pillar of health.

Eat Well, Move Well, Sleep Well – The Next Big Product

Naval Ravikant an Indian-American entrepreneur and investor who is also a co-founder of AngelList, reminds very well that, at the end of the day, all of us are responsible for our own for our health. He says 'Doctor's won't make you healthy. Nutritionists won't make you slim. Teachers won't make you smart. Gurus won't make you calm. Mentors won't make you rich. Trainers won't make you fit. Ultimately YOU have to take responsibility.'

Sleep – let's not take it for granted', emphasised Dr. Manvir Bhatia, MD DM Neurology, Senior Neurologist & Sleep Specialist in a conversation with Comfort Times. *"We actually have to start to 'respect' sleep. It is the third pillar of health, after food and fitness. Managing*

sleep health is actually prevention of many bigger health issues like obesity, anxiety, diabetes, immunity-problems and even cancer. Our body needs this time to repair and work out some functions. The long-term implication of not sleeping well can be very critical. Good sleep helps us in the short term as well as in the long term." She cites how snoring, insomnia and dozing-at-odd-times are disorders seen due to modern lifestyle. Plus, she reminds that Sleep is not just about the night but about how one spends the day. *"People tend to stay in their rooms a lot these days. Not going out enough, lack of proper food and exercise - all these also affect one's sleep quality".*

The Mattress industry, too, recognises that ultimately all of us will have to take responsibility for our own health but ensures that they provide the right kind of products to enable this. If an industry player can somehow weave in all these three pillars in the right way and offer a complete solution to today's sleep-deprived, fitness-inert, junk-eating customer – it will unlock a big segment of its own. Is some brand can crack the FFS formula – Food, Fitness and Sleep, it can open the three-pronged treasure with both tangible and intangible ROI. Then it would be as good as D'Artagnan The Fourth Musketeer. **CT**

How to cope with COVID-19 related sleep disorders

Doctors who specialize in sleep disorders are seeing an increase in sleep disorders associated with COVID-19 patients. They are calling it *"COVID-somnia"*



As the second wave of the COVID-19 pandemic looks to be abating, with experts however predicting a third wave in the offing soon, unless the right precautions are taken, there is concern about the health effects inflicted due to the first two waves. Both those who got infected as well as the larger population which has been confined to homes because of lockdowns and other restrictions have been impacted with sleep related disorders. Doctors are trying to address this large scale problem and this article will look at the challenges as well as solutions being promoted by healthcare providers.

A case-study

For 36-year-old Sajal Bannerji the news delivered by his employer in the month of May while shocking was not surprising. Bannerji a guest relations manager with a three-star hotel in Bengaluru, was convalescing at home after being discharged from a private hospital - where he had to stay after testing positive for Covid - received some disturbing news.

His hotel which has hosted hardly any guests over the past 15 months due to the pandemic-induced 'lockdown' was 'restructuring' its work force. Shorn of legalese and jargon, it meant a lot of the hotel employees were being laid off. He was one among those who had been affected. As per the terms and conditions of his contract he was paid 30 days of basic pay.

Since the work lay-off Bannerji has been so stressed that he has hardly been able to sleep, even as the after effects of recovering from the post-Covid treatment, has left him physically and mentally weak. *"If the Hyatt Regency in Mumbai, a well-established 5-star hotel, has shut its operations, unable to pay its workers, as reported by the national media, why should anyone be surprised that the hotel where I worked, has decided to trim staff?"* says Bannerji who does not want his former employer's name to be used.

His worried family wants him to come back to his native place of Siliguri in West Bengal so that he can recover



In Neurology Today publication, Rachel Marie E. Salas, MD, FAAN, associate professor of neurology at the Johns Hopkins Center for Sleep says that patients are suffering from shifts in their sleep patterns due to their fears about getting the virus, concerns about loved ones, not being able to go to work, not having social contact with others

his health fully but Bannerji is keen to stay on in Bengaluru, to find a new job. His plight is not unique. Across the country, the Covid-19 pandemic has severely impacted economic activity and livelihoods resulting in large scale

job losses, even as the economy has contracted significantly.

Another former colleague of Bannerji, who did not want to be named, has managed to retain his job at the hotel, but has had to take a steep pay-cut. *"There are hardly any travelers due to the restrictions. I am actually grateful to my employer that I still have a job in spite of hardly any guests at the hotel, though I feel guilty that so many of my friends lost their jobs. The entire tourism and hospitality sector has been affected. Nobody knows when things would return to normal."*

Unemployment, ballooning loans due to wrecked family finances, health related issues, mental stress due to social isolation are only some of the challenges which people are trying to cope due to the Covid-19 pandemic. This has meant that a lot of them are suffering from sleep-related disorders as worries and anxiety over numerous issues rise, and this has had a detrimental effect on their physical and psychological health.

Financial Distress and Impact on Sleep

Dr Raghavendra Kamath, a physician trained in online therapy, who for a while, volunteered at an NGO (non-governmental organization)-run mental

health helpline for those distressed due to the pandemic-related challenges, says that uncertainty about the future is taking a huge toll on everybody.

"Most of the calls we receive are about things related to financial stress caused by the Covid-19-related issues be it job loss or health expenses. People do not have the cushion of traditional coping mechanisms of talking with friends and family or travelling to religious or tourist places. They feel confined in a place and couple this with job losses and health worries, this leads them to depression, stress and anxiety. One of the first manifestation of that is inability to sleep or even poor quality of sleep."

Of course, for those who have battled Covid-19 directly the challenge is more onerous. In a recent study published in the Journal of Clinical Sleep Medicine in USA, researchers said that several sleep disorders including sleep apnea and insomnia were fairly common in patients hospitalized due to Covid-19. Interestingly the study also concluded that these 'sleep disorders maybe relevant for long term cardiac outcomes given their contribution to cardiovascular health' indicating that continued impact maybe felt, even after recovery.

Among the steps that Dr Kamath recommends to combat the challenges related to stress, anxiety and worry is to ensure that each of us gets proper sleep. Disruption of daily schedule, depression and isolation, work and family related stress, excess of screen time and anxieties related to the pandemic are all impacting our sleeping patterns, he points out. *"All of us need markers and anchors to keep track of time. Changed schedule or no schedule has a determinantal effect on our sleeping patters. Even small things like arriving at office or picking up children from school would be traditional markers which would have been affected because of the current conditions, leading us to even forget what day of the week we are in."*

Asserting that sleep is an extremely critical biological process, he says that good sleep would ensure better physical

The prevalence of sleep problems during the COVID-19 pandemic is high and affects approximately 40 percent of people from the general and health care populations. Patients with active COVID-19 appeared to have a higher prevalence rate of sleep problems, says Journal of Clinical Sleep Medicine

and mental health. 'Sleep strengthens our immune system and enhances our body's defense mechanism against diseases.

Our mind stays sharp after a good night's rest. Lack of sleep could cause or exacerbate depression apart from in extreme cases; even inducing conditions like anxiety disorder and bi-polar disorder.' However he cautions against excess of sleep or over sleeping. He says even that could also have negative effects like irritability, grogginess and being not focused on tasks at hand.

Covid-19 and coping with loss of a near and dear one

Some have lost either a close family member or a friend specially during the second wave of Covid. Santosh Nair* a software professional lost his wife Sreeja due to Covid-19. Now Nair not only is the primary and sole bread winner for the family but also has to take care of his two children. He is yet to come to terms with how Sreeja a stay-at-homemaker got infected with the virus and lost her life.

"I have not been able to come out of depression ever since the death of my wife. Each time I look at my daughters, I see the face of my wife in them. In the initial days,

unable to sleep, I took refuge in alcohol, to cope with the stress, depression and suicidal thoughts. I am grateful for the support extended by my in-laws, friends and understanding colleagues in my organization, who helped me to manage the situation and get timely medical assistance in the form of therapy."

While friends and neighbors in the apartment complex where the Nairs live are helping out currently in looking after his kids, Nair is worried about how he will cope in the future. Dr Kamath says in these kinds of cases it is best to take things as they come one day at a time. *"Several of the symptoms like persistent headache, digestive problems and memory lapses can be directly co-related to lack of adequate sleep. During these challenging times one needs to cut down on time spent on screens be it – PC, laptop, phone, tablets or television. There is a great need to adhere to a routine, go to bed and wake up at a fixed time every single day."*

It is not just the sleep schedule, but even routine activities like work, exercise, consuming meals, having some personal time, dressing up even if one is not leaving the home, winding down with music or a book, all of these are areas that experts point out as the ones that need to be compartmentalized and adhered to.

Light, sleep and bedroom

It has been scientifically documented how exposure to light plays a crucial role in helping our bodies understand and determine the sleep patterns. It is critical therefore that we spend some time in morning sun light to send a signal to the body that it is time to be awake and active. These light-based cues to our body constitute what is labelled as the circadian rhythm.

Also, this is not limited to just early morning light. Wherever possible you should have a open, airy, workplace at home where windows and curtains are open and have an ambient temperature, so that natural light and air stream in. Or for whatever reason, if this is not possible at least there should be ample amount of bright light in the place where you work.



SHREE MALANI GROUP



INDIA'S LARGEST EXPORTER OF MATTRESSES & MATTRESS COMPONENTS.



AN
ISO 9001-2015
CERTIFIED COMPANY



Century Fibre Plates Pvt. Ltd.: 1st Floor, Ideal Towers, Survey No: 115, Akbar Road
Opposite BHEL Enclave, Tarbund, Secunderabad - 500 009. E: info@centuryindia.com

   /centuryindia centuryindia.com Customer Care: +91 809 992 78 77

This ensures that you do not feel sleepy or your body is forced to take a nap. While short, scheduled power naps can be beneficial to the human body in ensuring greater productivity, unplanned or random long naps impact the sleep cycle and thus productivity and mood of the individual.

The highly-reputed medical journal Lancet, in an article in January of this year, pointed out that according to a study by the authors of a paper, fatigue, sleepiness, and REM sleep behaviour disorder were related to pandemic, per se, whereas insomnia might be related mainly to confinement, anxiety, and other psycho-social factors.

Dr Gagan Mehrotra, a physician says that he has examined patients who have suffered from not just insomnia but associated restless leg syndrome with anosmia and ageusia.

Dr Mehrotra says people should learn ways to relax. *“Yoga, deep breathing exercises, meditation, music, reading from non-electronic and non-connected devices are some of the ways that people can learn to relax, so that they can sleep better.”* The doctor also says that some of the guided meditation and white-noise applications which can be downloaded on smartphones have also aided some of his patients to sleep better.

Advocating limits on intake of news related to the pandemic, Dr Mehrotra says that one should limit oneself otherwise the quantum of negative news might overwhelm an individual. ‘One should never try to drink from the firehose of constant social media, television and other form of news which gushes out in a unrelenting torrent.’

The sleeping place or the bedroom should have the kind of ambience which tends to relax rather than excite an individual. Which is why he says TV’s and other electronic devices in the bedroom are not welcome.

Stating that right from the colour scheme of the bedroom which he says ought to be ‘soothing to the senses’, Dr Mehrotra says that a good, solid,



comfortable bed with attendant pillows and other sleeping paraphernalia will aid in the right quantity and quality of sleep.

What soothes the senses varies from individual to individual, he avers. *“Since the mandatory eight hours of sleep is what keeps our body charged up, thanks to the challenges posed due to the unique circumstances of a world in lockdown mode, it is absolute necessary to invest in the right mattress.”*

Covid-19 challenge is here to stay for some time

Inspite of the ongoing vaccination program, the peculiar set of circumstances that Covid-19 has thrown up for human-kind is likely to persist at least for the foreseeable future. With newer strains of the virus mutating, nobody knows for sure when things will return back to pre-Covid days. So willy-nilly all of us need to adapt to a changed situation which is the ‘new normal,’ is the unanimous verdict of medical professionals.

As individuals try to make sense and cope with this evolving environment, the biggest impact has been felt on the

mental and physical health.

Economic activity, too, is likely to take a hit for some more time before the pandemic situation settles down and most of us return to what used to be normal earlier.

This is true across the globe. Which means that issues related to finances, social isolation, employment, work and family concerns are unlikely to fade away in the near future.

Staying healthy and fit, to the extent possible, being thankful for what we have, developing a positive outlook on life are the keys to combat the depression which Covid-19 has inflicted on the mankind.

For all of us to be fully fit and functional, both physically and mentally, sound sleep is sine-qua-non. Medical professionals are clear that unless we develop a proper schedule, eat and exercise right, sleep properly, the trials that Covid-19 has imposed on mankind would prove to be a difficult barrier. The way to address this to get those forty winks right. **CT**



INDIAN SILKS

INSPIRED BY INNOVATION

WOVEN

COATED FABRIC
JACQUARD FABRICS
HOTEL STRIPES
WOVEN TAPES

KNITTED

JACQUARD KNITTED
KNITTED BORDERS
TERRY JACQUARD
KNITTED TAPES

MADE-UPS

MATTRESS COVERS
MATTRESS PROTECTORS
ANTI-SKID FABRICS



SERVING YOU WITH PRIDE FOR MORE THAN THIRTY YEARS

INDIAN SILKS

PLOT NO 187, SECTOR 4,
IMT, MANSEAR - 122050
HARYANA, INDIA

PLOT NO 209, BIG INDL ESTATE
LEHARTATA, CHANDPUR,
VARANASI, INDIA

91 93128 88087 (MR SANJEEV KAPOOR)
91 9654067967 (MS ANITA KOUL)
Indiansilksg@gmail.com

www.mattresstextile.com



HOW TO IMPROVE SLEEP? A doctor's prescription

Increasingly there is a greater appreciation of the benefits of getting adequate quantity and equally important, quality sleep. There is recognition that good sleep is as key as regular exercise and a healthy diet to ensure optimal mental and physical fitness of individuals. In a detailed chat, **Dr Divyaa Mahesh** a *Clinical Consultant* with leading hospitals across Karnataka, spoke to your correspondent on how to improve sleep. Edited Excerpts:

Q Why is there now suddenly so much attention being paid to sleep?

I don't think it is sudden but is a testament to the growing awareness

It is now scientifically recognised that sleeping well has a direct impact on one's mental and physical health. It is because of our modern lifestyles both sleep quantity and quality have alarmingly declined for children as well as adults

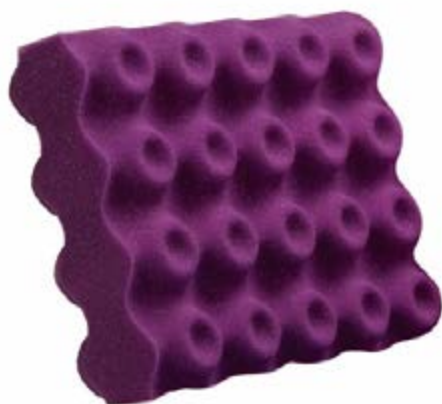
of importance of sleep. It is now scientifically recognised that sleeping well has a direct impact on one's mental and physical health. The amount as well as the quality of your sleep has a influence on things like your energy levels, emotional balance, productivity, weight, disease risk and overall cognitive abilities. Unfortunately, because of our modern lifestyles both sleep quantity and quality have alarmingly declined for children as well as adults. Our lifestyle choices and habits have a bearing on our sleep patterns. There is however increasing awareness of the dangers of disturbed sleep and this is a welcome development.

Milliken® presents

Milliken™

Inspirations from nature help Milliken's ColorDirection 2021 sing in Harmonic Synergy

As togetherness and context become increasingly important trends for both society and industry, through its ColorDirection 2021, Milliken & Company has embraced colors and textures that complement each other to reflect these vital values.



FLORAL SONG

Brings blossoms and laughter together in a delicate bouquet of grounded notes and confident optimism. A deep, warm and satisfyingly rich purple the color speaks to natural tones that connect and inspire.

Reactint®
Colorants for Polyurethane

For more details and information please contact us at: asiachem@milliken.com
or online at: chemical.milliken.com

© Copyright 2021. All rights reserved. Milliken and Reactint are registered trademarks of Milliken & Company.

Milliken™

All our bodies have a natural time-keeping clock called the circadian rhythm. Which is why one needs to ensure bright light exposure during the daytime. This tells our brain, body and hormones when it is time to be awake, when to take rest

Q How can one improve quality of sleep?

Human beings are largely creatures of habit. There are a number of steps one can take to improve both quantity and quality of sleep. The first and foremost is to stick to a sleep schedule and try to adhere to it. A healthy adult requires anywhere between 7-8 hours of quality sleep.

Anything less or anything more are both detrimental to the long-term health of individuals. It is not also just the number of hours. One should try to go to sleep as well as get up at the same time every day. This sets up a body clock.

Even on weekends try and maintain a similar schedule with at best a variation of an hour. For whatever reason, if one needs to catch up on sleep – due to late night work or some other emergency – my suggestion would be to try to take a day time nap rather than sleep-in late, to make up for the sleep deficit.

However, while short power naps during daytime of 15-20 minutes are recognised, to boost our productivity, any habit of regular long day-time naps should be dissuaded as it affects, the quantity and quality of sleep at night. Which is why I would still advocate to



stick to a schedule as much as possible.

All our bodies have a natural time-keeping clock called the circadian rhythm. Which is why one needs to ensure bright light exposure during the daytime. This tells our brain, body and hormones when it is time to be awake, when to take rest etc. I strongly believe spending some time in the early morning sunlight is good for the body to adapt to this circadian rhythm.

If somebody is living in a geographical area like say in the highlands of Uttarakhand or the mountainous regions of Himalayas where there might not be sunlight available in adequate quantity or if their job pattern demands it, I would suggest that they spend time at least time in artificial bright lights when they need to be awake.

Q Ok, apart from a fixed schedule, what else?

One needs to pay attention to what they drink and eat before they go to sleep. Going to bed hungry or over-stuffed is not a good move.

Ideally the last meal or drink at night should be consumed at least 2-3 hours before a person retires for the day so as to provide an opportunity for our internal systems to process it. Avoid things like Caffeine (present in Coffee and Tea), sugary beverages or those loaded with artificial sweeteners (in aerated drinks), nicotine (cigarette) and alcohol before going to bed. Both Caffeine and Nicotine are well recognised stimulants which can keep you awake for hours. While alcohol can initially make you drowsy, it causes disturbed sleep and thus should either be avoided or taken in moderation.

A good mattress can reduce or even eliminate things like back pain, shoulder pain or stiffness of the neck. Invest in a good quality mattress and pillow and replace them at least once every five years. To improve sleep one should consult a healthcare provider to rule out sleep disorders like sleep apnea.



Apart from intake of solids and/or liquids, one also needs to restrict blue light exposure in the evenings and at late nights. This means not too much of television, phones and tablets. While exposure to day light stimulates us to be awake, blue light from these electronic devices has a similar effect, tricking our circadian rhythm to believe that it still daytime. This blue light also has the effect of reducing production of hormones like melatonin with us, which are crucial for us to relax and get sleep.

If somebody is suffering from severe insomnia, they could take melatonin supplements. Ideally, I would like them to undertake other steps before taking medication even if they are supplements and one should never try them without the guidance of a proper trained physician.

There are some advocates for 'natural' supplements like Gingko Bilboa, Lavendar, Valerian Root while some others swear by chemicals like glycine, magnesium or L-theanine. All these need to be taken under medical supervision and after consulting a qualified physician and one cannot emphasise enough that these are not silver bullets but some have reported benefits by using them.

Regular rigorous exercise like walking, jogging or any kind of physical activity (depending on age, fitness and other factors) can also aid your sleep. Daily going out of confines of one's own dwelling is also advantageous. As I said earlier, my own suggestion would be to try out changes in lifestyle before ingesting anything whether natural or chemical.

Q What role does sleeping on the right kind of mattress, as well as optimising bedroom environment have, in all of this?

Huge. Creating an environment for restful sleep is very important. The bed room should ideally be cool, calm, dark and quiet with furniture arranged comfortably. The room should have ambient temperature, a cosy bed and should not have harsh lights or external noise streaming in. Several sleep relaxation techniques can also be practised.

From listening to soothing, relaxing music or reading preferably a non-electronic device like a book or a newspaper or a magazine, to taking a hot bath, visualising being in a favourite calm place, deep breathing or even meditating a number of measures can be taken. If it

is feasible one can opt even for a gentle massage before going to bed as for some it helps them to really unwind.

Apart from this I cannot underscore enough the importance of a good bed, mattress and pillow in aiding a good night's rest.

A good mattress can reduce or even eliminate things like back pain, shoulder pain or stiffness of the neck. Invest in a good quality mattress and pillow and replace them at least once every five years if not more. What constitutes a good mattress varies from individual to individual. They need to experiment and go with what works for them. Also, to improve sleep one should consult a healthcare provider to rule out sleep disorders like sleep apnea. While estimates vary, at least one in five people could be suffering from sleep apnea where your breathing is repeatedly interrupted while sleeping.

Managing stress in our modern world with its constant demand of our attention, having a routine, regular exercise, meditation, deep breathing and care in our (food) consumption habits, all could thus help improve our sleep. **CT**

Sleep industry helped Government to fight pandemic

With the rapid spread of the COVID-19, mattress companies in India acted responsibly towards communities and society. The main goal was to contribute to public safety, supporting the government, serving citizens and promoting well-being

The Covid pandemic has come as a bolt from the blue, taking everyone, including governments, industries and people, by surprise. There has been an economic, social and psychological impact of the Coronavirus on people and economies across the world.

When the pandemic struck in March last year in India, the Central and State governments were not prepared as they did not know the extent and speed of its spread. Overnight, the demand increased for hospitals, hospital beds and medicines.

The government scrambled to tackle the coronavirus as it spread from state to state, making India the second country in the world with the highest number of infections. As the government struggled, it looked for several industries to bail it out of the difficult crisis, one such was the mattress industry.

As the demand for hospital admissions rose, so did the need for hospital beds, and specialized mattresses to cater to a surging number of patients. Rising up to the task, the mattress industry delivered and ensured an increased and steady supply of mattresses to needy hospitals, clinics, health centres and individual homes across the country.

Overcoming obstacles

The ISPF members delivered despite lack of staff and restrictions on movement of vehicles due to Covid-related regulations across state and district borders. The industry had to cope and work with raw material companies, logistic companies, and reduced staff strength, as many employees had fallen sick due to Covid and government restrictions on the number of people who could work at a unit. Despite these hardships, the mattress industry did





WHEN IT
COMES TO
HEALTHY SLEEP,
THERE'S NO
EASIER **CHOICE.**

Sleep Healthy^{zzz}

Locate nearby stores



Konnect with us: **8150000103**
(Between 9 am & 6 pm - Mon to Sat)

✉ customercare@kurlon.com
FOLLOW US ON:    



help the government tide over the crisis during the first wave of the pandemic, which extended till April of this year, and also during the second wave, which seems to be petering out now.

Mattresses became an important part of government strategy to tackle the pandemic as insurmountable number of cases had officials struggling. The most important aspect of hospitalization, whether it is during the pandemic or otherwise, is the bed, or more specifically, the specialized medical mattress. Hospitals need mattresses that are suitable for multifunctional beds and are anti-bacterial to help patients recover faster.

ISPF initiatives

With the rising need, the ISPF member companies had to increase production and make do with the available raw materials and reduced staff strength. Though there was a restriction on the number of employees at a workplace in most states with majority of governments insisting on the presence of only 50 percent staffers at a particular unit, the industry rose up to the occasion and delivered. Both the organized and unorganized sectors grew during the pandemic. As people stayed at home and also majority of those infected chose to quarantine themselves at home, the need for branded mattresses went up as awareness increased among the population.

"There was an increase in demand for beds from hospitals, especially those run by the government. These are difficult times, and we did increase production to cater to the demand. Even for us, it was a service to the nation, as the ravaging pandemic was and continues to claim lives and infect a large swathe of the population. Our unit went into capacity production as the demand was huge. Like in most places and industries, we too struggled to meet delivery deadlines because we too were affected by the same difficulties faced by units across sectors," said S. Sundaresan, secretary, ISPF.

"We delivered disposable mattresses to hospitals and PHCs at affordable prices, helping the government fight the



A host of Indian bedding companies came forward to help hospitals treating Covid-19 patients by supplying required mattresses and other medical supplies.

pandemic. In case of a death of a patient, the mattresses were incinerated. In case of an infected patient, who recovered and discharged from hospitals, we manufacture mattresses that could be reused after disinfection. We used specialized material, like rexin, as the top layer, which could easily be cleaned. I feel, as an industry, we did a great job of delivering these critical essentials to the health sector," said Sundaresan.

Asked if the ISPF members faced difficulties in delivering the consignments due to the pandemic, slump in economy and other factors, he said, *"Of course yes. It became difficult for us as we had retrenched staff and the government too had placed restrictions on the number of employees that could work at a manufacturing unit. When the demand rose and orders from the government increased manifold, we had to make do with the available staff and start manufacturing at a furious pace. Sales through the retail sector was difficult as*

business establishments had been ordered by the government to down shutters. But online sales, which have seen a boom over the last few years, came to our help and aided us in making the deliveries."

Pressure on manufacturers

The ISPF member units assumed the importance of being an essential industry as it was a critical cog in the wheel of battling Corona virus for the Central and state governments. The demand was also big as mattresses were not reused but incinerated after a COVID patient got discharged or, in an unfortunate incident, passed away. Amidst all this, the manufacturers faced the difficulty of moving their finished products from one state to another as most local governments had declared a lockdown and banned the movement of vehicles to prevent the spread of the virus. The situation improved a little after most states allowed goods vehicles to ply as it was essential for cash-strapped governments to generate revenues and also to cater to the basic needs of the people.

Though wracked by its own problems due to the impact of the pandemic, the ISPF members continued to help the government. It did the yeoman service of supplying the critical material, the mattress, to hospitals and homes. The mattresses that sold the most were anti-viral ones as they don't let the microbes settle in. It is medically proven that these mattresses help patients

NÜRNBERG MESSE

PARTNERSHIP
BEYOND BUSINESS

#WeCare

Mark your Calendar!

INDIA
mattresstech
expo + upholsterysupplies

24-27 February 2022

Bangalore International
Exhibition Centre
Bengaluru, India

International Trade Fair for Mattress
and Upholstery Production Technology,
Machinery and Supplies

For Space Booking Enquiries:
+91 76191 63082
kalyan.vedanth@nm-india.com

Organiser: NürnbergMesse India Pvt. Ltd,
707 - 708, 7th Floor, Prestige Meridian 1, 29,
M G Road, Bengaluru - 560001. Tel: +91 80 4674 8888
Website: www.nm-india.com

Registered Office: German House, 2 Nyaya Marg,
Chanakyapuri, New Delhi - 110021, India

www.indiamattresstechexpo.com

Supported by:



Indian Sleep
Products
Federation

Official Publication:

Comfort Times

Co located with:

INDIA
WOOD

Sleep industry, kept wheels turning in the pandemic situation and it did come out with flying colours, contributing to the government's efforts

recover faster.

The comfort factor too was important as many patients got admitted for longer periods at hospitals, with an average hospital stay ranging between a week and a fortnight. It was essential that they had a good night's sleep, which again helps the body fight infections better.

Self motivated

The significant point was the service motto of the industry that came to the fore during the most devastating health crisis to have hit the present generation. Many manufacturers had to up their game to provide suitable mattresses to the health sector. *"These are difficult times. The entire health industry — be it the pharmaceutical and medical equipment manufacturers or related industries like mattress production units — improved on their abilities several notches to tackle the pandemic. It was remarkable feat, but at the same time exhausting and mind numbing too,"* said a medical practitioner, working with a prominent hospital chain.

A number of studies have been published as to how the pandemic affected the sleeping patterns of people. As the stress and the fear of infection took toll, many people were finding it difficult to enjoy a goodnight's sleep. The last two years are probably the maximum amount of time spent by a maximum number of adults at their homes. They had to change the way they worked, as they had to work from home, and interacted with their families, as they were all holed up for days on end inside their homes. It did take a psychological toll too on individuals, affecting their sleep.

In one such study, Royal Philips,



a global major in health technology, conducted a sleep survey — *"Seeking Solutions: How COVID-19 Changed Sleep Around the World"*. Almost a year since the onset of the COVID-19 pandemic, Philips surveyed 13,000 adults in 13 countries to capture attitudes, perceptions, and behaviors around sleep. 70 percent of people surveyed had experienced one or more new sleep challenges since the start of the pandemic. 72 percent of surveyed sleep apnea patients who discontinued CPAP therapy cited Covid-related reasons. 58 percent reported a willingness to use telehealth for a sleep related concern.

Before the mental health issues too grew into a crisis, the Indian sleep industry stepped in. It was another problem that was tackled successfully by the sector.

Awareness making difference

The industry, which has seen a healthy 10-12 percent growth over the last three years, also contributed to the economy by keeping its manufacturing units running. The revenues generated helped the government shore up its resources. Though the brick-and-mortar retail business was shut across the country, what helped the sector was the online sales. It was in tune with the general trend among users, as there has been reduced hesitancy to buy high-end products through e-marketing platforms. As people cut down on their

travel and other recreational expenses, with restrictions on travel, cinemas and restaurants, they focused on redoing their homes and investing in products for comfort living, including better mattresses.

On the general trend in the market, an expert said that the growth that the industry has seen is because of the increase in awareness. *"The people know the importance of a good mattress. The industry too has highly specialized to cater to the needs of the customer. We do have mattresses for athletes, elderly and those suffering from specific medical conditions. With the technology advancing, we can build custom-made mattresses only for children — who need smaller sized beds, policemen — who stand for long hours in the line of duty, and others,"* he said.

People too are aware that they have to change their mattress once every five years. That is because there is a lot of shedding of skin and other matter from the body and fluids on the mattress. These accumulated over the years and could lead to skin infections and other health complications.

In conclusion, it was a trial by fire for the ISPF members, as it had to keep wheels turning in the face of near-insurmountable problems. But in the end, it did come out with flying colours, and at the same contributing to the government's efforts. **CT**



Mr. Roy Mammen, Managing Director, MM Foam

Latex is the Mercedes of Mattresses

Mr. Roy Mammen, Managing Director, MM Foam, unfolds a lot of reality-checks as he talks about the various core forces tucked deep in this industry and some future layers of this market.

Q What is your marketing strategy now as we enter a new world in terms of consumer behaviour, expectations, choices and economic dynamics?

The way I see it is that everyone has entered the digital realm- from marketing to advertising. In India, we have barely scratched the surface as far as online is concerned. But we have great potential. Online platforms have both - their plus-sides and minus-sides. There is brand visibility, you can communicate to different customer segments, and there is flexibility in marketing – so many advantages. Everyone is going to go digital sooner or later. Companies like us- with both digital and retail presence- will also transform. We have to find the pulse. Each market is different. But digital is here to stay and companies will have to capitalise on it or they will miss the boat. We have to speak the language of the young audience.

Q There is still a small segment of customers that buys online. How much time will India take to achieve digital scale?

When we say Online- a lot of sales are towards pillows. People are still hesitant to buy a mattress online. This is because of the price tag. They also want to touch and feel the product. That's why a lot of companies will have 'experience stores'. We have a lot of exclusive dealers. We are

very clear in terms of giving experience to customers. Even if customers make their decisions online, they want to be in the store, lie on the product, touch and feel the mattress and then buy it. In my showroom, we encourage the customers to jump wherever you want. Sit wherever you want.

The touch-and-feel concept will not change much in the long run – in my reckoning. At least- not immediately.

Q How has the emphasis and innovations on natural latex played out for your company's success?

We are, predominantly, a Latex manufacturer as compared to other players. We have been around for more than six decades and we innovate a lot in this space here. We have stressed on sustainable development. We are trying to be as natural in mixes and products as well. It is not easy but we are walking that road. We are responsible to the environment and this is not something we have begun yesterday. We have been doing it for decades. We started with Natural Latex and as time progressed we are pushing more and more natural latex in a majority of our products. All our R&D efforts also cater to Latex. In order to make a queen size Pincore mattress sap output of around 2500 rubber trees a day is required. These

2500 rubber trees accounts for the removal of 143 tonnes of carbon dioxide from the environment every year. This is the contribution we make to the environment by making more natural Latex mattresses.

We also offer the highest warranty for a specific category – that of 17 years. That shows how much time and effort we have invested in this space. Latex mattresses are not cheap so we want to give value to the customer. We want to give her/him the money's worth. In today's scenario when customers can be a little hesitant to spend money, we want to give them quality and assurance. That's why we work towards increasing our warranty for various products – not just Latex. We want to give the customers a better bang for the buck.

Q How important is warranty for a product like this?

The way I look at it is – what if there was no, or a lesser, warranty-assurance. The customer base would immediately shift somewhere else. By increasing the warranty I am telling the customer that they can be assured of their money's worth. Our repeat customers are strong. It is a niche segment. We always have customers. Warranties actually help us expand the business. Most customers, anyway, start changing mattresses



after a certain period – often around eight to ten years.

Also, the emphasis on warranty has accentuated after this crisis. Today people are investing in quality beds – which was not the case some years back. India has always been a price-sensitive market - easy to sway with discounts. Companies have been running the rat race of schemes and discounts. But in Latex, which is a niche segment, high value pays off. We give this additional warranty and we get more people on board. Obviously, the product stands the test of time- that's what they hear when they think of this warranty.

Q Tell us something about the idea behind niches like Pincore and Hardcore mattresses?

Pincore mattresses are specially engineered with pin-holes – they are great for ventilation and take care of the pressure valves. It is an optimum medium that supports all pressure parts of a human body. It is an excellent product in terms of breathability and posture. Then there are customers who want really-hard mattresses. Certain customers find a lot of relief in these products. The market is very fluid and we have to look at products based on various cultural preferences and how

people think.

Q Do you think hybrid mattresses are the future? How has this area worked for your marketing strategy so far?

I was never a fan of hybrid mattresses to begin with. I find Latex to be the Mercedes of the mattress market. Hybrid is here, and it may not be the future yet. It has its own benefits on affordability and customer needs. Hybrid segment is more of a price-game. Today we are into all sorts of products, including accessories. We have expanded our range and are addressing many market segments.

Q What should marketers pick from trends like omni-channel and bed-in-a-box formats?

The bed-in-a-box format has savings on freight costs as well as space. Freight costs are a big component of costs for any company – and compounded by fuel prices. There is all the more reason today to compress and roll-pack – to save space in any way. But companies should test the products very well. Also, this cannot be done to all products. It can only be done for certain products.

As far as omni-channel is concerned, manufacturers need to

be customer-centric. They should understand customer behaviour, for sure. Lot of organised players have not effectively communicated about their products. We have been caught up in the ambition to capture the market share. But we can improve a lot on communication aspects. The customers should know - what are the actual benefits of a product, or about the material used in it. We can do a lot more at our end on that front.

Q What have been the ramifications of the pandemic – as you observe it?

Generally speaking, many customers do not know what mattress they want. This is not the case for a phone or a car – these are visible brands. But a mattress is an invisible brand so it is not hard to understand the emotion of 'who cares' that this customer generally exhibits. Especially when you cover something with a sheet. Most people visit a friend's home and ask about curtains or the wood used in the furniture- but never about the mattress. So yes, it is an invisible brand.

But what Covid has done is paramount. Now, at least, customers are concerned about what mattress they want. The Covid phase has worked well in shifting the narrative for our industry. People are looking at quality. They don't mind spending a little more if the product addresses their needs well. Now the dialogue has become better. So companies would be guilty for not effectively communicating about the importance of sleep – and all companies are part of this, including us. We need to communicate better about sleep. We have now started the 'wake up positive' emphasis.

Q Any thoughts on the prevalence, and relevance, of the unorganised sector?

It is here to stay. It caters to a different market segment. It is still a sizeable portion of the business. But -by and large - most customers are slowly shifting to branded goods due to quality reasons. This is not an overnight change but I feel the shift from price to quality is gradually happening. **CT**



ORGANIC OR HYBRID MATTRESS

What's best for you?

Sometime products with the label 'organic' can be misleading. From groceries to beauty product, everyone is using the term 'organic' to woo the customer. Now the same term is being used in mattress industry as well. Though this term is quite popular in western world, it is slowly penetrating in to Indian mattress market.

Organic Mattress- that sounded like an oxymoron for both customers and producers and for a long stretch of time. But this decade has shaken, and shuffled, a lot of the material that makes a mattress. It is not a co-incidence that the global organic bedding market size has been slated to touch \$1.1 billion by 2025. The report from Grand View Research, Inc. attributed this growth to increasing demand for high-end bedding products that have brought an impact of change in lifestyle as well as growing awareness about importance of sleep and its role in health.

That's what is, supposedly, encouraging consumers to invest on quality products especially mattress and bed linens. There is also a noticeable importance for organic sheets with cooling attributes. They are made with low thread count such that fabric is more breathable with adding natural fibres such as bamboo. Analysts expect that new product developments will witness growth of the product by 2025. It has been seen that companies are focusing on expanding their production capacity and are adopting innovative technologies so that they can match consumer demand for organic bedding.

What is Organic mattress?

Organic mattress is those mattresses which use natural materials such as wool, cotton, and other natural fibres for mattress manufacturing.

Usually, it is said that an organic mattress is better for the environment, however, there are certain other parameters need to be considered while manufacturing organic mattress. That burden, or blessing, actually falls in the lap of the customer. People can make the best decisions about what kind of mattress is right for them and their families. This has been spelt out clearly in a report by Made Safe September 2018 by Sydney Cook and Cassidy Randall, experts in Environmental Studies.

Pros and Cons of Organic material

Let's start with organic cotton – the easiest alternative to foam. The same



The significant market growth for organic mattress is attributed to increasing demand for high-end bedding products impacted by the growing inclination towards luxurious lifestyles among consumers

cushion and softness to mattresses.

Cotton: Organic Cotton material is a natural product which is said to be ideal for those with Allergies, Chemical Sensitivities and Asthmatic tendencies. However, they sometimes are the main cause of such diseases as dust mites and other microorganisms can easily reside in them. Another disadvantage of cotton mattresses are that they absorb moisture at night and also become shapeless in sometime. This will make person feel uncomfortable to sleep since the sleeping surface becomes uneven and saggy.

Bamboo: Then there is Bamboo. Bamboo fabric has been explained as

similar to the softness of silk. There is minimal chemical treatment, and they are also hypoallergenic and great for those who experience allergic reactions to other natural fibres like wool or hemp. Plus, it is antibacterial and anti-fungal due to the presence of Bamboo Kun. The natural cooling property of the bamboo plant is also maintained in its fabric form. If we see a cross-section of bamboo, we see micro-gaps that bestow the fabric with better moisture absorption and ventilation. It is also believed that bamboo fabric is 100 percent bio-degradable, anti-static and UV protective - cutting 98 percent of harmful UV ray.

Though the bamboo mattress has lot of advantages, it is said that it comes with its own disadvantages too. Since Bamboo is a natural product, demand for such natural product is high in the market, making Bamboo mattress as an expensive product compared to other mattress. Meanwhile Bamboo mattress requires gentle care and needs sophisticated handling. Bamboo mattress also need regular cleaning.

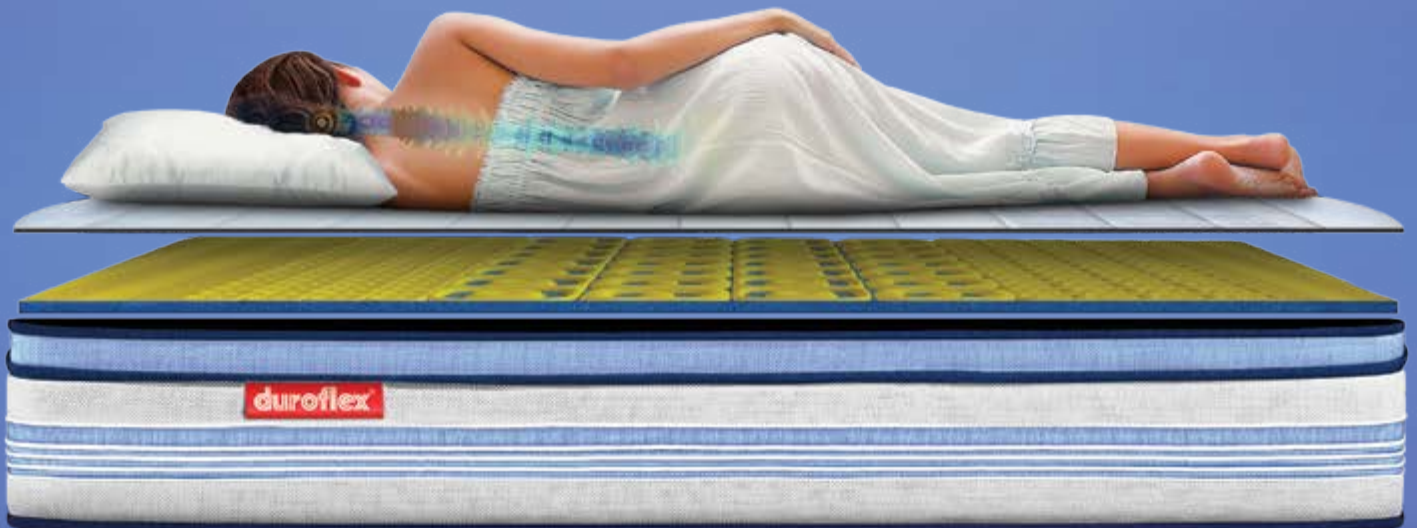
Wool: Let's now consider another option -Wool. It can be used in many different parts of mattresses– inside and out. You can have pillow tops filled with wool, coils wrapped with wool textiles, supportive wool filling in the bulk of the

duroflex

India's No.1 Doctor Recommended Orthopedic Mattress Range

Duroflex's Duropedic Range of Mattresses feature the exclusive 5 Zoned Orthopedic Support Layer which provides optimum back support and spinal alignment.

The exclusive 5 Zoned Orthopedic Support Layer is tested and recommended by renowned orthopedists in India and is recommended by the National Health Academy.



Follow Us @duroflexworld | www.duroflexworld.com



mattresses, in the mattress cover, and so on. Wool helps to naturally regulate body temperature, by effectively circulating air within the material.

However wool mattress some limitations. This mattress is not for those who like or prefer hard sleeping surface. It requires lot of maintenance every season. And some are allergic to wool.

And the preference for organic alternatives makes a good product strategy for mattress companies. Panchami Mistry, Associate Professor-Fashion Design Department, National Institute of Fashion Technology agrees that mattresses can start using organic materials. "Yes, it does matter as it reduces the use of poly-material or synthetic material which adds to the environmental carbon footprint. She cites how the medical industry uses coir mattresses, water beds, etc.; and explains the practical distinction in detail. *"Organic materials, when widely used provide sustainability to the environment and reduces stress on other resources for example, when hybrid cotton is grown in farms; it makes soil hard and cannot be used to grow other crops, this leads to a decline in the value of the soil. It also uses much more resources than organic cotton. Sustainability was an integral part of early life and this happened naturally, without*

The global eco fibres market was expected to touch USD 74.65 billion by 2020, registering a CAGR of 11.46 percent from 2015 to 2020. And India and China have been spotted as the two major economies for the eco fibres market. ASD also pegged that the global market for Bed and Bath Linen would exceed \$108.6 billion by 2025. It also noted that Egyptian cotton and silk are driving popularity over standard cotton and polyester varieties. There was a palpable growth in environmental awareness and increased interest in eco-friendly, green mattresses made from organic cotton and wool.

Source: ASD Reports

much efforts."

All that smells good is not rose

But even with organic materials, there are some caution areas and concerns.

What if wool is sourced by being reckless about animal welfare? What if the cotton that's inside a natural mattress is actually coming after going through pesticides? What if the Bamboo is harming a forest so that it can be stuffed inside a mattress?

There are other downsides too. Organic material in current market does come at a higher price point as there



is lesser demand for it, adds Panchami Mistry, Associate Professor-Fashion Design Department, National

Institute of Fashion Technology. *"But if the demand and supply for the same increase then the price shall become much more affordable for everyone. Talking of environmental effects, organic materials are better for the forests and animals as they do not create any negative impact and can easily degrade into soil post-use. Any synthetic material, when consumed by animals or buried into the earth will lead to issues of health for that entity and in long term causes many more issues."*

Hybrid Mattress as an alternative

Organic mattress is more compelling option for sure. Natural materials are emerging as a compelling trend. Whether one is making or consuming an apparently-natural mattress, one has to make sure that it is natural in the very essence and its domino effect over environment over a long horizon too. Just putting another label can help us with a tick in the box, but will it let us sleep without environmental-guilt – that's the new question now. And it's totally organic.



Global Organic Textile Standard (GOTS) certifies mattresses that are at least 70 percent made of organic natural materials and which don't contain flame retardants, phthalates, or other chemicals of concern. This Standard requires the latex to be at least 95 percent organic; it also sets limits on harmful chemicals.

In order to address this issue, mattress manufacturers are moving towards hybrid option. Hybrid mattresses are the combination of organic material and the convenience of foam and innerspring mattresses. Hybrid mattress is preferred because it provides the best comfort for every individual. Since each individual is unique and his sleep requirement also unique, Hybrid mattress can be customised easily as per the his/her requirement. Hybrid mattresses are considered as a value for money kind of product. Hybrid mattress contains eco-friendly materials that are seen as a healthy option for improving sleep health of every individual.

Hybrid mattresses use materials which are intended to provide comfort to the sleeper. As Sleep Foundation puts it, the comfort system of a hybrid can be made with numerous layers and combinations of materials. Pocketed micro-coils can be used for a coil-on-coil construction. Memory foam, polyfoam, latex, and textile fabrics can

all be employed as well. Hybrids can vary significantly, reflecting the enormous number of ways that a comfort system can be constructed. Most hybrids utilize more than one of these materials to generate a multi-faceted feel that can cushion the body without losing bounce or edge support from the underlying coils. Additionally, many hybrids are offered with a choice of firmness levels, letting customers elect the feel that best suits their preferences.

Every human is unique

The way sleep is essential for the human body, so is the sleeping surface. A right mattress can make all the difference between a sound sleep and a sleepless night. A good mattress offers a perfect balance of required comfort and support, keeping the natural spinal alignment and body posture in place, thus significantly enhancing the quality of Sleep.

The human beings are accustomed to sleep on a firm surface driven by the dogma that a firm surface ensures a perfect back support. However, the truth is that an ideal sleeping surface should be a perfect blend of comfort and support unique to every individual's body type and sleeping preferences.

The way Sleep is important for us, the mattress also plays an important role for better health. Since there is a lot of advancement in the mattresses, consumers can buy from a wide spectrum of customised products available in the market. However, they first need to understand their unique body type and

their personal preference of a sleeping surface in terms of firmness, touch and feel, colour, size, etc.

The relationship between mattress quality and sleep is almost directly proportional and both complement each other. Today's modern mattresses allow greater customization and personalization of experience based on customer requirements. Mattress companies are taking at most care while selecting materials that goes inside a mattress to make sure the customer gets the best and safe product. After all, mattress companies are in the mattress business to help people sleep better. **CT**

KEY TAKE-AWAYS

1. Organic material in current market does come at a higher price point as there is lesser demand for it
2. A hybrid mattress is preferred by most people because it features the unique combination of a pocket coil mattress spring and various types of memory foam for a mix of joint and back support for all sleeping positions. The variety of the two support systems helps create a unique support system.
3. One has to consider performance and limitations of organic mattress.
4. Hybrid mattresses are more preferred mattresses, because it is considered as safe for environment and also for humans. It promotes sleep health.



#phenko nahi recycle karo

In the pursuit to take care of the environment, ISPF and IPUA along with the Kabadiwala have taken the initiative of GREEN REVOLUTION that aims at recycling the used mattresses and not allowing them to go to the landfill, thus achieving maximum impact on environmental sustainability and pollution control

India's first mattress recycling campaign was launched in Bhopal recently. The campaign involves recycling the mattresses and simultaneously raising awareness about the need to dispose of old mattresses in a manner that they can be recycled.

Bhopal BMC Commissioner K.V.S Choudary, I.A.S along with BMC additional Commissioner MP Singh, and the President of Association of All Industries, Mandideep Rajeev Agrawal, inaugurated India's first ever Mattress recycling campaign, an initiative of the Indian Sleep Product Federation (ISPF), Indian Polyurethane Association (IPUA) and The Kabadiwala. Madanlal Gurjar, Vice President and Vijay Gaur, Secretary of Govindpura Industries Association also participated in the campaign and extended their full support.

In the pursuit to take care of the environment, ISPF and IPUA along with the Kabadiwala have taken the initiative of Green Revolution that aims at recycling the used mattresses and not allowing them to go to the landfill, thus to achieve maximum impact on environment sustainability and pollution control.

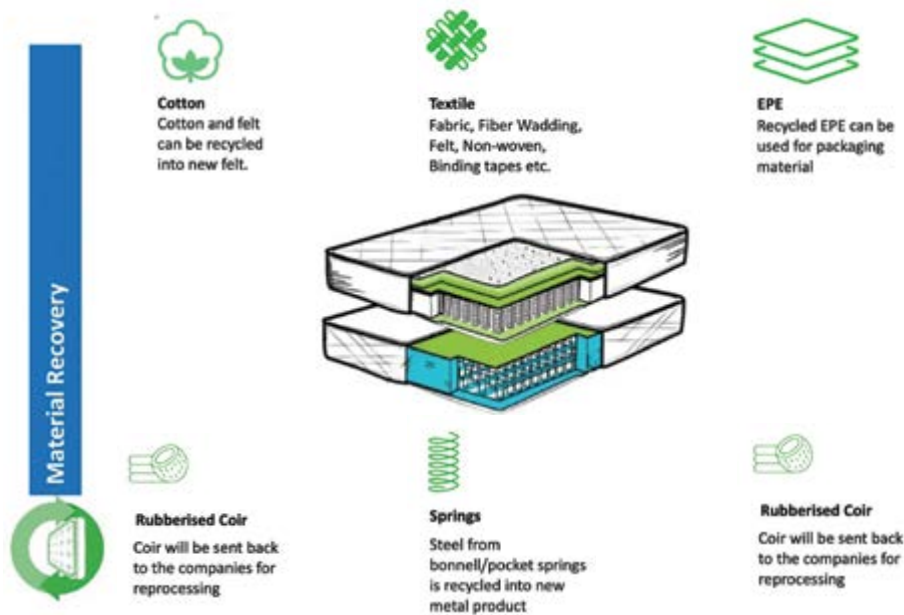
Under the campaign, the old mattress would be picked up from the consumer's doorstep as per their request on the Kabadiwala app/website or on call. Consumers will also get a discount redemption coupon as a token of appreciation towards their contribution for environment sustainability. They can redeem the coupon against any product from Mattress Circular Journey retail partners.

A mattress consists of a wide

variety of recyclable raw materials like Foam, cotton, coir, metal spring or rubber. These mattresses are however simply disposed of by households that eventually adds up to unsanitary landfills posing severe hazard to the environment as the Land becomes barren, soil loses fertility, landfills release harmful gases and pollutes the air, and thousands of animals die.

The used mattresses are highly recyclable (between 80-90 percent of each mattress by weight), and majority of components like steel and polyurethane have positive recyclable market value. So instead of throwing it out, one can consider recycling an old mattress – easily and affordably.

The initiative will promote the Indian mattress industry as a green industry. It will also help people to dispose of their



Mattress takes 80-120 years to decompose. It is a heavy burden on the environment. It is a path breaking initiative from ISPF and IPUA to save mother earth

mattresses in an eco-friendly manner, taking them towards a sustainable living. The participating dealers will be certified as a sustainable retail shop.

India's first Mattress recycling campaign under the guidance of ISPF and IPUA has started from Bhopal, which will significantly help in regulating mattress circular economy, in saving environment and natural resources.

The initiative will be highly supported by BMC for its huge success; *BMC appreciates such causes that fulfil the aim of missions like Swachh Bharat* says K.V.S. Choudary, BMC Commissioner.

How it Works?

It is a process that irons out all kinks and strives to achieve maximum positive impact. If the mattress is in a good condition- it is better to collect reusable mattress and give it to government hospitals or correction-cells so that it is used but not pushed back into the market as an unbranded product. It can also reach charity organisations. But if the mattress is half-used and condemned, what's best is to remove all raw materials and separate elements

like fabrics, PU Foam, metallic coils etc. Each of the items will be recycled in a separate process. Foam can be disinfected and converted into rebonded material. Hygiene can be rigorously protected. For totally worn-out or damaged products, the entities can opt for incineration.

This can be done in proper environments with stress on no wastage-left scenarios. It works for everyone For dealers, this is a great opportunity because they can woo customers with exchange offers (swap old for new), can create customer-awareness and excitement for new purchases, can help to curb pollution and carve a positive impression in the customer mind-space. All this will not cause any additional burden to the dealer as it is taken care of by the recycling team.

As to the consumer, well, who would not be happy to return the used mattress which would otherwise occupy a huge space in one's house? It removes the headaches of dumping and opens up the possibility of getting rewards or discounts from brands. This also helps



We are delighted to be part of India's first Mattress Recycling

Campaign as this is a great step towards supporting the circular economy system in India. The Kabadiwala has always worked towards reducing the waste going to Landfill by diverting it to the recycling industries. PhekoNahiRecycle Karo campaign is on the same line and is helping us explore possibilities where we can recover more recyclables from waste and at the same time help people get rid of old mattresses sustainably and conveniently. A good initiative towards a better future, the Mattress recycling program is the need of the hour. The only way forward for a better tomorrow is to recycle the recyclables. I urge people to dispose of used mattresses responsibly, says Anurag Asati, Co-founder, TheKabadiwala

to save cost of transport in many cases. Needless to say, the biggest benefit is that one gets the health factor of members at home.

To educate the dealers on this new initiative, ISPF and IPUA held a virtual dealer meet on July 9, 2021. About 20 dealers representing five brands took active participation. They were given the complete details and shared benefits for them and consumers as well. Dealers received several examples and were educated mainly on how customers will be benefitted from this.

Pilot Success

After a trial of 5 to 6 weeks this initiative got an encouraging response and the project would be scaled up to 100 dealers shortly. Similarly, the ISPF is planned to conduct a trial run with another agency at Hyderabad very soon. *"As the response is encouraging ISPF and IPUA would be glad take this forward with all enthusiasm"*, says S Sundaresan, Secretary, ISPF.



Mr. Rakesh Malhotra, Founder, LivPure

Technology is a bonus, and also an edge

When you enter an industry that is already dominated by legacy players, what happens when you bring one's technology strength in a good interplay with the sleep wellness proposition? Let's find out from **Mr. Rakesh Malhotra**, *Founder, LivPure*

Q You do not have retail presence, your mattress sales are completely online. Do you consider it as an advantage or disadvantage?

Livpure is an omni-channel brand. We started in 2013 as an offline brand. In 2017 we started to build towards omni-channel avenues. We started leveraging digital platforms. In 2020, we moved into direct-to-customer models with a proper team. We started with mattresses and slowly added rest of the product portfolio. We have an approx. 100 cr run-rate in direct-to-customer and about 100 cr annual rate in platforms, and 300 cr through non-digital channels. But it is rapidly growing to a point where this or the next financial year we could see 60 to 65 percent would be through digital growth. Ours is a truly omni-channel brand that way. LivPure is a new-age brand.

Q What about mattresses? Mattresses are something about we started in October 2020 and it has shown a significant presence in our platforms. These products are purely digital and not yet sold in retail market. But eventually, at some stage when we have a certain scale, we will take high-velocity products too in an offline model but in a different way. The ability of touch-and-feel would be there but integrated well with direct-to-

customer format.

Q What made you foray into this area?

LivPure is all about purity, health and wellness. Sleep is a big problem in the country's wellness space. If your vision is to make every Indian live well, sleep is a natural extension. We also have a strong technological capability that we want to integrate here. Mattress is a stepping stone towards intelligent wellness products.

Q What impact has the COVID-19 pandemic had specifically on customer behaviours?

Customers do not differentiate between an Amazon site and a shop. They expect brands to be available when they want to buy it. In some categories, the share of online sales is very high – like smartphones. In some categories – it is different. But, increasingly, the trend is that the customer wants to buy sitting at home. This was supposed to happen in five years but it has happened quickly due to the pandemic.

Q With marketers being greatly affected by the lockdown and economic slowdown, what do you see being the next step for the future of marketers and marketing?

There are two types of companies.

Those which see turmoil as a challenge. They conserve for another day. Then there are marketers that see this as an opportunity. They see when the set lines get shaken up. When something like a crisis happens, it creates a lot of opportunity for such marketers. Our marketing spend, as a brand, is doubling since last year. P&L is affected for one year but the brand has a long horizon. So you need to have a different perspective. Losing momentum is far more expensive than a P&L statement.

Q What is the USP of your mattresses?

The biggest factor in all our products – be it a mattress or a pillow – it is designed to bring some kind of solution. We are looking at smart products that can complement someone to sleep better.

Q What about the unorganised segment challenge? Can customers be brought into organised segment?

The affordability quotient has to be addressed. Tax avoidance can also be a factor. The shift is happening because customers are realising the value of trust and quality. This is, however, an age of super-specialisation. People would soon ask for mattresses based on a certain type of body type or back-condition, for instance. **CT**



Short and Long-term health consequences of sleep disruption

The effects of sleep disorders on the body are numerous. Despite the importance of sleep, up to 70 mn people in the US and around 45 mn people in Europe have a chronic sleep disorder that impacts daily functioning and health, says NCBI

One of the most common and easily treatable health problems is sleep loss and sleep disruption. Ever tried being productive after tossing and turning an entire night? Sleep thus plays a critical role in ensuring our smooth and productive functioning on a daily basis but is often neglected. For instance, recently Rudresh Patil* a long-haul truck driver had to be rescued on a national highway, after his vehicle turned turtle. The reason for the accident? Lack of sleep as the trucker had tried to push himself with inadequate sleep to meet a delivery deadline, thus leading to an error in judgement. Luckily no one was seriously injured in the accident, but that always is not the case.

There are obviously both short- and long-term consequences - if sleep disruption is not treated - both for the individual and the society at large. The unfortunate bit is that, even a significant section of medical professionals still

does not diagnose sleep disruption early enough, though that is fortunately changing fast. A number of scientific studies over the recent past have unearthed a series of medical problems which can be directly attributed to sleep disruption.

Amongst others, the National Centre for Biotechnology Information (NCBI) a prestigious scientific body in numerous research papers published on its website, points out, some of the most common medical conditions, which can be attributed to inadequate or disturbed sleep. These include memory issues, depression and anxiety, hypertension (blood pressure), weakened immunity, inability to think and concentrate (impairment of cognitive functions), Diabetes, Obesity, decreased fertility (low sex drive), heart attack and stroke, poor balance and coordination apart from other psychiatric disorders. Let us look at each of these challenges a little bit more in detail.

Weakened Immunity

When 39-year-old Sriranga Iyengar an start-up entrepreneur quit his cushy job to launch his own company, his family had a mix of trepidation as well as joy. They were worried about the loss of a regular high income which he used to get by working with a leading multi-national but at the same happy that he could finally chase his dream of building a small accounting SaaS (Software As a Service) company. What they did not expect though was that within nine months of starting his own company, that Sriranga would repeatedly fall ill and would complain of abdominal pain, bloating and occasionally diarrhea.

After numerous tests failed to diagnose what was the cause for what he was undergoing, finally a family friend advised him to take it easy. In order to build and market the seven-member start-up the entrepreneur was taking on so much stress and anxiety that Sriranga most days could hardly sleep a few hours. The friend also advised him to consult a sleep therapist. The Doctor found that the symptoms Sriranga was experiencing were due to weakened immunity caused by inadequate sleep.



Risk factors for sleep disruption are vast and involve a combination of biological, psychological, genetic, and social factors

Sriranga's health took a turn for the better ever since he got on board a co-founder who took on some of the tasks he was doing earlier, as well as infusing funds, which meant that he could now get a good night's rest. This he says has improved his condition remarkably. *"Cannot stress enough, how important 7-8 hours of proper sleep is for the body to recharge,"* he now avers.

Depression and Anxiety

It has now been scientifically established that Melatonin often dubbed as the sleep hormone plays a vital role in maintaining the body's sleep-wake cycle. 43-year-old Kalavathi who ran a saree retailing store in Chennai had never heard of Melatonin until recently. The single mother of two school aged children, went into a depression after she could not open her shop due to the Covid-19 pandemic related restrictions. After exhausting her meagre savings, Kalavathi became anxious on how she would support herself and her children.

Due to this she was hardly able to sleep. *"If I am not able to sell sarees which I source from the weavers, I don't make money and I have rent, food, online school fee, water, power and numerous other bills to pay. Anxious and depressed, I had become irritable and would often snap or beat my children for small reasons. Later on I would regret it and have a panic attack. While I would lay on my bed for hours, I could hardly catch a wink. I would get up feeling lethargic."*

After a physician examined her and prescribed a dietary supplement which had melatonin, Kalavathi says she is now able to function better as she now gets relatively sound sleep. Also now she has started a website as well as a telegram group through which she has been able to generate some sales. 'It is early days yet and mentally I am in a better place than before. But I never realised that lack of sleep could create so many problems.'

Hypertension and Diabetes

India is considered the diabetes capital of the world with a third of the global population suffering from this disease resident here. Both hypertension and diabetes come under the category of life style disease. A number of scientific studies have shown how the quantum of insulin produced in the body as well as processing of glucose is directly related



hormones which trigger ovulation might not be doing their job."

The doctor says that to have a satisfactory sex life, good sleep is thus a very important need.

Reduced cognitive functions

Our motor skills and ability to process information is fully functional only when one has had a good night's rest. Which is why authorities across the world say that never to drive or take any key decision when one is sleep-deprived. Some of the most serious accidents across the globe happens due to sleep disruption which cause our cognitive functions to take a hit. A senior highway patrol officer says that a large number of accidents happen things like balance and coordination at night times because several of the drivers would not have had adequate sleep.

If there is sleep disruption then our ability to make the right decision gets impaired as we experience fatigue, irritability, a kind of mental fog and inability to focus or concentrate. Even the most basic anatomical things like balance and coordination get reduced when we have had less sleep.

Our response time to events is also larger than usual. Sometimes the body might respond by taking involuntary microsleeps. This might lead to more errors of omission and commission.

Memory issues

Sleep is key for enabling our brains to retain memories. It is during sleep that our brains form connections that helps one to process and remember new information. So any kind of negative impact on sleeping patterns whether in terms of quantity or quality has a immediate bearig both on short and long term memory formation.

Number of controlled experiments have been carried out to scientifically show that there is greater retention of memory immediately after a experimental subject gets adequate sleep. The converse has also been found to be true from similar studies carried out where subjects experienced

to the number of hours that person sleeps. This is specially true in the case of Type 2 diabetes which is widely prevalent and can be addressed with changes in lifestyle including getting enough number of hours of shut-eye.

Similar experiments have been carried out on long-term sleep disruption leading to elevated levels of hypertension. Less than five hours of sleep on a daily basis for even a few days has shown results of increased blood pressure as a body coping mechanism. An associated and related risk has been observed that sleep disruption also can lead to greater risk of heart disease as higher levels of chemicals in the body leads to inflammation, which is an accentuating factor.

Decreased fertility and low-sex drive

Just like other facets of life, a healthy sex life is key to good physical and mental health. Dr Angana Chakraborty a sexpert says that it has been repeatedly observed that people who don't get adequate sleep have a lower libido or sex-drive. Particularly in the case of men this has been linked to lower production and consequent levels of testosterone being present.

Dr Chankraborty says that when couples reach out to her to discuss why they are unable to conceive, in a large

Short-term consequences of sleep disruption include increased stress responsivity; somatic problems; reduced quality of life (QoL); emotional distress; mood disorders and other mental health problems; cognition, memory, and performance deficits; and behavior problems in otherwise healthy individuals

number of cases, she diagnoses that at least one of the partners is not getting adequate quantity or quality of sleep. *"If you are wondering what has sleep got to do with libido, please remember that the same part of brain that controls our circadian rhythms also controls and regulates the release of reproductive hormones. In men disturbed sleep can lead to lower levels of testosterone and in the case of women the*

ENJOY UNDISTURBED SLEEP WITH NILKAMAL'S BODY ADJUSTING MATTRESS.

Choose from a wide range of foam mattresses.



For Trade Enquiries Contact: 1800-1219-115

Follow us on:     | nilkamalfurniture.com

Nilkamal[®] MATTREZZZ



Available in **Foam | Spring | Coir | Ortho**



memory issues if they were deprived of sleep.

Obesity and weight gain

Another cause of concern has been obesity which is linked to numerous diseases. It has been observed that test subjects whose sleep was disrupted gained weight. Scientists have explained that this is due to the fact that when people are sleep deprived the chemicals which signal to the brain that we are full is off-kilter. Those chemicals are produced by the body when we are asleep.

Which in reality means that the brain does not get the message that we have eaten according to our need and thus we over-eat leading to weight gain. Obesity is an epidemic which is sweeping large parts of the globe points out Dr Chakrobarty specially in the more developed parts of the world as they are the ones also experiencing the most sleep disruption.

Lack of sleep leads to greater production of a stress hormone called Cortisol. *“When we are stressed we tend to eat emotionally and this leads to poor nutritional habits. The stomach also produces another hormone called ghrelin. When a person is sleep deprived or their sleep is disrupted, excess amount of ghrelin is produced which makes them ever more hungrier, leading to a vicious cycle of over-eating,”* says Dr Chakrobarty. She also

says that insomnia and obesity are inter-linked and are causative factors which feed into one another.

Even some skin related problems like breaking out in rashes have been attributed to elevated levels of stress brought on by inadequate sleep.

Mood swings and psychiatric disorders

Sleep disruption leads an individual to become moody, irritable, emotional and quick-tempered. There can be violent mood swings if there is sustained periods of sleep disruption.

Some may even suffer from paranoia and hallucinations, with some medical professionals saying that long term effect of lack of sleep may lead to even schizophrenia.

While each of us react to sleep deficits in various ways and there is no single answer, it is increasing clear that there is some impact which may include some or all of the above mentioned symptoms being exhibited. Modern medicine has therefore taken a proactive approach in ensuring proper diagnosis of sleep related problems. Several of health related challenges from the relatively minor like a rash on the skin to life threatening ones can be effectively treated by addressing the root cause of the issue. **CT**

KEY TAKE-AWAYS

Good sleep does more than just rejuvenate and refresh us to face a fresh set of challenges on a daily basis. It keeps our mind sharp as well as helps in ensuring our physical fitness. It can also help us cure several diseases like heart attack, diabetes, stroke and others if implemented along with lifestyle changes. Instead of relying on short term fixes like caffeine, nicotine or alcohol, system and long term beneficial changes in sleep hygiene patterns can pay off big time for most individuals.

For this to happen adequate steps should be taken to enable and empower a better sleeping environment. The costs of not getting enough of those winks is too high and thus adequate amount of sleep for both children and adults must be a part of everybody's health routine.

*Note: Some of the names have been changed at the request of the individuals being quoted in the story.

“Anime, Tattoo and That Mattress Please”, – A Teen’s Binge-list

Teens are emerging as the major drivers for new mattress sales. What defines this market? Here is a glance at their influence on sales and their expectations from mattress players





When you look at some products from companies like WinkBed, The Allswell, Nectar Mattress, Layla Mattress, Brooklyn Bedding Signature, Zoma Sports Mattress, Bear Original, Satva, Awara, Birch-Helix, Puffy, Cocoon etc. you can see a pattern of sorts. Most of the new set of offerings are specially oriented towards needs like more cooling, support for side sleepers, sports players, more comfort and space.

Back home in India, too, we have seen SleepX with an interesting NotInMyBed campaign. There is also Nilkamal with a brand Doctor Dreams, targeted towards the millennial digital-savvy audience. And there is Duroflex catering to the comfort needs of millennials, with its Liveln mattress.

Clearly, players are eyeing for a nascent, but prolific market that is hitting new hormones recently. The India mattress market is expected to touch \$2.5 billion (Rs 18,300 crore) industry by 2022 (as per a report from RedSeer Management Consulting). Of which, the branded mattress market could easily command 37.5 percent of the market by 2022. Now teenagers are manifesting as a major segment that the branded category could lean towards. This trend has gathered force, depth and pace in

the recent times. Is it random or is there a strong undercurrent that marketers need to pay attention to?

The teens – A slippery rope to the top

Youth in the age bracket of 13 to 19 bring in a new power and clout to this industry. Their spending habits, lifestyle, health orientation and lifecycle value as a customer are very different, and attractive, when compared to other customer segments.

Brand Management Expert Gaurav Gulati explains the trajectory and reasons of this emerging segment's growth. "The adolescent market is growing to be a robust and significant consumer market all over the world. There was a time when teen buyers purchased items for personal use only. Their purchasing abilities were limited to products for personal use, such as clothing, accessories, gadgets, etc.

Teen shoppers

However, the coronavirus pandemic has altered adolescent purchasing habits. Teens are increasingly shopping for household items, including everything from mattresses to groceries."

The implications are strong too. "Teens are critical components of any marketing campaign. These teenagers

Signs, Peculiarities of Gen Z – and How it Translates into Bucks:

- Gen Z holds \$265.6B in collective spending power.
- Almost 48 percent are progressive on racial issues.
- About 47 percent are progressive on gender issues.
- 59 percent of Gen Z visit brands' websites via their smartphones.
- About 54 percent of Gen Z are actually willing to pay 10 percent more for sustainable goods.
- And 45 percent progressive on environmental issues.
- This segment supports brands that live their values and are extensions of who they are.
- The younger generation exhibits a mix of both old-school and new-school values — yes they are actually loyal, religious, and ambitious, and creative, adventurous, and unique.
- They cover 21 per cent of the US and each year their spending power grows.
- Total teen income has been estimated around \$95.7B, but their influence in spending power of family goes up to \$265.6B.
- They would also be joining the workforce, earning salaries soon. It would pay to communicate with and influence Gen Z now at an impressionable age.

Source: Gen Z Explorer Series by Refuel

are also trendsetters, an attribute that has been influenced by their increasing purchasing power. They have always had the power of their voice, but now they also have the power of their wallet. And they clearly know how and what they want to spend their money on."

Another aspect worth noting in his reckoning is that they are also highly technologically savvy. "They are at

ease with the latest gadgets and are aware of the most recent modes of communication available in the virtual world, such as social networking, blogs, and so on. Simply put, if brands genuinely want to cater to this market, they must develop youth-centric strategies."

They are also prominent as 'digital natives'. They constitute a major part of the Generation Z. It is quite consequential a category when you look at the staggeringly-huge purchasing power it wields – almost \$44 billion annually. Mind you, the Gen Z was estimated a considerably-large 2.56 billion population by 2020. Most of them owned smartphones (98 percent), learn about new products through social media (85 percent) and spend around 10 hours of screen time on devices each day – as per some latest figures. According to e-marketer too, the lockdown led to a significant uptick in the amount of time people were spending online daily. Not surprisingly, the highest leap was observed in the 18-to-24 age group - it saw a 53-minute increase from the start of the year (January) to full lockdown (April).

They are supposed to make up 40 percent of U.S. consumers when they grow up. But they have an attention span of 8 seconds and 51 percent of this population uses ad-blocking software. That means getting their attention pays, but it's not that easy.

In other words, their power is huge. But they are also hard to woo. They know a lot. They learn a lot every day, from their peers and digital communities. They are aware and concerned about issues like human rights, health and environmental responsibility.

Hard nut to crack? Or easy?

Their unique psychological and behavioural profile explains why marketers spend so much effort and bucks on innovative ways to approach teenagers:

1. Influencer marketing
2. Digital media vehicles instead of TV and billboards
3. Content-heavy marketing



Advertise or Hold – In a Crisis?

It is appropriate to advertise right now as Gen Z audience has expressed understanding that businesses need to survive right now, and that there are brands selling products and services that are genuinely helping them at this moment (e.g. fitness services).

Source: Adweek Gen Z survey

with free content, games, merchandise, immersive shopping and music-based approaches.

Like Burger King's online channel Diddy TV (with rapper P. Diddy) or webisodes called 'Instant Def' with the musical band 'Black Eyed Peas' that the Mars candy company used to promote Snickers bars to teens. Or like the 'White Cup' campaign by Starbucks. Brands have also used game-vertising in various ways as seen with campaigns from Coca-Cola, Pepsi, Mountain Dew, Gatorade, McDonald's, Burger King and KFC.

4. Tech-enabled shopping support

Turns out, the marketing strategy for teenagers would hinge a lot on creative and disruptive ideas. Ex-American Eagle, is a teen brand, found huge success with a virtual store on Snapchat. This was launched for the holiday season. In the first five weeks, the store generated more than 41 million impressions from customers. These people booked nearly \$2 million in sales, according to some analysts. There is also the instance of how Burger King introduced a virtual home on a social media platform. It gave away free episodes of the Fox shows '24,' 'Pinks,' and 'First Friend.' Similarly, other brands in many categories have started fiddling

Translate this for mattresses



Dr. Veena Tripathi, Associate Professor, Bharati Vidyapeeth's Institute of Management Studies & Research; and who has, incidentally, done an interesting thesis PH.D on the subject observes that both teenagers and tweens are a huge market opportunity for sure. "Their influence in family is growing. Their choices about colours, design etc. are also becoming strong due to their rising sense of independence at this age."

She explains that Teenage is a transition phase from childhood to



adulthood. In this transition phase for a healthy growth and development of teenagers, high quality sleep has the heightened importance. "Harmonious and forty winks stimulate the brain & physical development, temper, academic accomplishment and neutralize negative ramifications of young adults. A right mattress plays a very crucial role in establishing a healthy sleep routine. The traditionally-adult-oriented-industries need to consider all these parameters in designing and manufacturing mattresses for teenagers."

For a mattress player it can be hard to shake off the legacy of marketing and distributing products the old-school way. But if a brand wants to etch a special place in the minds of this special segment then it will have to think like them.

They may look fickle but they are not careless. They may have carefree attitudes about a lot of things but their brand loyalty, lifetime value and word-of-mouth/mouse's reach is quite significant. Hence, it is better to not just devise marketing strategies but also product innovations and designs around the needs of this young customer.

As Dr. Veena Tripathi, consultant and also author of the book titled 'Sovereign Marketing of Teenager's in Modern Era'; and she advises that teenagers should be approached with smart and cautious

It is better to not just devise marketing strategies but also product innovations and designs around the needs of these young customers. Marketers would need to devise more effective strategies for this because this age is very unpredictable

routes of direct marketing personal selling. "They are very sharp in capturing the 'they are trying to teach me' tone of marketing. They are strong-willed in their opinions so would prefer not to be preached to. Teenagers are also highly cautious for their comfort, cooling and being organic while going for mattress. This opens a platform to have an understating on teenager's decision making process."

She adds that Marketers need to demonstrate the consumer psychological and lifestyle characteristic approach in targeting teenagers as a segment. "Different sleeping positions

and teenagers grow taller by day must be considered as major two factors while targeting this segment. The different sleeping positions could be back sleeper, side sleeper, stomach sleeper and several sitting positions such as cross leg, back support to spine play a major role in buying the mattress for teenagers. In developing countries, majority of consumer are price-oriented. While there are variety of options in quality of mattresses, marketers need to focus on promoting customized mattress to consumers. Marketers need to consider the mattress as an emotional support to attract young adults."



Brand Management expert Gaurav Gulati recommends why marketers must alter their strategies to target

teen buyers as well. "Marketers would need to devise more effective strategies for this. Failure to do so would result in a significant loss of a larger market in the economy. And the reason is simple: this age group is risk-taking and willing to try anything. If brands do not develop youth-centric strategies, they will abandon those brands."

Whether they are studying, Netflix-and-chilling or dreaming about changing the world – teenagers are doing it on a mattress. It better fit them. Coz the only thing sure about this age is that it is very-very unpredictable. And can turn any side. **CT**



Mr. Alok Goyal, Managing Director, BDG Polysteel Ltd

AFFORDABILITY- Indian industry's turning point

Indian market has not one but many income segments and, hence, many customer expectations and product opportunities.

Mr. Alok Goyal, *Managing Director, BDG Polysteel Ltd.*, who has been leading the brand COMFEX, explains this white space from various angles

Q Was it a plus point or a challenge to enter a market already ruled by legacy players?

The challenge was present and it only helps a new entrant to make the product more interesting. Our economical advantage was strong.

Other manufacturers were focusing on high income groups. But we noticed the volumes in low income segments. Things are changing fast in India.

Now we see other brands that have started to appreciate other material alternatives but initially there was some resistance. New product applications take time to develop.

Q Is this demand for modular options going up after the Covid and work-from-home (WFH) shift?

Well, during last few months, people have begun to use mattresses not just for sleeping, it is been used by the entire family to spend time together. It has become the epicentre of the entire house, where memories are made around the same.

We are working on technology and designs for better air circulation, cushioning and resilience as well. As to WFH needs, I am not sure if people

would want to stay at home as the crisis eases out. The stay-at-home part was a compulsion for many and not a choice. People want to step out. They feel fresh when they do that. But the industry will keep adapting with innovations.

Q You have preserved the emphasis on hand-crafted solutions and at the same time you take pride in the latest engineering excellence? Is it a tough balance to strike?

Yes, we also have a hand curated mattress for the masses, with latest tools and jigs we are able to address the huge volume. This increasing demand has also pushed us to develop machineries for the same, which we will import soon. The idea is to keep the essence of hand craft and also catch up with the demand.

Q How important are collaborations and technology innovations for this industry?

In India, population is a big factor. Very soon, we would see more volumes driving the market in the low-price and economical category of mattresses. The scale is going to explode soon.

The low-income category, although not addressed by many players, is a large customer base in India. To capture it well, we would need automation. We

need technology at other areas like marketing and distribution as well.

Just look at the automotive industry, and how India is now at par with global majors. We still do not have the same triggers for automation in mattress industry yet but I think these triggers will happen soon.

Q Anything exciting coming out next?

With a price hike in almost all industries like steel, chemicals etc., the basic mattress price can go up. A low-density and economical option will, hence, surely attract a lot of R&D from many sections of the industry.

We are working on new solutions, new product applications and designs. Each of our three units of manufacturing is working on something. We will come out with something shortly.

Q Tell us something about your brand Comfex?

We have a commodity product that has multiple applications beyond mattress industry – like automotive industry uses and more.

We are planning to expand and create a pan-India presence and strengthen our manufacturing footprint. **CT**

Over 1000 retailers took part in ISPF-RPCP program in one year

Despite COVID-19 restrictions, ISPF took up this program to make it grand success and aims to extend this program to 1500 retailers in the next few months

Businesses have spent much of the past twelve months scrambling to adapt to extraordinary circumstances. Despite hardship and uncertainties, ISPF, India's mattress industry torchbearer, tirelessly worked to reconfigure mattress retailers and their operations with its retail certification training program.

The success of any business depends on training and development of staff. ISPF understands the significance of Consumer's Retail Experience and Customer Service. The way Sleep is important for consumers, the mattress also plays an important role for better health. In the last 12 months, ISPF has conducted 17 such Retail Partner Certification Program (ISPF- RPCP) at various centers like Bangalore, Hyderabad, Mumbai, Chennai etc. ISPF's Retail Partner Certification Program are aimed at enhancing Retail Partner's skills on Product Presentation, Product Knowledge and Customer Service.

Since there is a lot of advancement in the mattresses, consumers can buy from a wide spectrum of customised products available in the market. Although Indian consumers have now started understanding the importance of a sound sleep and are actively involved at the time of mattress purchase, they are still not aware of the importance of mattress as an ideal sleeping surface. With the above insight, ISPF firmly believes that Retailers should first sell sleep before selling mattresses for enhancing the consumer buying experience.

During the Pandemic, Virtual Webinars were conducted and almost 1000 Retail Partners attended ISPF-RPCP sessions. This initiative of ISPF has received an excellent response. The main objective of ISPF through this ISPF- RPCP is to increase consumer awareness on the importance of mattresses in Quality of Sleep.

ISPF has engaged with a Professional Training Company with focus on "Selling Sleep" for Retail Certification Program. ISPF has identified several topics for the Retail Partner Certification program. Topics will Focus on consumer benefits, Display of Products, Handling of Customers, Understanding Customer needs, Educating the Customer on 'SLEEP HYGIENE', Ability to convert all foot falls into sales, Ability to handle Complaints and advice carefully to keep customers satisfied, To understand Digital Marketing, Ability to apply digital marketing from their sales outlets, and Promotion of new and tech advanced products.

"While introducing and presenting any product, especially the premium ones, we advise our Retail Partners to focus on three essential aspects of product presentation to consumers: Product Features, Product Advantages and Product Benefits. It is a must that the Retailer should have a thorough knowledge and understanding about the products specifications and its benefits for the consumers so that they confidently guide the consumer on the aforesaid three significant points, which are one of the important pillars of a sales pitch that support to get the deal closed." Says Mr. S. Sundaresan, Secretary ISPF.




"The Retail partner certificate program conducted by ISPF was excellent, and I could learn market trend and the impact of covid -19 in retail and how customer thinking has changed and how the sleep is important for health," says Mr. Krishna Reddy, a retailer from Hyderabad. *"This program has given me more tools to better identify opportunities to sell mattress. The program was very much helpful to my business where I was worked on improving some key elements such as hygiene and safety maintenance in the showroom,"* he added.



"The Program was very informative and a great learning experience about the mattress industry," says Mr. Manish Gandhi, Radha Govind Furnishings, Jaipur. Another retailer Mr. Arihant Patawari from Patawari Enterprises said *"I am satisfied with the program. It was a very good and well designed program. I have gained a lot of practical knowledge from it."*



After seeing encouraging response from this initiative, ISPF is all set to conduct Virtual ISPF- RPCP in the following cities: Bangalore, Mysore, Chennai, Madurai, Ernakulam, Coimbatore, Hyderabad, Vijayawada, Visakhapatnam, Jabalpur, Mumbai, Goa, Nagpur, Pune, Ahmedabad, Vadodara, Chandigarh, Udaipur, Jaipur, Jodhpur, Lucknow, Varanasi, Delhi, Bhopal, Patna, Indore, Bhubaneswar, Guwahati, Kolkata and Trivandrum. All these program will start in August 2021 and will go till March 2022. In the short time, over 1000 Retail partners took participation in this Certification program. ISPF expects active participation of more than 1500 Retail Partners through the above sessions. 

Stats for Shuteye

7: Minimum hours of sleep you need to not be “sleep deprived”

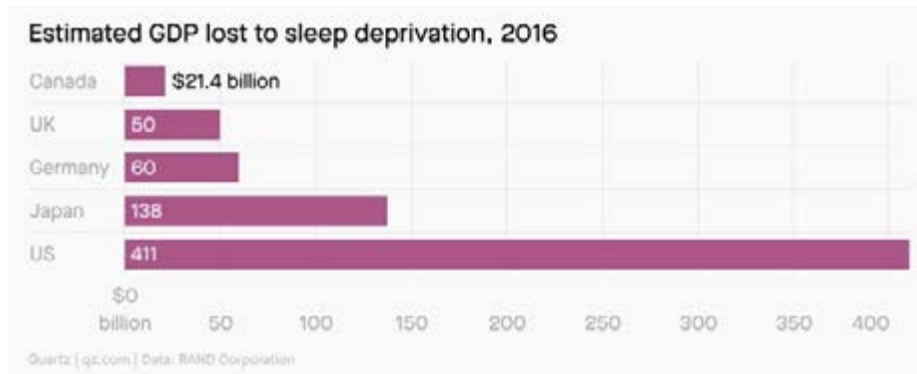
\$680 billion: GDP lost to sleep deprivation each year in the US, Canada, UK, Germany, and Japan, according to a 2016 study

\$78.7 billion: Size of the global sleep aid market in 2019

\$6.20: The price per hour of a pod in one of South Korea’s nap cafés

(including a drink) RAND researchers calculated that people who sleep six to seven hours a night lose 1.5 percent of their productive time compared to those who sleep seven to nine hours. Multiply that across the American workforce and “this adds up to the loss of 1.23 million working days.”

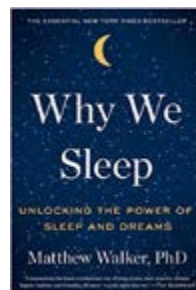
Source: Quartz.com



Book To Read

A New York Times bestseller and international sensation, this “stimulating and important book” (Financial Times) is a fascinating dive into the purpose and power of slumber. Sleep is one of the most important but least understood aspects of our life, wellness, and longevity. Until very recently, science had no answer to the question of why we sleep, or what good it served, or why we suffer such devastating health consequences when we don’t sleep. Compared to the other basic drives in life—eating, drinking, and reproducing—the purpose of sleep remained elusive.

An explosion of scientific discoveries in the last twenty years has shed new light on this fundamental aspect of our lives. Now, preeminent neuroscientist and sleep expert Matthew Walker gives us a new understanding of the vital importance of sleep and dreaming. Within the brain, sleep enriches our ability to learn, memorize, and make logical decisions. It recalibrates our emotions, restocks our immune system, fine-tunes our metabolism,



and regulates our appetite. Dreaming mollifies painful memories and creates a virtual reality space in which the brain melds past and present knowledge to inspire creativity.

Walker answers important questions about sleep: how do caffeine and alcohol affect sleep? What really happens during REM sleep? Why do our sleep patterns change across a lifetime? How do common sleep aids affect us and can they do long-term damage? Charting cutting-edge scientific breakthroughs, and synthesizing decades of research and clinical practice, Walker explains how we can harness sleep to improve learning, mood, and energy levels; regulate hormones; prevent cancer, Alzheimer’s, and diabetes; slow the effects of aging; increase longevity; enhance the education and lifespan of our children, and boost the efficiency, success, and productivity of our businesses. Clear-eyed, fascinating, and accessible, *Why We Sleep* is a crucial and illuminating book.

Source: Amazon

Why sleep is important

Sleep is essential for a person’s health and wellbeing, according to the National Sleep Foundation (NSF). Yet millions of people do not get enough sleep and many suffer from lack of sleep. For example, surveys conducted by the NSF (1999-2004) reveal that at least 40 million Americans suffer from over 70 different sleep disorders and 60 percent of adults report having sleep problems a few nights a week or more. Most of those with these problems go undiagnosed and untreated. In addition, more than 40 percent of adults experience daytime sleepiness severe enough to interfere with their daily activities at least a few days each month — with 20 percent reporting problem sleepiness a few days a week or more. Furthermore, 69 percent of children experience one or more sleep problems a few nights or more during a week.

Source: American Psychological Association

How firm should my mattress be?

What about firmness of a mattress? In a survey of orthopedic surgeons, 95 percent believed that mattresses played a role in the management of low back pain, and 76 percent recommended a firm mattress. So I was right in recommending a firm mattress. Researchers at the Biomechanics Institute of Valencia, Spain, looked at firmness as well. They found that “objective firmness”—as estimated from test load/deflection, as well as “average pressure,” as measured using a mannequin—correlated positively with increments in perceived firmness. They also found that objective firmness and average pressure were associated with overall comfort and with reductions in difficulty in rolling. Finally, they found that people with a higher body mass index (obese individuals) tended to be more sensitive to changes in objective firmness.

Source: Practo

Interesting facts about Sleep and Dream

Everybody dreams

Researchers have found that people usually have several dreams each night, each one typically lasting for between five to 20 minutes. During a typical lifetime, people spend an average of six years dreaming.

Most dreams are forgotten

As much as 95 percent of all dreams are quickly forgotten shortly after waking. According to one theory about why dreams are so difficult to remember, the changes in the brain that occur during sleep do not support the information processing and storage needed for memory formation to take place.

Not all dreams are in colour

While most people report dreaming in color, roughly 12 percent of people claim to only dream in black and white. In studies where dreamers have been awakened and asked to select colors from a chart that match those in their dreams, soft pastel colors are those most frequently chosen.

Men and Women dream differently

Researchers have found some differences between men and women when it comes to the content of their dreams.

Animals probably dream

Animals might not experience dreams in the same way as humans, however. In other words, they may not wake up, remember images, and attach a storyline to it.

You can control your dreams

A lucid dream is one in which you are aware that you are dreaming even though you're still asleep. Lucid dreaming is thought to be a combination state of both consciousness and REM sleep, during which you can often direct or control the dream content.

Negative dreams are more common

The most common emotion experienced in dreams is anxiety, and negative emotions, in general, are much more common than positive ones.

Blind people may dream visually

In one study of people who have been blind since birth, researchers found that they still seemed to experience visual imagery in their dreams, and they also had eye movements that correlated to visual dream recall.

Some dreams are universal

While dreams are often heavily influenced by our personal experiences, researchers have found that certain dream themes are very common across different cultures. For example, people from all over the world frequently dream about being chased, being attacked, or falling.



Courtesy: <https://www.verywellmind.com/>

Kromatiks...



The Colour People.



KROMATIKS

KROMATIKS & INSULANTS PVT. LTD.

D-6 & D-8, Industrial Estate, Mogappair West, Chennai 600 037

Tel: +91 44 2624 3432 / 2624 7697 / 2624 8693

Fax: +91 44 2635 9220

E-mail: comm@kromatiks.com; kromexpo@kromatiks.com

www.kromatiks.com

JUST COLOURS.

3D FULLPACK

3D FULLY AUTOMATIC
MATTRESS ROLL PACKING
MACHINE



THIS INNOVATION
PACKS PERFECT MATTRESS

M2500+

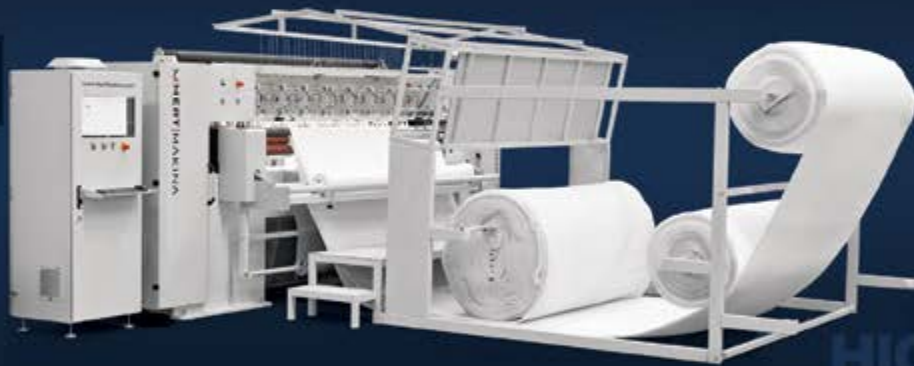
AUTOMATIC
HOTMELT
GLUE LINE



THE HIGHEST
LEVEL OF GLUING SYSTEM

M-1200

MULTI NEEDLE
CHAIN STITCH
QUILTING MACHINE



HIGH SPEED
QUILTING MACHINE

MERTMAKINA
Mattress Production Machinery

www.mertmakina.com



Saan Global Ltd.
Your Chemical Specialist

+91.120.2400227 / +91.8588828953

✉ amitsehgal@saanglobal.com / pallavi.asthana@saanglobal.com

🌐 www.saanglobal.com