



Elevate Ultra
General Retail A Range

Contents

Elevate Ultra Collection

Imagery Guidance

Brand Description and USP's

Website Banners

Social Media Content

Image links



Here at Sealy we put our heart and soul
into every mattress we make.

With passion in our hearts, we represent
generations past and present, decades of know
how, and a love for crafting a wonderful nights
sleep; married with the dedication to research
and innovation, and the science that sits firmly
in our souls.

The Heart & Soul of Sleep

Elevate Ultra Collection

What innovation truly feels like.



RANGE OVERVIEW

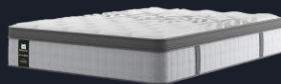
Elevate Ultra Collection

Bursting with perfected sleep technology, the Sealy Posturepedic Elevate Ultra collection offers a wonderfully refreshing, all encompassing sleep. Featuring the unique and patented AlignSupport® springs, to provide support like no other. Together with our precisely engineered UniCased® XT edge support and MemorySense® ComfortCore®, the mattresses in this collection promise unrivalled support, comfort and durability each and every time you slip, slide, jump or back flip into bed.

Mattresses in the range:



Saxby Luxury Plush



Turing Plush



Hawking Medium



Franklin Firm



Priestly Extra Firm

Elevate Ultra Collection

Range features & icons:



AlignSupport® Coil

The unique geometry senses the body as it meets the mattress, providing an initial response. The body of the coil then responds, creating natural skeletal alignment and providing correct support for a deep and rejuvenating sleep.



UniCased® XT

Intertwines with the coils for enhanced stability and an extended sleep surface, while unique air channels deliver a more durable, responsive seating edge.



FlexKey™

Intertwines with the coils for greater stability, extending the sleep surface whilst compatible with adjustable bases.



BasePlank

An integral foundation that underpins the entire mattress and works with the AlignSupport® Coil to provide dependable durability.



MemorySense® ComfortCore®

Positioned in the centre third to conform to the lumbar for added pressure relief in the hips and lower back.



Premium Comfort Layers

Offering the sumptuous, conforming comfort



SmarTex®

Designed to draw away moisture to cool and regulate the sleep climate.



ProShield®

Keeps allergens at bay for a clean and fresh night's rest. Endorsed by Allergy UK.



Made to be trustworthy, resilient and dependable night after night with a **7 year guarantee**

Overview

	Saxby Luxury Plush	Turing Plush	Hawking Medium	Franklin Firm	Priestly Extra Firm
Support System	AlignSupport® Coil UniCased® XT / FlexKey™ BasePlank	AlignSupport® Coil UniCased® XT / FlexKey™ BasePlank	AlignSupport® Coil UniCased® XT / FlexKey™ BasePlank	AlignSupport® Coil UniCased® XT / FlexKey™ BasePlank	AlignSupport® Coil UniCased® XT / FlexKey™ BasePlank
Comfort Filling	MemorySense® ComfortCore® Geltex® InfiniLux™ Medium Foam x2	MemorySense® ComfortCore® Geltex® Medium Foam	MemorySense® ComfortCore® Geltex® Medium Foam	MemorySense® ComfortCore® Geltex® Firm Foam	MemorySense® ComfortCore® Geltex® Extra Firm Foam x2
Construction	Deep Eurotop	Deep Eurotop	Quilted Eurotop	Quilted	Quilted
Firmness Rating	Luxury Plush	Plush	Medium	Firm	Extra Firm
Mattress Depth	34cm	33cm	30cm	30cm	29cm

PRODUCT IMAGES

Saxby Luxury Plush



PRODUCT SPECIFICATION

Saxby Luxury Plush



SmarTex®

SmarTex® fabric draws away moisture to keep you cool and regulate your sleep climate.



ProShield®

ProShield® treatment keeps allergens at bay and offers a clean and fresh night's sleep.



InfiniLux™ Comfort layer

A premium foam that offers the perfect combination of durability and sumptuous comfort.



MemorySense® ComfortCore®

The MemorySense® ComfortCore® sits in the centre third of the mattress for added pressure relief.



Gel-infused Comfort Layer

A gel-infused comfort layer that offers pressure relief to the areas of your body that need it most. It also offers breathability in abundance.



Double Layer of Medium Foam

A high quality and durable foam, available in soft, medium and firm feels.



AlignSupport® Coil

The Sealy Posturepedic patented, AlignSupport® Coil is twice tempered for an initial response and deep down support.



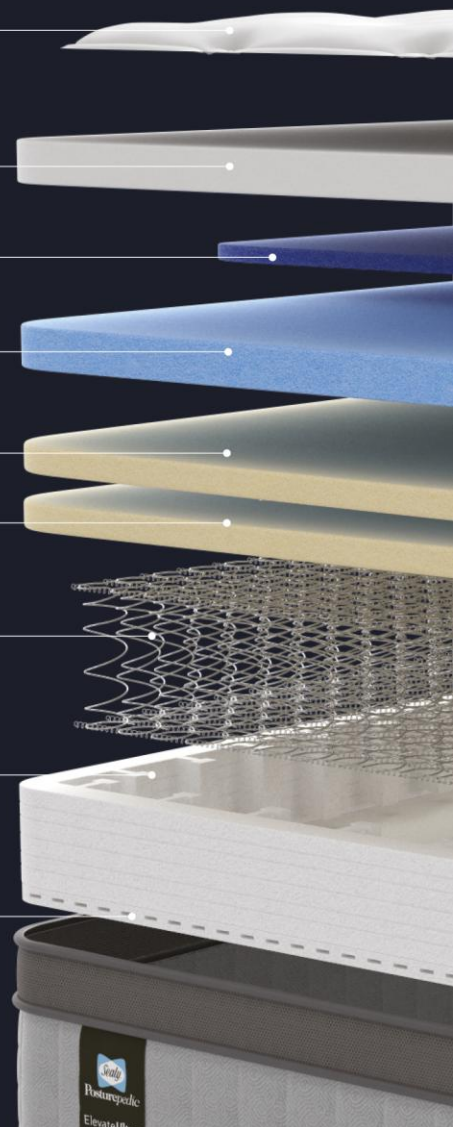
UniCased® XT

UniCased® XT offers all of the benefits of UniCased® with the addition of unique air channels to provide a more durable, responsive edge.



BasePlank

An integral foundation that underpins the entire mattress and works with the AlignSupport® Coil to provide true support.



PRODUCT DESCRIPTION

Saxby Luxury Plush

Product Description

Saxby Luxury Plush is the plushest feel in the Elevate Ultra Collection. Designed to deliver a grounded sleep experience, Saxby combines smart sleep technology with tailored comfort layers to deliver deep, consistent support that adapts to you. Every element is designed to work in harmony, helping the mattress respond precisely to your body's needs for a more restorative night's sleep.

At Sealy, our uniquely designed and tested technology is at the very heart and soul of what we do. That's why we devote so much time, craft and research into our proprietary springs. AlignSupport® is a sense and respond spring system. How does it work? It starts by sensing your shape as your body relaxes into the mattress. The unique geometry of the spring then follows up with deep down, consistent support that you can count on year after restful year. Intelligent, responsive and adaptive- whoever you are and however you sleep, there's only one AlignSupport® spring.

Our patented UniCased® XT edge support provides a feel like to no other, offering a number of sleep benefits. UniCased® XT runs along the outside of the spring unit with keys that lock into place. This prevents any lateral movement and allows you to sleep right up to the very edge. The coil-inspired air channels provide a more responsive feel and offer added breathability. It also creates a secure seating edge, perfect for putting your slippers on and our personal favourite, making it easier to hop into bed.

And UniCased® XT is not the only one with air channels, BasePlank is engineered to allow air to move throughout the body of the mattress whilst providing structure to the mattress that withstands the test of time. Saxby comfort layers are rich and responsive. Starting with a MemorySense® ComfortCore® placed in the centre third of the mattress to target your hips and lower back for the ultimate pressure relief. Followed by our very own InfiniLux® - a luxe, premium foam that offers resilience and sumptuous comfort. And that's not all, layer of gel-infused foam and double layers of Sealy Medium foam completes the comfort stack, providing breathability to keep you cool as you drift off into a deep sleep.

Finished with a beautifully quilted top and wrapped in a luxurious, soft-touch fabric for added comfort and elegance. Saxby Luxury Plush is woven with SmarTex® to regulate temperature and ProShield® to protect against allergens, ensuring a cooler, cleaner night's sleep. Four vertical handles offer ease of movement; extended depth adds visual impact and a sense of grandeur to any sleep space.

Handmade in Britain and backed by Sealy's 7-year guarantee, Saxby Luxury Plush is more than a mattress, it's a sanctuary of softness, a celebration of craftsmanship, and a premium sleep experience elevated to new heights.

PRODUCT IMAGES

Turing Plush



PRODUCT SPECIFICATION

Turing Plush



SmartTex®

SmartTex® fabric draws away moisture to keep you cool and regulate your sleep climate.



ProShield®

ProShield® treatment keeps allergens at bay and offers a clean and fresh night's sleep.



Memory Sense® ComfortCore®

The MemorySense® ComfortCore® sits in the centre third of the mattress for added pressure relief.



Gel-infused Comfort Layer

A gel-infused comfort layer that offers pressure relief to the areas of your body that need it most. It also offers breathability in abundance.



Medium Foam

A high quality and durable foam, available in soft, medium and firm feels.



AlignSupport® Coil

The Sealy Posturepedic patented, AlignSupport® Coil is twice tempered for an initial response and deep down support.



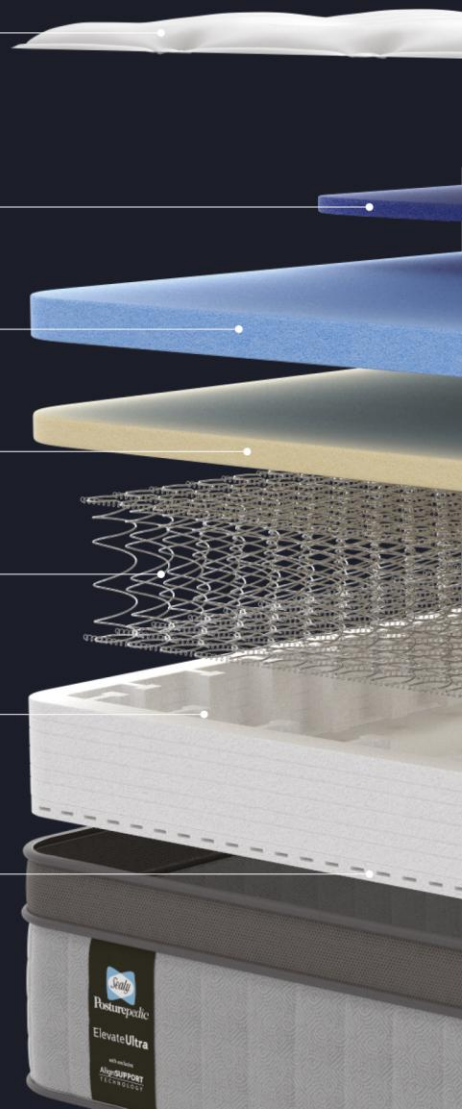
UniCased® XT

UniCased® XT offers all of the benefits of Unicased® with the addition of unique air channels to provide a more durable, responsive edge.



BasePlank

An integral foundation that underpins the entire mattress and works with the AlignSupport® Coil to provide true support.



PRODUCT DESCRIPTION

Turing Plush

Product Description

The Turing Plush offers a sumptuously plush feel night after night.. Combining Sealy's patented AlignSupport® spring technology with world-class edge support and comfort layers that really make a difference, you can count on the Turing Plush to deliver dependable support, true comfort and genuine durability.

Sealy's uniquely designed and tested technology is at the very heart and soul of what we do. That's why we devote so much time, craft and research into our proprietary springs. AlignSupport® is a sense and respond spring system, which starts by sensing your shape as your body relaxes into the mattress. The unique geometry of the spring then follows up with deep down, consistent support that you can count on year after restful year. Intelligent, responsive and adaptive - whoever you are and however you sleep, there's only one AlignSupport® spring. You can sleep soundly knowing that the spring unit is also twice tempered which means it's twice as strong and durable.

UniCased® XT works in unison with Sealy's patented spring system, encompassing the entire edge to create greater stability and allow you to sleep right up to the very edge. The coil-inspired air channels also offer greater breathability and a feel like no other. Strong and resilient, UniCased® XT is supported by BasePlank. Like anything in life, we all need firm foundations and the Sealy Posturepedic BasePlank, is exactly that... It's an integral piece of the puzzle that underpins the entire mattress, working with the AlignSupport™ spring system to provide true support.

Packed with premium comfort layer after layer, the Turing Plush has it all. First, Sealy's MemorySense® ComfortCore® placed in the centre third of the mattress targets your hips and lower back for the ultimate pressure relief. Together with the gel-infused comfort layer, it offers pressure relief to the areas of your body that need it most. The Gel layer also offers breathability in abundance, allowing air to circulate through the mattress easily and regulating your temperature as you sleep. Topped with a deep layer of Sealy Medium foam for a sumptuous feel.

Not only should your mattress feel good but it should look good too. The textiles have been expertly designed and selected to stand out, complete with SmarTex® and ProShield® for a clean and comfortable night's rest. SmarTex® is designed to wick away moisture to regulate your sleep climate, whilst ProShield® keeps allergens at bay.

Last and by no means least, exclusive to the Elevate Ultra collection, the Turing Plush incorporates a breathable air mesh border, allowing air to circulate through the mattress freely.

At Sealy, it's our mission to create mattresses that last and that's why all Sealy Posturepedic mattresses come with a 7 year guarantee. Handmade right here in Britain.

PRODUCT IMAGES

Hawking Medium



PRODUCT SPECIFICATION

Hawking Medium



SmarTex®

SmarTex® fabric draws away moisture to keep you cool and regulate your sleep climate.



ProShield®

ProShield® treatment keeps allergens at bay and offers a clean and fresh night's sleep.



Memory Sense® ComfortCore®

The MemorySense® ComfortCore® sits in the centre third of the mattress for added pressure relief.



Gel-infused Comfort Layer

A gel-infused comfort layer that offers pressure relief to the areas of your body that need it most. It also offers breathability in abundance.



Medium Foam

A high quality and durable foam, available in soft, medium and firm feels.



AlignSupport® Coil

The Sealy Posturepedic patented, AlignSupport® Coil is twice tempered for an initial response and deep down support.



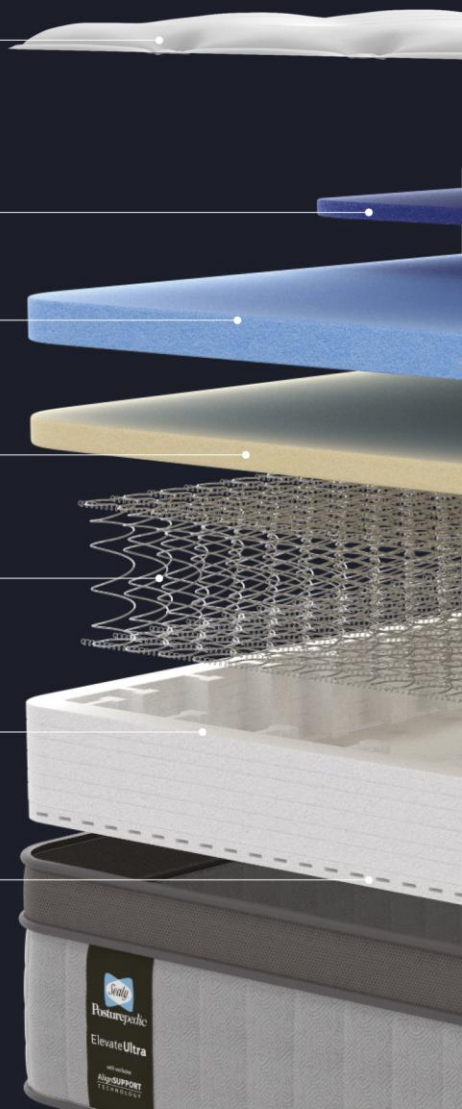
UniCased® XT

UniCased® XT offers all of the benefits of Unicased® with the addition of unique air channels to provide a more durable, responsive edge.



BasePlank

An integral foundation that underpins the entire mattress and works with the AlignSupport® Coil to provide true support.



PRODUCT DESCRIPTION

Hawking Medium

Product Description

Not too firm, not too soft, the Hawking Medium is a popular choice for those who like a little something in-between.

Developed and engineered by our Sealy experts, the AlignSupport® spring system is the heart and soul of the mattress. It's not only designed to deliver unrivalled support, it underpins the comfort layers and enhances the durability that every sleeper deserves. Our AlignSupport® has been carefully constructed and evolved over time to be a two stage spring. First, it senses your individual shape as you rest into the mattress, followed by an instant response that applies deep-down, consistent support. Also, you can sleep soundly knowing that the spring unit is twice tempered which means it's twice as strong and durable- impressive, we know.

UniCased® XT works in unison with Sealy's patented spring system, encompassing the entire edge to create greater stability and allow you to sleep right up to the very edge. The coil-inspired air channels also offer greater breathability and a feel like no other. Strong and resilient, UniCased® XT is supported by BasePlank. Like anything in life, we all need firm foundations and the Sealy Posturepedic BasePlank, is exactly that... It's an integral piece of the puzzle that underpins the entire mattress, working with the AlignSupport® spring system to provide true support.

The MemorySense® ComfortCore®, placed in the centre third of the mattress, targets the heaviest parts of your body such as your hips and lower back. Together with the gel-infused comfort layer, it offers pressure relief to the areas of your body that need it most. The Gel layer also offers breathability in abundance, allowing air to circulate through the mattress easily and regulating your temperature as you sleep. Topped with a deep layer of Sealy Medium foam for a medium feel.

Not only should your mattress feel good but it should look good too. The textiles have been expertly designed and selected to stand out, complete with SmarTex® and ProShield® for a clean and comfortable night's rest. SmarTex® is designed to wick away moisture to regulate your sleep climate, whilst ProShield® keeps allergens at bay.

Last and by no means least, exclusive to the Elevate Ultra collection, the Hawking Medium incorporates a breathable air mesh border, allowing air to circulate through the mattress freely.

At Sealy, it's our mission to create mattresses that last and that's why all Sealy Posturepedic mattresses come with a 7 year guarantee. Handmade right here in Britain.

PRODUCT IMAGES

Franklin Firm



PRODUCT SPECIFICATION

Franklin Firm



SmarTex®

SmarTex® fabric draws away moisture to keep you cool and regulate your sleep climate.



ProShield®

ProShield® treatment keeps allergens at bay and offers a clean and fresh night's sleep.



Memory Sense® ComfortCore®

The MemorySense® ComfortCore® sits in the centre third of the mattress for added pressure relief.



Gel-infused Comfort Layer

A gel-infused comfort layer that offers pressure relief to the areas of your body that need it most. It also offers breathability in abundance.



Firm Foam

A high quality and durable foam, available in soft, medium and firm feels.



AlignSupport® Coil

The Sealy Posturepedic patented, AlignSupport® Coil is twice tempered for an initial response and deep down support.



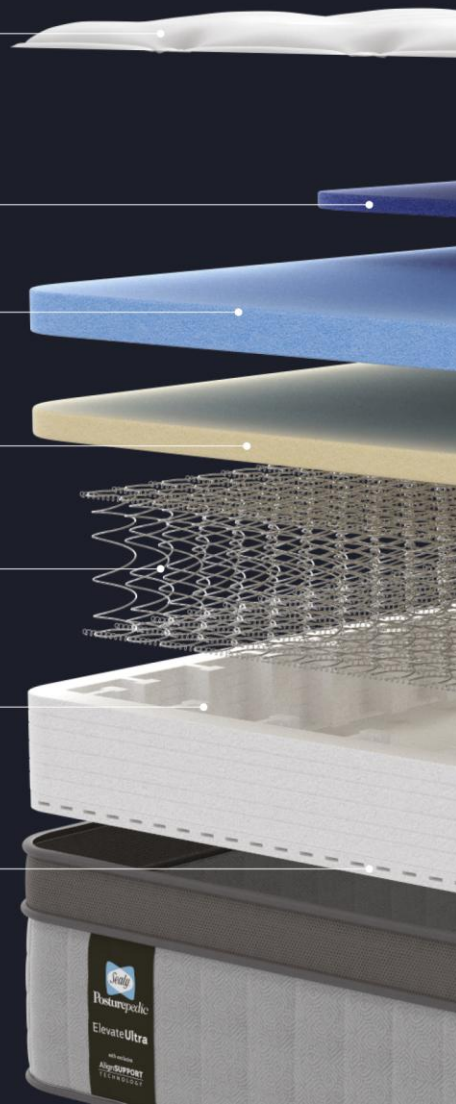
UniCased® XT

UniCased® XT offers all of the benefits of Unicased® with the addition of unique air channels to provide a more durable, responsive edge.



BasePlank

An integral foundation that underpins the entire mattress and works with the AlignSupport® Coil to provide true support.



PRODUCT DESCRIPTION

Franklin Firm

Product Description

The Franklin Firm offers a comfortably firm feel, exclusive to a Sealy Posturepedic mattress.

Our AlignSupport® springs have been cleverly designed and carefully developed through generations past and present, decades of knowhow, and love for crafting a wonderful night's sleep. AlignSupport® is a sense and response spring system, working in two stages. It starts by sensing your shape as you find your comfortable sleeping position. The springs then respond with deep down, consistent support that you can count on night after night. The entire spring system is also twice tempered, so you can rest easy knowing that your mattress is resilient and built to last day in, day out and throughout its lifetime.

UniCased® XT works in unison with Sealy's patented spring system, encompassing the entire edge to create greater stability and allow you to sleep right up to the very edge. The coil-inspired air channels also offer greater breathability and a feel like no other. Strong and resilient, UniCased® XT is supported by BasePlank. Like anything in life, we all need firm foundations and the Sealy Posturepedic BasePlank, is exactly that... It's an integral piece of the puzzle that underpins the entire mattress, working with the AlignSupport™ spring system to provide true support.

The MemorySense®ComfortCore® offers pressure relief to the heaviest parts of your body. Positioned in the centre third of the mattress, the ComfortCore® is designed to target your hips and lower back to create a personalised level of pressure relief. Combined with a gel-infused foam layer, the Franklin Firm works hard to provide you with a tailored level of comfort that is long-lasting. Our Gel foam is naturally breathable to keep you comfortable during your midday snooze, cat nap or full night's rest. Complete with Sealy Firm foam, the mattress is perfect for those who prefer a firmer, robust feel.

Not only should your mattress feel good but it should look good too. The textiles have been expertly designed and selected to stand out, complete with SmarTex® and ProShield® for a clean and comfortable night's rest. SmarTex® is designed to wick away moisture to regulate your sleep climate, whilst ProShield® keeps allergens at bay.

Last and by no means least, exclusive to the Elevate Ultra collection, the Franklin Firm incorporates a breathable air mesh border, allowing air to circulate through the mattress freely.

At Sealy, it's our mission to create mattresses that last and that's why all Sealy Posturepedic mattresses come with a 7 year guarantee. Handmade right here in Britain.

PRODUCT IMAGES

Priestly Extra Firm



PRODUCT SPECIFICATION

Priestly Extra Firm



SmarTex®

SmarTex® fabric draws away moisture to keep you cool and regulate your sleep climate.



ProShield®

ProShield® treatment keeps allergens at bay and offers a clean and fresh night's sleep.



MemorySense® ComfortCore®

The MemorySense® ComfortCore® sits in the centre third of the mattress for added pressure relief.



Gel-infused Comfort Layer

A gel-infused comfort layer that offers pressure relief to the areas of your body that need it most. It also offers breathability in abundance.



Double Layer of Extra Firm Foam

A high quality and durable foam, available in soft, medium and firm feels.



AlignSupport® Coil

The Sealy Posturepedic patented, AlignSupport® Coil is twice tempered for an initial response and deep down support.



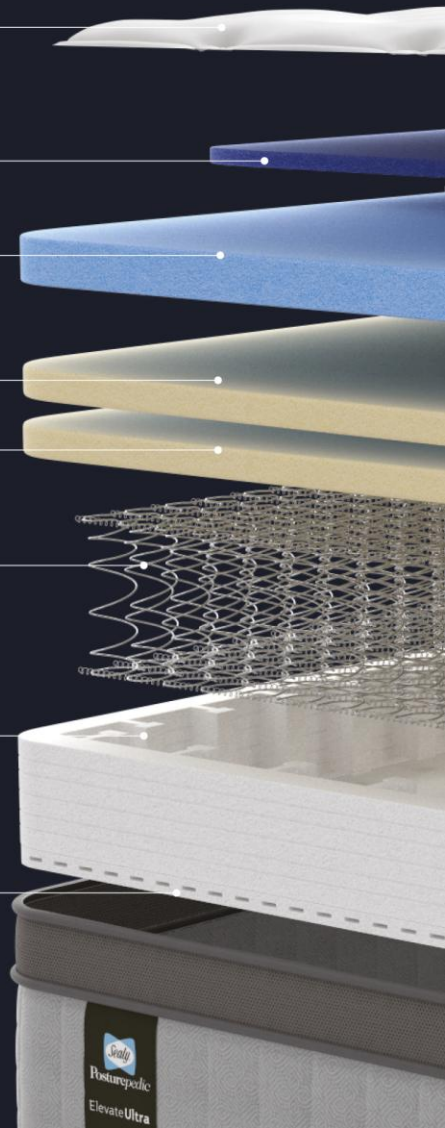
UniCased® XT

UniCased® XT offers all of the benefits of Unicased® with the addition of unique air channels to provide a more durable, responsive edge.



BasePlank

An integral foundation that underpins the entire mattress and works with the AlignSupport® Coil to provide true support.



PRODUCT DESCRIPTION

Priestly Extra Firm

Product Description

Priestly Extra Firm is the firmest feel in the Elevate Ultra Collection. Designed to deliver a grounded sleep experience, Priestly combines smart sleep technology with tailored comfort layers to deliver deep, consistent support that adapts to you. Every element is designed to work in harmony, helping the mattress respond precisely to your body's needs for a more restorative night's sleep.

Our AlignSupport® springs have been cleverly designed and carefully developed through generations past and present, decades of knowhow, and love for crafting a wonderful nights sleep. AlignSupport® is a sense and response spring system, working in two stages. It starts by sensing your shape as you find your comfortable sleeping position. The springs then respond with deep down, consistent support that you can count on night after night. The entire spring system is also twice tempered, so you can rest easy knowing that your mattress is resilient and built to last day in, day out and throughout its lifetime.

Our patented UniCased® XT edge support provides a feel like to no other, offering a number of sleep benefits. UniCased® XT runs along the outside of the spring unit with keys that lock into place. This prevents any lateral movement and allows you to sleep right up to the very edge. The coil-inspired air channels provide a more responsive feel and offer added breathability. It also creates a secure seating edge, perfect for putting your slippers on and our personal favourite, making it easier to hop into bed.

And UniCased® XT is not the only one with air channels, BasePlank is engineered to allow air to move throughout the body of the mattress whilst providing structure to the mattress that withstands the test of time. Priestly comfort layers are built for firmness and breathability The MemorySense® ComfortCore® offers pressure relief to the heaviest parts of your body. Positioned in the centre third of the mattress, the ComfortCore® is designed to target your hips and lower back to create a personalised level of pressure relief. Combined with a gel-infused foam layer, the Priestly Extra Firm works hard to provide you with a tailored level of comfort that is long-lasting. Our Gel foam is naturally breathable to keep you comfortable and cool during your midday snooze, cat nap or full night's rest. Complete with layers of Sealy Extra Firm foam, the mattress is perfect for those who prefer an extra firm, robust feel.

Finished with a beautifully crafted quilted top and wrapped in a luxurious, soft-touch fabric for added comfort and elegance. Priestly is woven with SmarTex® to regulate temperature and ProShield® to protect against allergens, ensuring a cooler, cleaner night's sleep. Four vertical handles offer ease of movement, while the streamlined profile adds a sleek, supportive presence to any sleep space.

Handmade in Britain and backed by Sealy's 7-year guarantee, Priestly Extra Firm is more than a mattress, It's a foundation for better sleep, built with integrity and designed to last.

Image Order Guidance



Image 1 Roomset



Image 2 Mattress Cut Out



Image 3 Mattress Corner

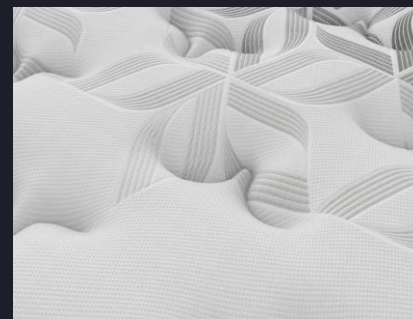


Image 4 Detail

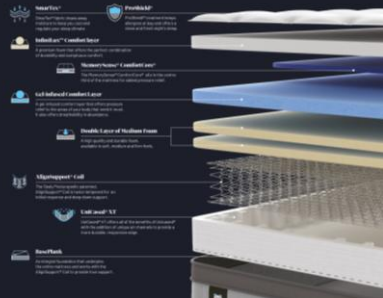


Image 5 Layer Diagram



Image 6 Guarantee Message



Image 7 Brand USPs



Image 8 Roomset 2

Brand Description

Sealy – it's where sleep matters, where sleep is not just "something we all do", or "time spent in bed" but more a question of when, where, why and how we can all sleep better... That's why we are the World's No.1 Sleep brand.

USP's



Made to be trustworthy, resilient and dependable night after night with a 7 year guarantee



Handmade right here in Britain.



As a Sealy Selected Partner you can purchase with confidence



Tried and tested mattresses made with long lasting and durable materials



Sealy Posturepedic features unique and proprietary spring technology



Sealy are a zero to landfill company – we reuse or recycle all waste

ELEVATE ULTRA

Website Banners



Posturepedic

Elevate Ultra

Bursting with perfected sleep technology,
the patented AlignSupport® coil and
premium comfort architecture offer a
wonderfully refreshing, all encompassing sleep



ELEVATE ULTRA

Range Social Media Content



Elevate Ultra Range

Bursting with perfected sleep technology.

The Elevate Ultra collection features the patented AlignSupport® coil providing correct spinal alignment, the ultimate UniCased® XT edge support and premium comfort architecture for a wonderfully refreshing, all encompassing sleep



AlignSupport® Coil

If you're looking for the latest in sleep innovation... you've found it.

Sealy Posturepedic's unique AlignSupport® coil provides correct skeletal alignment by allowing the spine to maintain its neutral position during rest, reducing muscular tension and strain for a wonderful night's sleep.



Comfort Architecture

Sealy Posturepedic mattresses offer an award-winning sleep.

Made from layers of carefully selected materials, ensuring a sumptuous sleep environment.

Proudly crafted in the UK, each mattress is finished with hand-selected textiles

Read more about their award-winning mattresses on our blog.

ELEVATE ULTRA

Brand Social Media Content



Sealy Overview

Wake up on the right side of the bed with a Sealy Posturepedic mattress.

Find out more about their unique technologies that deliver genuine support, true comfort and dependable durability on our blog.



Innovation and R&D

At Sealy, every step of their product development is informed by world-leading scientific research and academic studies from the Orthopaedic Advisory Board.

That's why they've invested in a world-class research and development facility- to continually test and develop their mattress technology for a sleep that's best in class.



Sealy Sleep Census

Why is Sealy Posturepedic the World's #1 mattress brand?

They conducted a research questionnaire of over 20,000 participants across the world to find out.

ASSETS AVAILABLE

List of Links

Sealy Posturepedic Logos [Click here](#)

Range Icons for Posturepedic mattress collections [Click here](#)

Mattress images, website banners and social media content [Click here](#)

All images at hi-res [Click here](#)

Thank you

If you have any questions, please contact your Account Manager.

