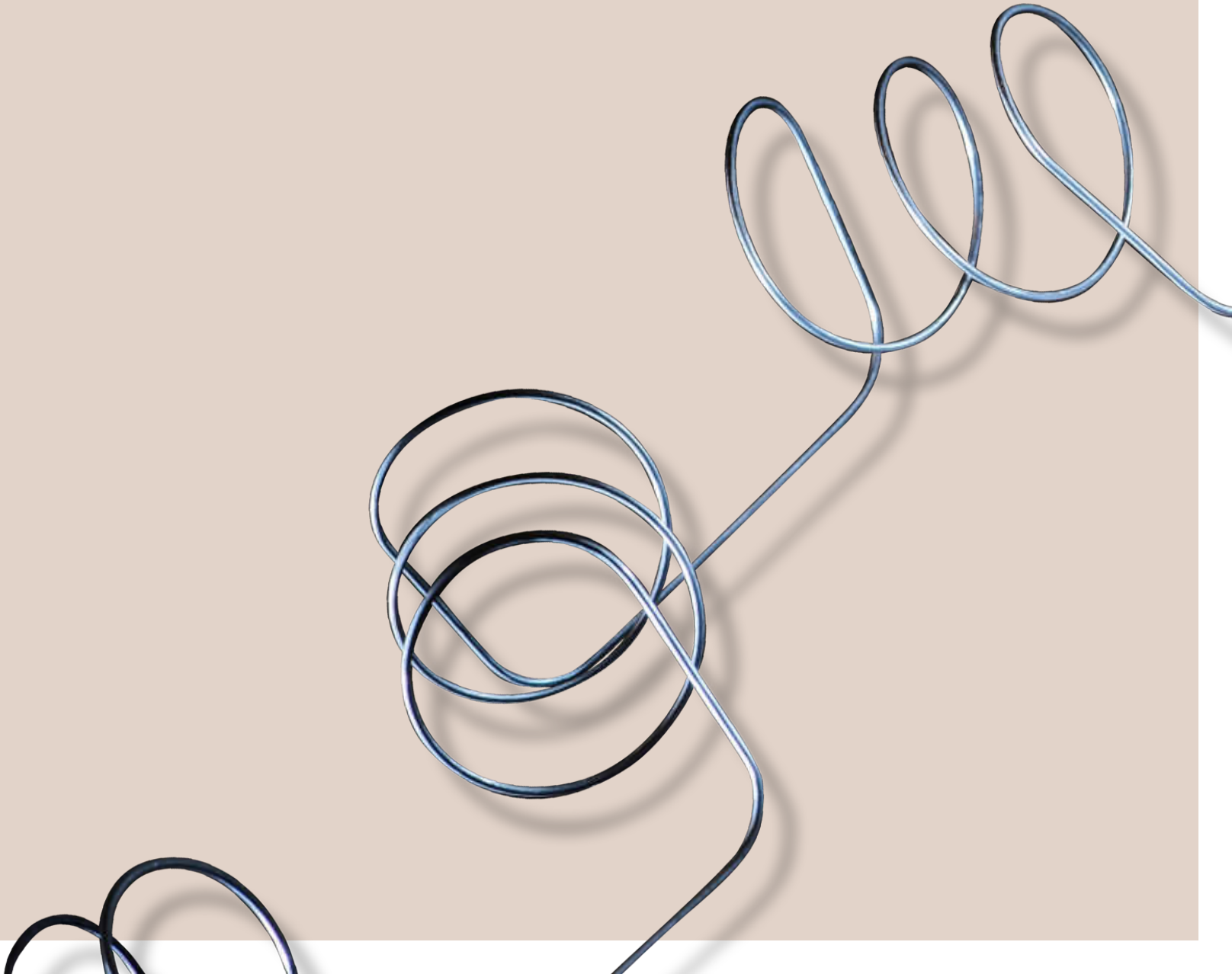

DUXIANA®
WELCOME TO
Comfort

DUXIANA®

INTRODUCTION



WELCOME TO DUXIANA

DUXIANA® HAS DEVELOPED AND PRODUCED PREMIUM QUALITY BEDS SINCE THE COMPANY'S INCEPTION IN 1926.

DUX high-performance sleep systems are the result of almost 100 years of research, testing and utilising technology, based on an encyclopaedic understanding of sleep mechanics. The company has collaborated with leading sleep scientists, gaining an extensive knowledge of sleep. Studies proved that DUX users fall asleep faster and enjoy an extra hour of deep sleep, resulting in better health.

OUR MISSION:

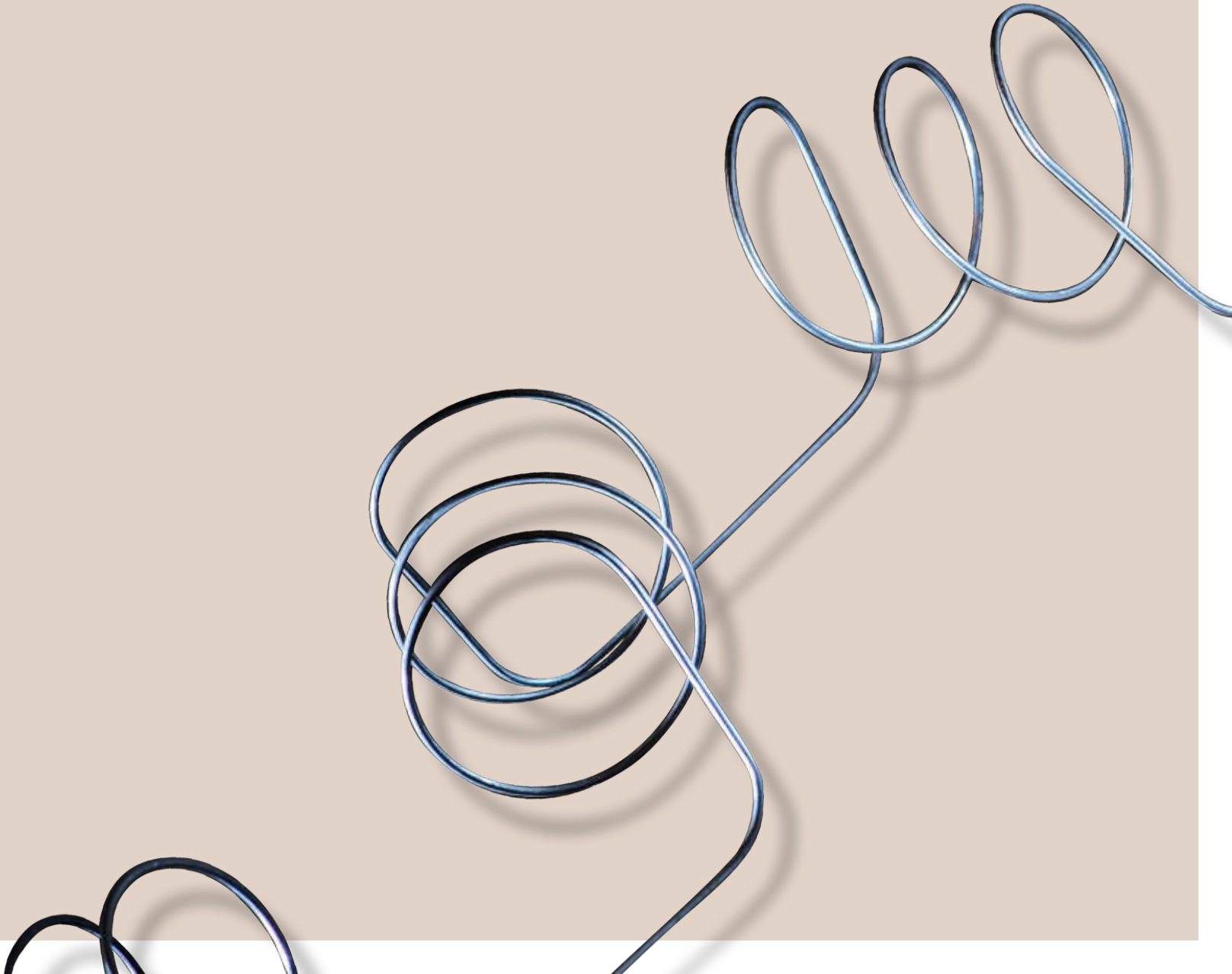
To design, produce and provide comfort through high quality products and exceptional service, staying at the forefront of the industry, using innovation along with our component design philosophy and our unique experience.

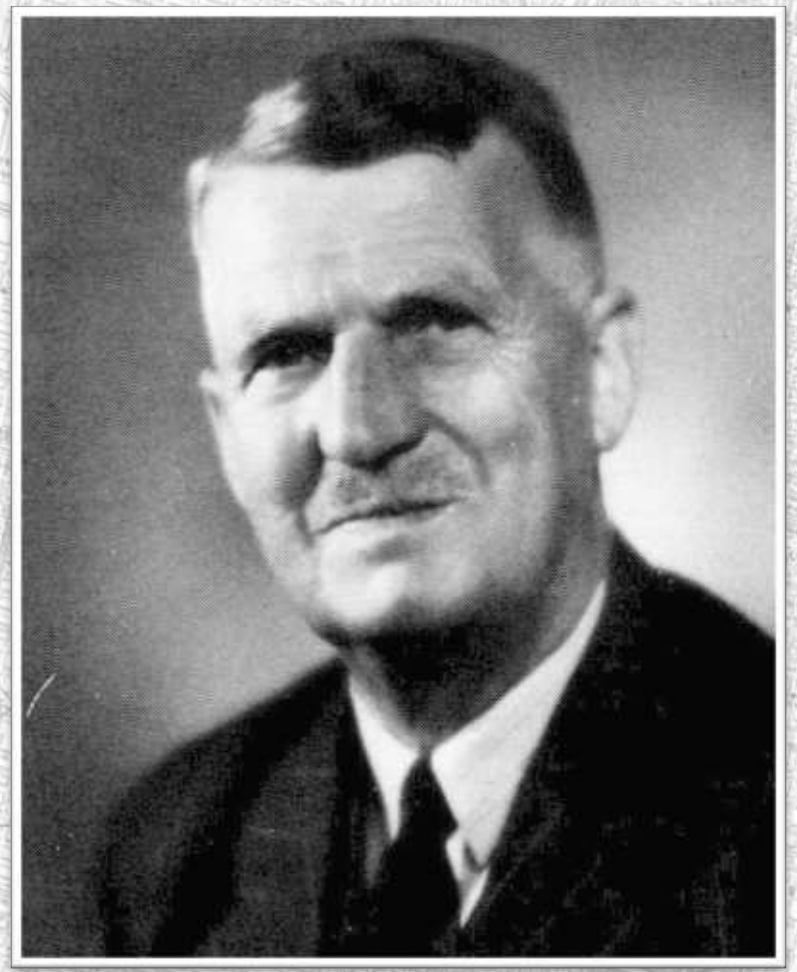
Our primary focus is *comfort.*



DUXIANA®

OUR STORY





WHERE IT ALL BEGAN

ON A COLD NIGHT IN CHICAGO...

In 1924, the Swedish chocolate maker Efraim Ljung checked into a small hotel in Chicago and was fascinated by how comfortable the bed was... Using a small pocketknife, he carefully cut open the mattress to discover flexible springs inside.

FROM CHOCOLATIER TO BED MAKER

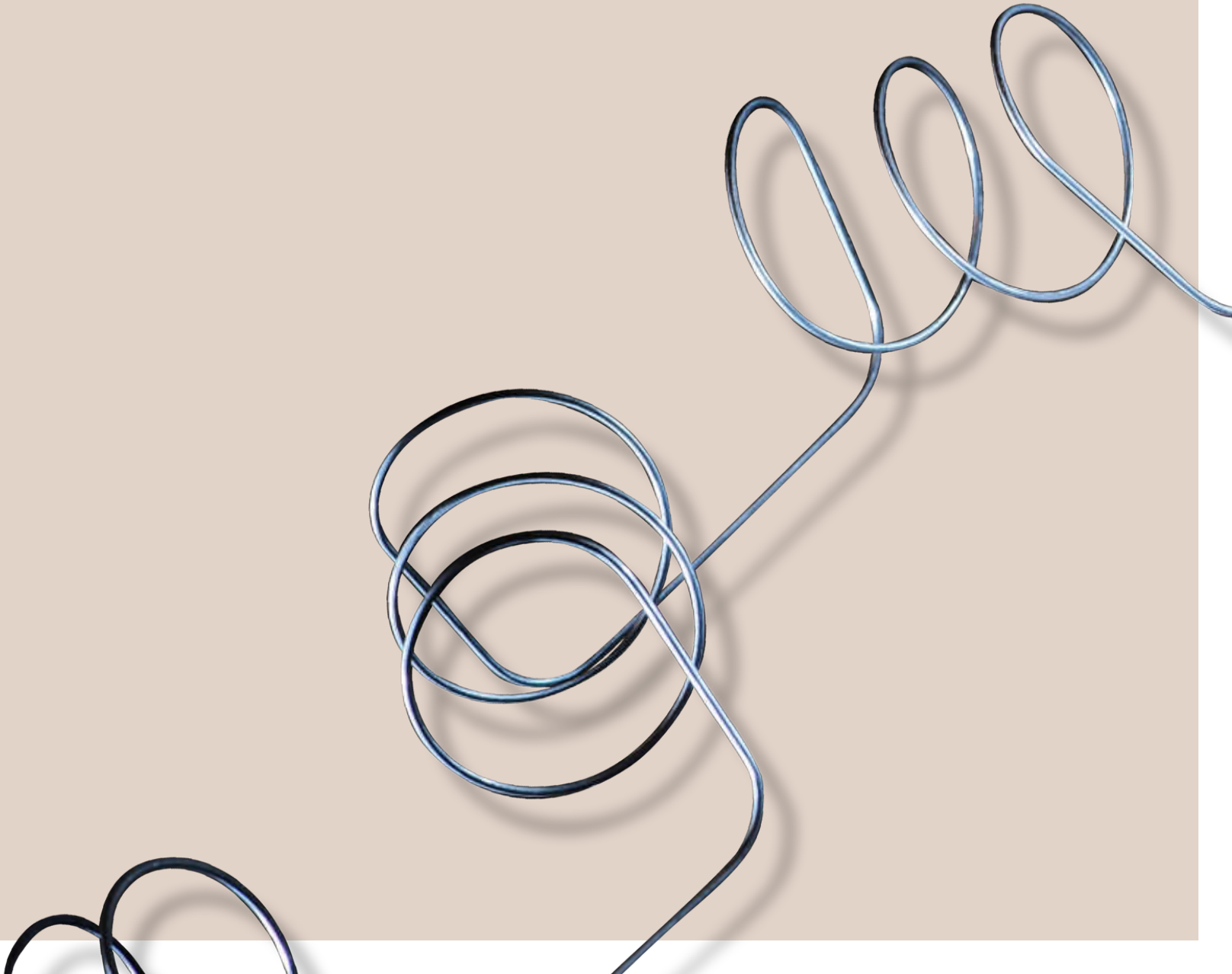
Back home in Sweden, Efraim shifted his focus from his confectionary business and began devoting all his time to experimenting with flexible steel springs of varying strengths and elasticity.

THE JOURNEY

DUXIANA began manufacturing mattresses in Malmö in 1926. We continue to manufacture all our products in-house today, not only making our unique springs, but even the spring making machines.

DUXIANA®

WHY DUXIANA?



DUXIANA IS DIFFERENT

SWEDISH EXCELLENCE

Our designs are characterised by clean, simple, and contemporary lines. All our products are made from top of the line materials, with the finest craftsmanship, ergonomic research and engineering.

LEADING THE BED INDUSTRY

The broad range of products is led by the DUX mattress, considered the most comfortable and ergonomically designed mattress on the market.





THE ENVIRONMENTALLY RESPONSIBLE CHOICE

OEKO-TEX® STANDARD 100 CERTIFICATE

We are extremely proud of the fact that the DUX bed has repeatedly sustained the Oeko Tex 100 stamp of approval. This certification conforms to meeting the strict human ecological requirements of being free from unhealthy or harmful substances, therefore you can be sure that your guests are sleeping on a bed that is chemical and toxin-free.

IT'S IN OUR NATURE

The integrity of each DUX High Performance Sleep System starts with the integrity of the materials we choose for its construction. We choose the highest quality materials based exclusively on their performance characteristics.

THE MATERIALS

Our handcrafted approach and premium materials have always been the essence and core of our products. The slow grown pine from the deep Swedish forests and the finest produced steel wire are central to achieving our esteemed DUX comfort.









DUXIANA COMPONENT BASED DESIGN PHILOSOPHY

REPLACE, RENEW, RESTORE

Our beds comprise of customisable components. Our top pad is not fastened to the bed. The top of the mattress unzips to allow access to the Pascal customisable cassette system and the dual spring bases that operate independently of each other.

EXTENDING THE LIFE OF THE BED

Each component is replaceable, and some even upgradable. The result is a bed that can not only be restored as it shows wear but may be improved with the release of new accessories and technological innovations. When you then consider that our springs are covered by a 20-year warranty against breakage, the cost of the bed can be justified, adding true value to the other striking benefits.



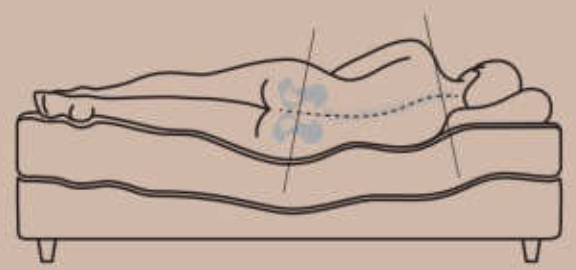


THE MYTH OF THE HARD BED

A major misconception people have when choosing a mattress is that they confuse the word firm to mean supportive.

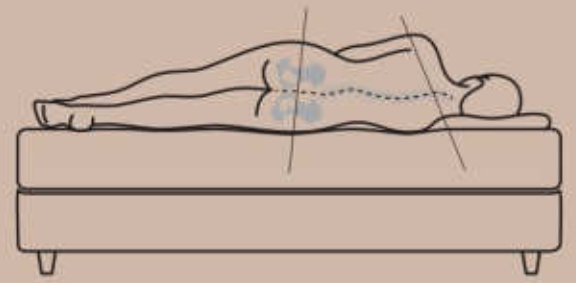
A bed that is too firm creates an inflexible mattress, forcing the body to conform to it rather than the other way around.

This can create pressure points that can inhibit circulation and may also make it virtually impossible to align the spine.



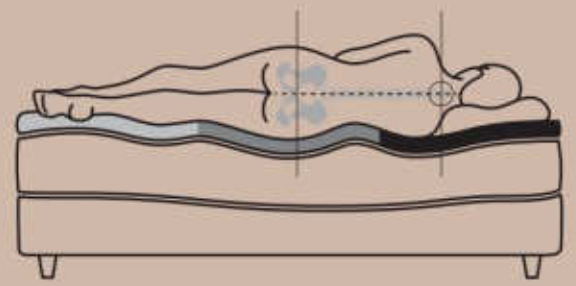
Sagging Bed

When a bed sags, the spine is no longer properly supported and begins to curve unnaturally.



Hard Bed

When a mattress is too firm, the spine is forced into an unnatural curve due to lack of contouring support.



The DUX Bed

In a DUX bed, the spine is gently supported in its natural, optimal alignment for deep, restorative rest.

PASCAL® CUSTOMISABLE SUPPORT SYSTEM

INTERCHANGEABLE CASSETTES

Our patented Pascal cassette system sets our beds apart from every other bed on the market. Comprised of interchangeable cassettes of different spring tensions which are available in soft, medium, firm and extra firm.

EVERY BODY IS UNIQUE

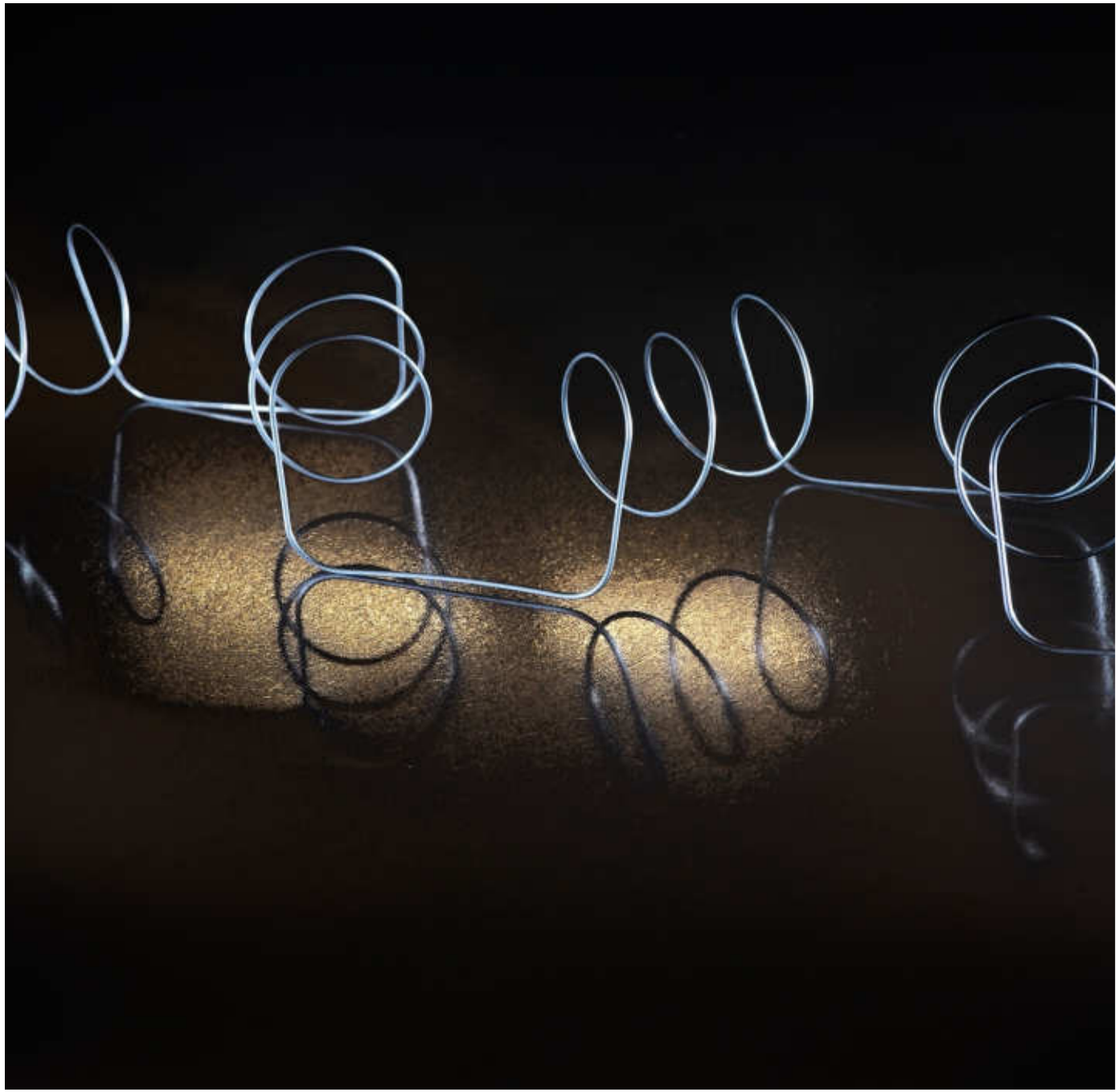
The Pascal system means our beds can be customised to the exact needs of your customers. The cassettes are designed to fit all body types, they not only accommodate differences in weight and height, but in shoulder width, hip density and musculature.

DYNAMIC CONTOURING FOR FULL-BODY SUPPORT

PRECISION ENGINEERED TO HELP RELIEVE BACK PAIN



The Pascal system consists of interchangeable spring cassettes of varying densities and tensions.



CONTINUOUS COIL SPRING DESIGN

ACTIVE, DYNAMIC SUPPORT

Designed for ultra high performance, our signature bed springs have a continuous coil design that provides maximum pressure relief to every part of the body. Our design results in a vastly superior distribution of pressure. The result is active, dynamic support, unfettered circulation, and unrivaled ergonomic comfort.



THE BED THAT BREATHES

DESIGNED WITH HEALTH IN MIND

An important and overlooked benefit of a spring system derives from the fact that the bed is essentially hollow. This allows air flow to be generated by the user's movements. The streaming air can not only shuttle body heat out of the mattress but can also produce the level of ventilation necessary to help combat odors, bacteria and fungus.

We also offer a variety of protective pillow and mattress covers designed and tested to maintain a safe, mite and allergen-free sleep environment.

WHY DUXIANA IS THE RIGHT CHOICE

THE GOLD STANDARD

DUX designs are characterized by clean, simple, and contemporary lines. All DUX products are made from top-of-the-line materials, with the finest craftsmanship, ergonomic research and engineering.

This is why the DUX bed is considered the most comfortable and ergonomically designed mattress on the market.

PERFORMANCE MATERIALS

THE ENVIORONMENTALLY RESPONSIBLE CHOICE

ESTABLISHED 1926 MCMXXVI

ALMOST 100 YEARS OF RESEARCH AND DEVELOPMENT

ADVANCED TECH

PRECISION ENGINEERED TO HELP RELIEVE BACK PAIN

DYNAMIC SUPPORT

DYNAMIC CONTOURING FOR FULL-BODY SUPPORT

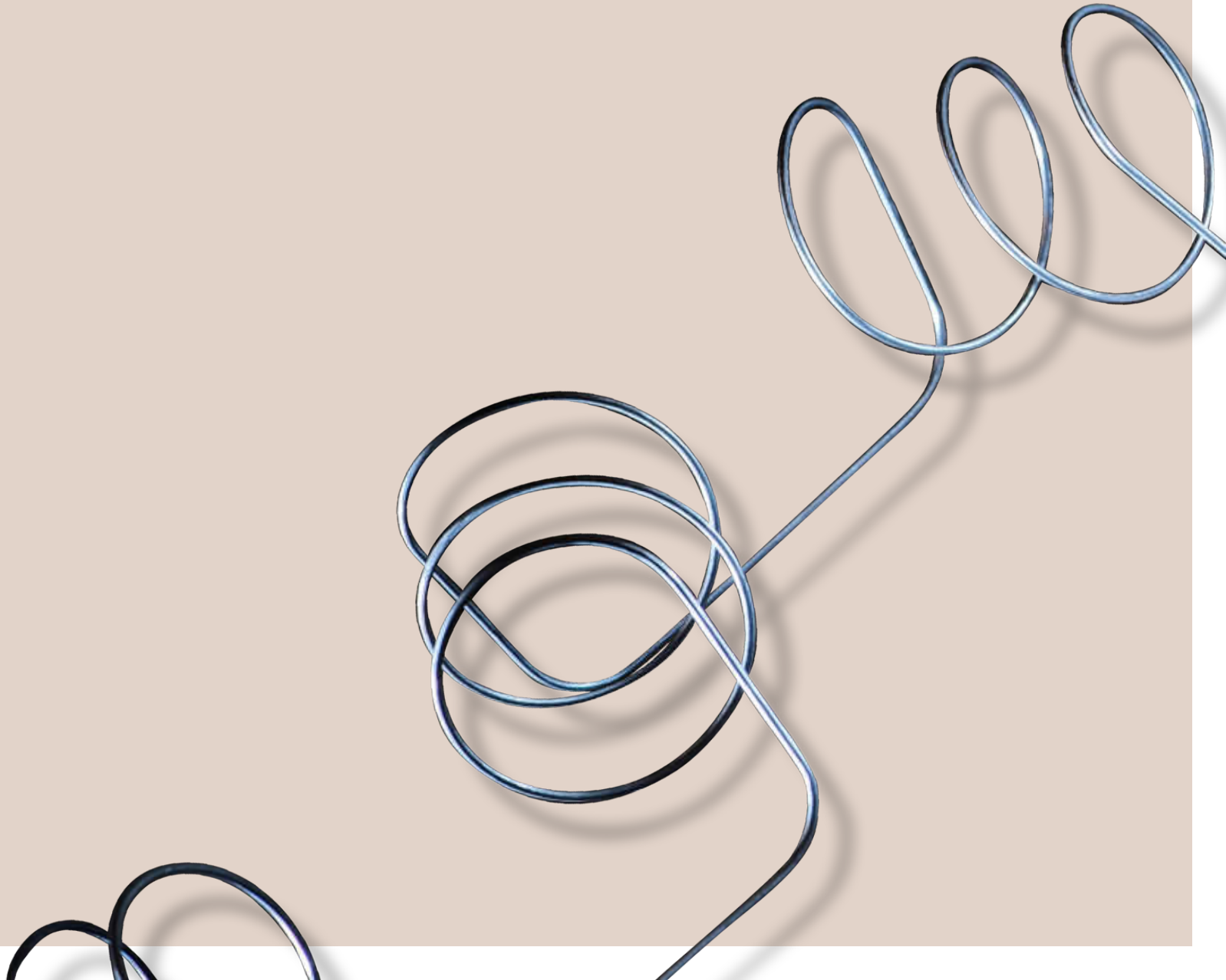
WARRANTY 5 YEARS

THE DUX BED IS BUILT TO LAST



DUXIANA®

OUR POSITIONING

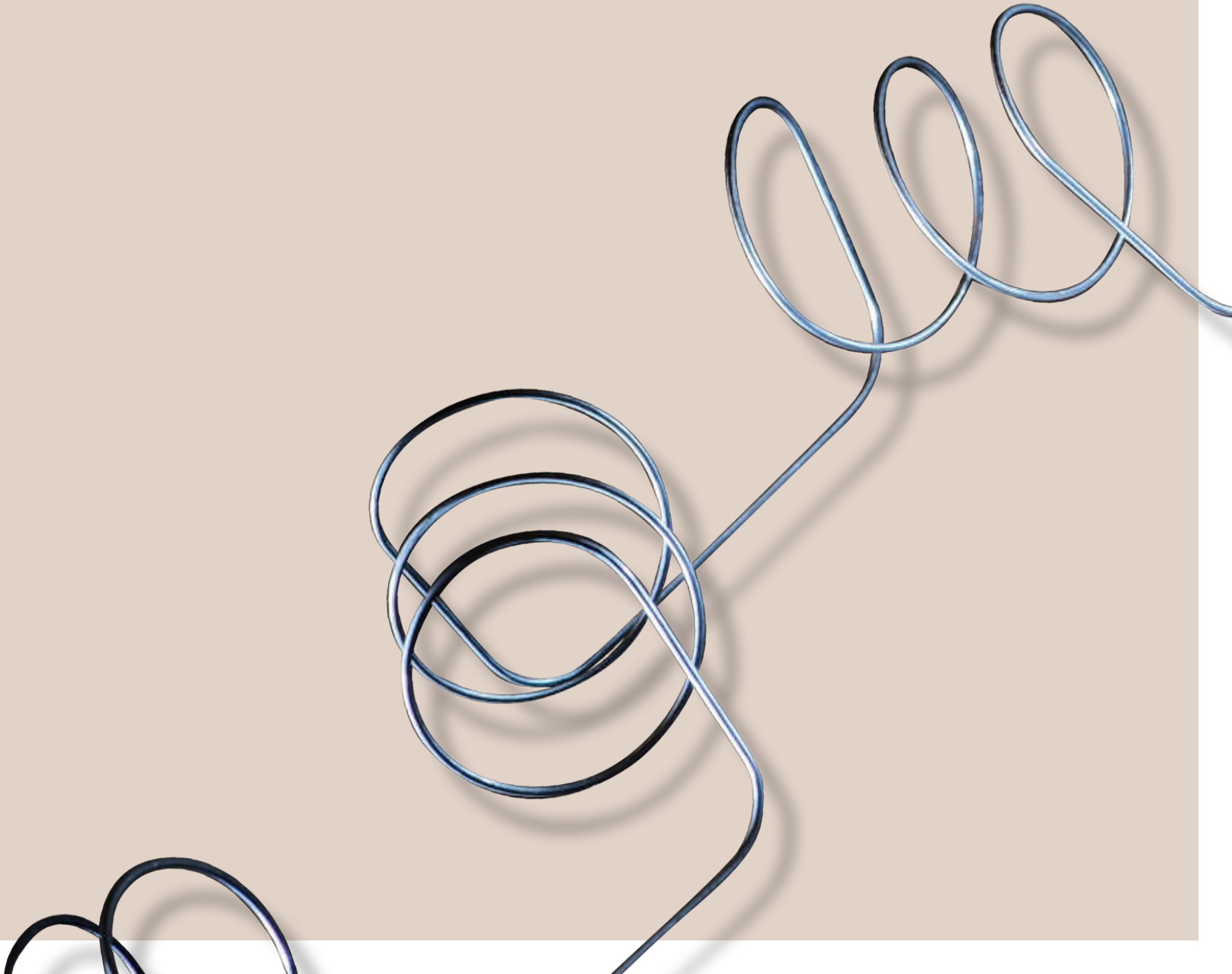


WHERE WE SIT IN THE MARKET



DUXIANA®

OUR HOSPITALITY PARTNERS



THE WORLD'S MOST PRESTIGIOUS HOTELS TRUST DUXIANA

ALL THE PROOF YOU NEED

We are proud that over 150 of the world's finest hotels realise that the greatest luxury of all is a good night's sleep. You know a bed is special when a hotel includes it on its amenities list, along with its exclusive spa, award winning restaurants, and white glove concierge service, as so many of our hotel partners choose to do.

OUR EXPERIENCE GOES FURTHER THAN HOTELS

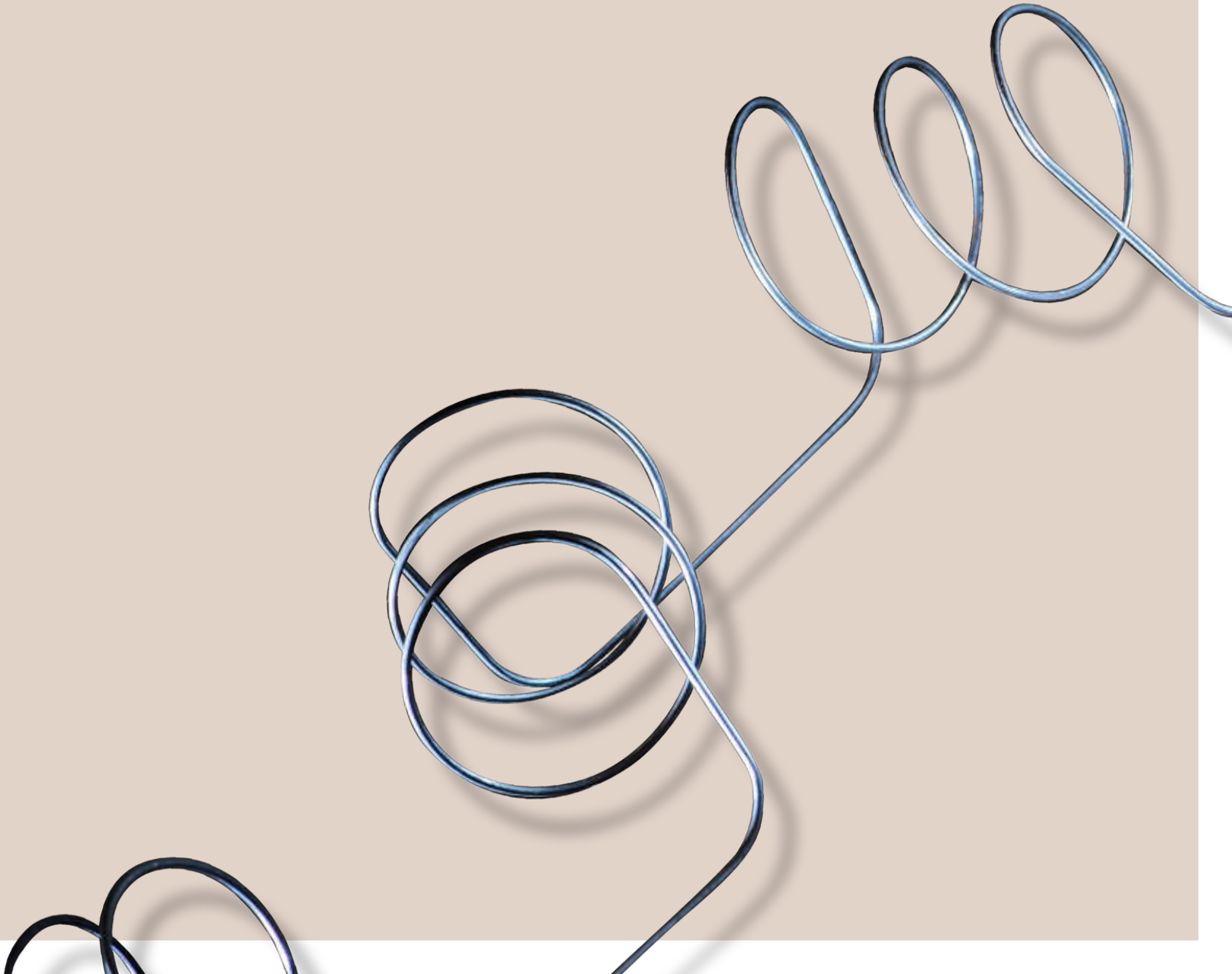
While hotels are a key focus for us, it is important to mention how our ability to be agile and diverse has enabled us to support many other industries such as cruise ships, ferries, aviation, yachting, automotive and even provided beds for the Swedish Navy submarines!

Following is a selection of hotels that choose our legendry comfort for their guests around the world...



DUXIANA®

OUR PARTNERS



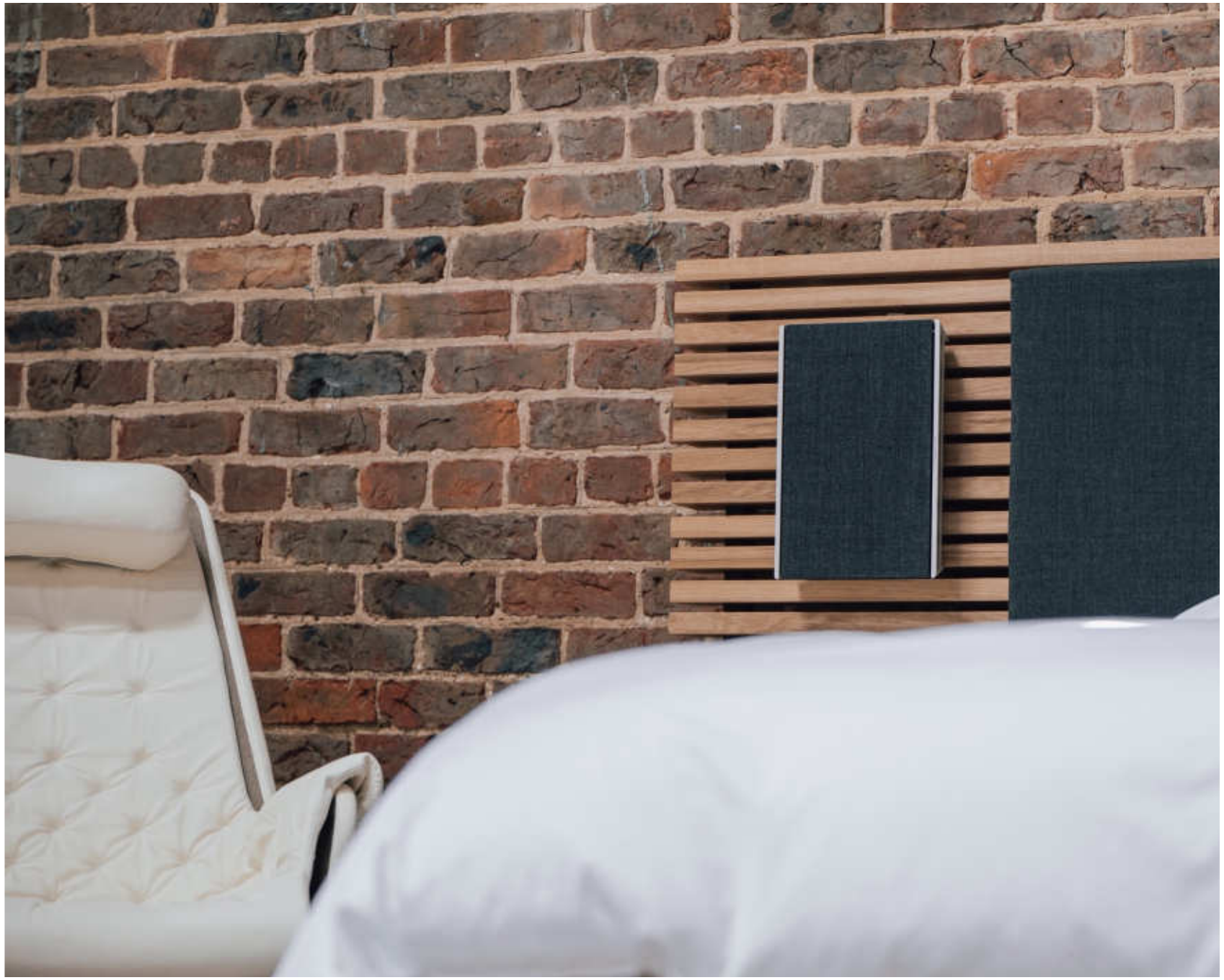
DUX | MALMÖ REDHAWKES

OFFICIAL FURNITURE PARTNER



DUX | B&O

OFFICIAL AUDIO PARTNER



SAS | DUX

OFFICIAL COMFORT PARTNER



DUXIANA®

IN PARTNERSHIP WITH

Aldo Zilli



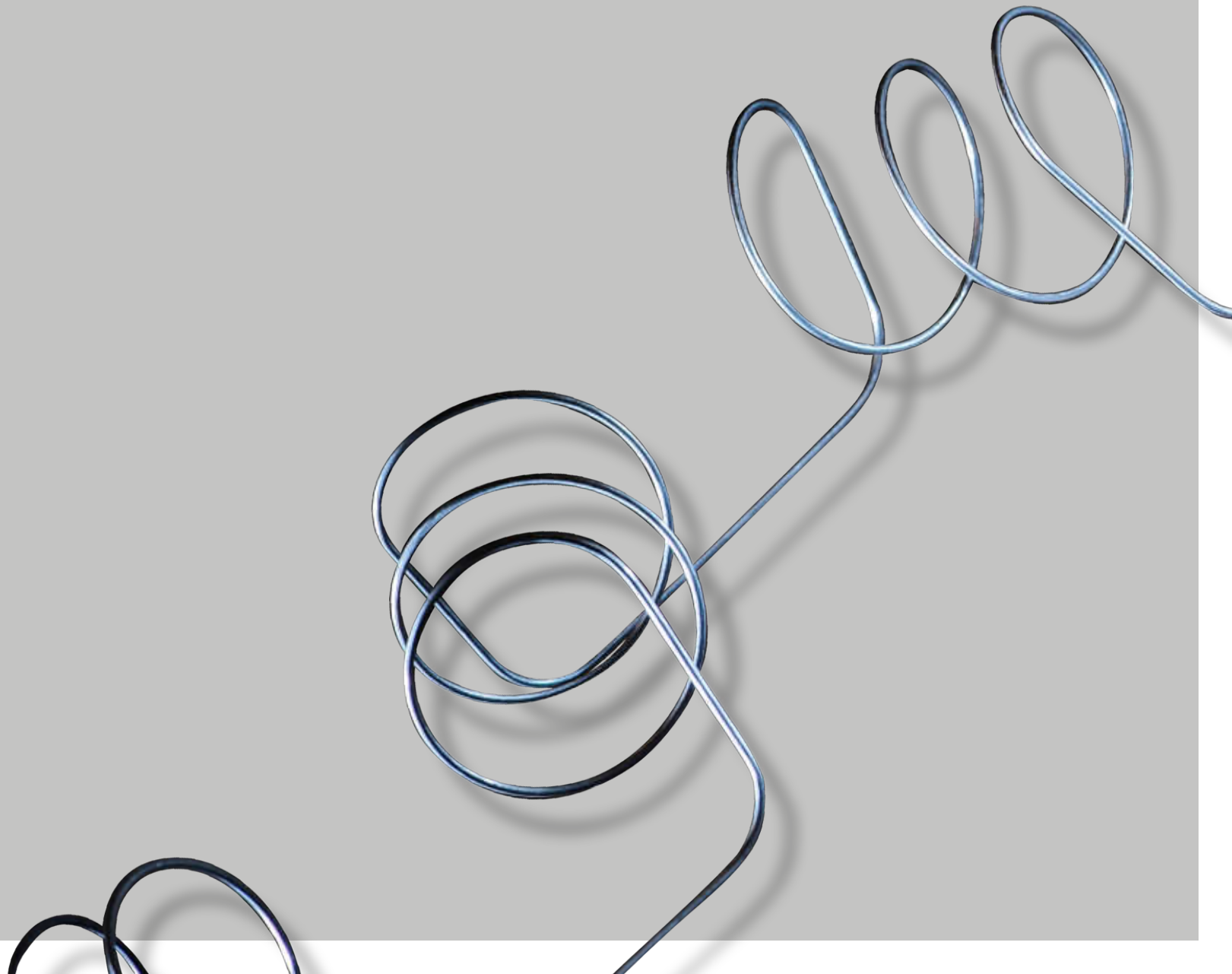
DUX | STOLTMAN

OFFICIAL SLEEP PARTNER



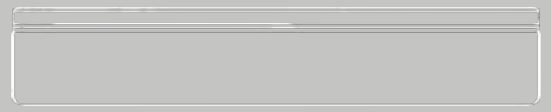
DUXIANA®

SLEEP COLLECTION



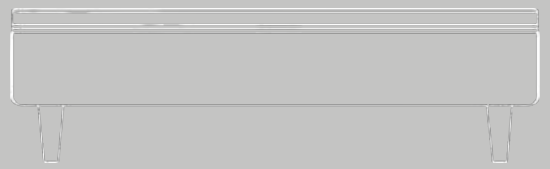
THE DUX HOSPITALITY LINE UP AT A GLANCE

All bed models can be custom-made to meet specific requirements.



DUX HF1

The DUX® HF1 is a frameless mattress based on the DUX® H1, featuring dynamic two layer spring construction and the legendary DUX comfort and support. The design is still based on the original DUX bed design - first manufactured in 1926.



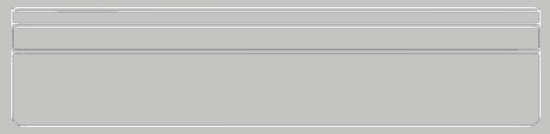
DUX H1

The DUX® H1 dynamic two layer spring construction is the perfect introduction to legendary DUX comfort and support. The DUX H1 is based on the original DUX bed design - first manufactured in 1926.



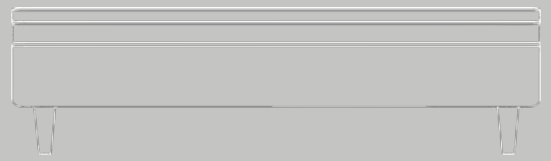
DUX H4

The DUX H4 offers an introduction into continental mattresses beds with 2 layer of springs in the form of a two piece mattress and base configuration. The DUX H4 provides your guests with a luxurious sleep experience.



DUX HF3

The DUX HF3 is a frameless variant of the DUX H3, retaining the DUX spring system, which consists of thousands of interconnected coils, along with our distinctive Pascal system. This Pascal system includes interchangeable spring cassettes, enabling you to tailor each side of the bed to accommodate your guest's specific body shape and preferences.



DUX H3

The DUX H3 is the result of two DUX innovations – the DUX spring system, with thousands of interconnected coils, and our unique Pascal system. The Pascal system has interchangeable spring cassettes that allows you to customize each side of the bed to your guest's individual body shape and needs.

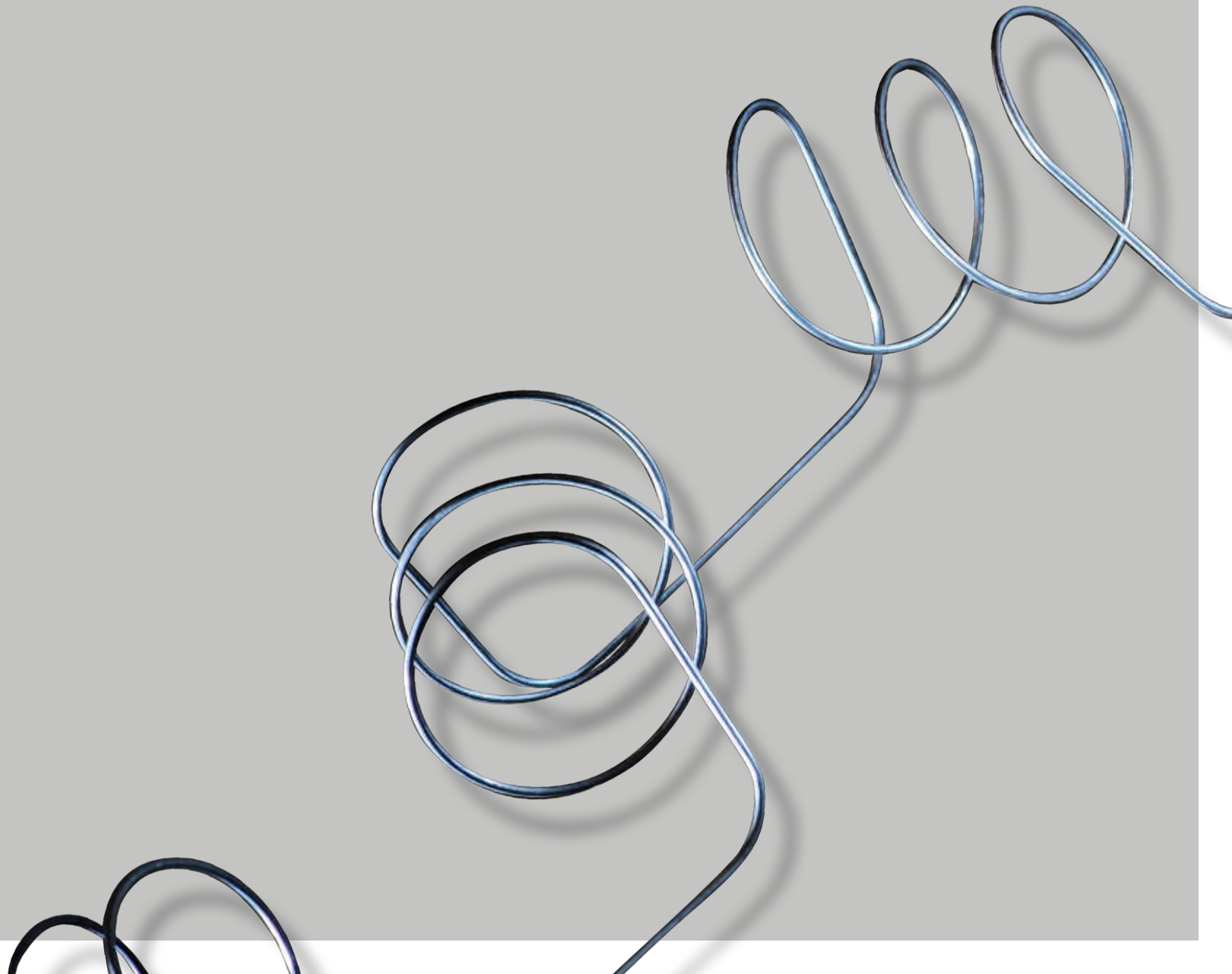


DUX H6

The DUX H6 offers our Pascal system of interchangeable spring cassettes with an additional layer of springs in the form of a two piece mattress and base configuration. The DUX H6 provides your guests with the ultimate sleep experience.

DUXIANA®

PARTNERSHIP BENEFITS



BECOMING A PARTNER

A UNIQUE OPPORTUNITY

Partnering with DUXIANA, the renowned Swedish premium bed manufacturer, offers a unique opportunity to align with a brand that embodies heritage, sustainability, and quality craftsmanship. With a century-long legacy rooted in Swedish design, we create products that are not only luxurious but built to last—reflecting their commitment to environmental responsibility through sustainable materials and production practices.

PRACTICAL & PRESTIGIOUS

Our exclusive branding partnerships enhance brand visibility and support the guest experience, while initiatives like the DUX Traveler, a beautifully curated brochure combining travel insights with brand storytelling, help extend reach in meaningful ways. By prioritizing both cost efficiency and time savings, we ensures that working with us is as practical as it is prestigious.



THE KEY STRENGTHS OF PARTNERING WITH DUXIANA



SWEDISH HERITAGE





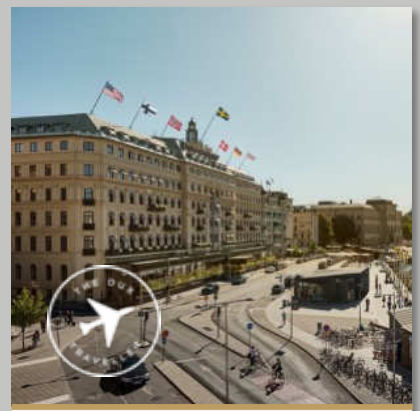
SUSTAINABLE, QUALITY & UNIQUE PRODUCTS





EXCLUSIVE PARTNERS





THE DUX TRAVELLER





COST CONSCIOUS & TIME SAVING




DUXIANA®
THANK
YOU