

REST & RELAX

Well-being, Comfort, More Energy, Better Rest... Feel Great!

 **selfsure**
your pro-active approach to lifestyle changes

*Hints and Ideas to help you
choose the right product for you*

Latest Designs
0% APR & Low Rate Plans
Fair Pricing Guarantee
Friendly UK Contact Centre



Helps with Bad Backs, Poor Circulation, Joint Pain, Aches and Pains, Poor Sleep, Numbness

www.self-sure.co.uk

Welcome...

Rest & Relaxation is an important part of a healthy lifestyle for all ages. It rejuvenates your mind, body and soul and is very closely linked to your overall sense of well-being.

Modern day life means you're subjected to all kinds of stresses and strains. You might not notice it creeping up on you but when stress takes hold it affects you in so many ways; poor sleep, anxiety, aches and pains, illness, lack of energy, poor memory and so on.

Taking time out to rest and relax will benefit you in so many ways. Feeling rested and relaxed you are ready for the day ahead. Ready to face the world. You do more. You function better. In fact, you're a different person.

Continue reading and you will find out ways to help you rest and relax, information and guidance to help you choose what's right for you and hopefully a little inspiration to find that special something that becomes your special place to unwind, relax and rest peacefully.

The way we do business

Each Customer or potential Customer is assigned a Personal Advisor. Their role is to become your key contact at SelfSure. They will get to know your particular set of circumstances and advise you on products and services that may help you in some way. They will not pester you but will keep in touch 4 times a year unless you choose otherwise. This is why we build trust and long term relationships with our Customers. All our calls are recorded

and randomly checked for training purposes and to ensure each Personal Advisor always acts in a fair, ethical and professional manner at all times.

Buying over the phone, online or from one of our catalogues

We are all increasingly concerned about fraud and identity theft. SelfSure have taken all the steps necessary to remain compliant and to ensure you are protected. You also have increased rights under the Consumer Contracts (Information, Cancellation and Additional Charges), Regulations, ensuring our terms and conditions are clear and easy to understand, plus you have enhanced cancellations rights in the unlikely event your purchase is not right for you. For full terms and conditions, please see www.self-sure.com and you will receive a copy with any purchase.

Fair Pricing

At SelfSure, we operate a fair pricing policy. Our prices reflect the need to offer competitive pricing to our customers, pay our staff a living wage and make a reasonable return on investment for the company to ensure it operates for the long-term and is always in a position to look after its Customers.

Product prices

- Due to the many options, upgrades and fabric choices, the price-lists would be too long and complicated.
- Our buying prices vary considerably from month to month due to the competition between Manufacturers.

We constantly receive offers from our Manufacturers offering discounts, bulk buy purchases, end of line offers and so on.

- A price range is quoted at the bottom of each page. This range covers all sizes and the majority of specification and fabric upgrades. Products have been chosen to span the price range, so you do not have one product at the bottom end and the rest at the top end of the price range. Please note the brochure does not cover all the products we sell and we can provide products to suit all budgets.

If you want a price-list of a particular section of our brochure, please contact your Personal Advisor or Customer Services.

No Hidden Costs

Please note all our prices include delivery, disposal of old products and the removal and recycling of packaging. All products are delivered to a room of your choice, set up and then you are shown how to use it before the Technician leaves your home.

Paul Johnson

SelfSure Managing Director



What's inside?

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Why can chairs and beds be classed as medical devices?

Some adjustable chairs and beds are manufactured with the intention of helping people with health conditions, chronic sickness and disabilities.

The government allows these products to be sold exempt of VAT provided you qualify, that is, if you have a health condition, chronic illness or disability. This means these products are classed as medical devices and come under the watchful eye of the Medicines and Healthcare products Regulatory Agency.

What you need to know?

When a chair or bed is classed as a medical device, it surely means that it can help you in some way. No, they are not a cure and yes they can help with the relief of certain symptoms on a temporary basis including aches and pains. A much greater benefit is that of good posture.

Purchasing a product that can help you achieve and maintain good posture is a great decision to make, in that, it will help in so many ways: circulation, pins and needles, numbness; back, neck and joint support; relief from aches and pains; digestion; comfort, rest and quality sleep; leading to an overall sense of improved well-being and energy.

Adjustable furniture makes a great deal of sense when considering good posture as well as your current and future health. If you're uncomfortable, you are only a press of a button away from good posture.

There is, however, a downside. The risk is choosing a wrong sized product, which will undo all the potential benefits and in many cases cause you more harm than good. Stiffness, numbness, aches and pains can all be attributed to the wrong sized product.

Talk to your friendly Personal Advisor and get a full assessment of your needs and choose the product that is right for you.

Government Policy

We are an ageing population and therefore a population which requires more help and care. The government cannot afford to fund the future financial demands on public health and therefore, policy is aimed at keeping people living in their own homes.

In the main, older Adults want to live in their own homes for life. A goal generally shared by their families, friends and neighbours. In order to achieve this goal it makes sense to invest in products that will support you in this aim; products that are future proof and will remain of value as you age.

This is why SelfSure has always promoted a pro-active approach to ageing and dealing with health conditions and is passionate about offering full assessments to its customers to ensure we help you choose the right product.

Find your perfect chair

Make a note of the following simple measurements and we'll help you choose a chair that's right for you!

Your Height:inches

Your Weight: Stones.....Pounds.....

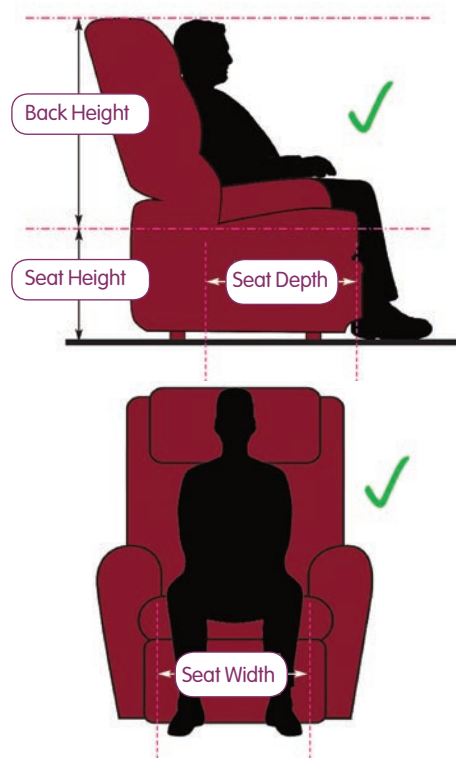
Are you Right Handed or Left Handed?.....

Seat Height: Distance from the floor to the crease at the back of your knees.....inches

Seat Depth: Distance from back of your hips to the crease at the back of the knees minus 1.5".....inches

Seat Width: Distance between widest part of the hips plus an extra 3".....inches

Backrest Height: Distance from your chair seat to 1" below the top of the head.....inches



CHAIR ICON KEY



Compact option for the smaller person



Extra width, height and depth options



Matching furniture available



Tailored to fit measurements



Powered seat lift on fireside chairs



Memory foam

Top tip

Tilt in space

Tilt in space is the only type of action that keeps the body, hips and thighs at a constant angle. This creates good posture improving pressure relief, breathing, digestion and circulation.

You can upgrade to a dual motor tilt in space for the ultimate in body positioning, ensuring you do not stretch or pull the lower back. In the full recline position, you can benefit from an almost "zero gravity" position giving total support to your body. In this position you may benefit from relief from aches and pains in the lower back or legs.

Fireside Chairs

Fabrics:

Our fireside range is available in over 150 fabric designs ranging from stylish chenilles to plain and patterned velvets in both modern and traditional designs. Here's a small selection of the fabrics available:



Frame colours:

Highly polished beech show wood is available in 6 wood finishes.



If you would like to discuss your chair design, simply telephone our friendly call centre on **0800 110 5873** or email us at sales@self-sure.co.uk



Coniston

The Luxurious Coniston incorporates a lumbar support back with ultimate support and adjustable headrest.

- Leg design: **Queen Anne or Straight**
- **Reversible seat cushion**
- Size: **Petite, Standard, King-size, Tailored**
- **Matching stool / comfort chair available**



Chelmsford

The softly curved upholstery of the Chelmsford is complemented by feature piping to both arms and wings, with supportive deep buttoned back cushions.

- Size: **Petite, Standard, King-size, Tailored**
- **Reversible seat cushion**
- **Matching stool / 2 seater sofa available**





Appleby

A classical design with solid beech Queen Anne legs and knuckles.

- Size: **Petite, Standard, King-size, Tailored**
- Available with lift seat
- Matching stool / 2 seater sofa / rocker available



Lancaster & Preston

Lancaster features a buttoned back design available with luxury (closed sides, polished arms) and deluxe (closed sides, upholstered arms) options.

Preston features a plain back design and is available with standard (open sides), luxury and deluxe arm options.

- Size: **Petite, Standard, King-size, Tailored**
- Reversible seat cushions
- Available with lift and recline options
- Matching stool / 2 & 3 seater sofa / rocker available



Call 0800 110 5873 for more details or to order

our friendly call centre team are on hand to help find your perfect chair

Warwick

The elegant design of the Warwick features luxurious deep buttoned, fibre filled back cushions creating integrated head and lumbar support. Back cushions and seat cushions are fully reversible.

- Design: **Queen Anne or Straight legs**
- Size: **Petite, Standard, King-size, Tailored**
- Fabric: **Over 150 fabric options**
- Matching stool / 2 seater sofa available



Ascot

The Ascot design features a distinctive solid beech frame, deep buttoned back cushion and a compact smaller seat.

- Size: **Standard**
- Reversible seat cushion
- Matching stool / 2 seater sofa available



Ashford

The Ashford boasts smooth curves, distinctive self coloured or contrasting piping, a sumptuous seat cushion and supportive back.

- Size: **Petite, Standard, King-size, Tailored**
- **Reversible seat cushion**
- **Matching stool / 2 seater sofa available**



Bristol

A classical design with solid beech Queen Anne legs and knuckles. Superb head and lumbar support is provided by the three cushioned waterfall back.

- Size: **Petite, Standard, King-size, Tailored**
- **Reversible seat cushion**
- **Matching stool / 2 seater sofa available**



Norfolk & Windsor

The segmented back cushions of the Norfolk provide an integral headrest and lumbar support, whilst Windsor features a reversible back in a button back design.

- Size: **Petite, Standard, King-size, Tailored**
- **Reversible seat cushions**
- **Matching stool / 2 seater sofa available**



Lindale

The traditional feel of the Lindale would be welcome in any home. The wood trim finishes off this design which features Queen Anne legs and fully reversible back and seat cushions.

- Size: **Petite, Standard, Tailored**
- **Matching stool / 2 seater sofa available**





Hexham

This cosy lift and recline chair features a stunning scroll arm design and a very comfortable two cushioned back.

- Motor: **Single, Dual**
- Type: **Manual, Power, Fixed**
- Size: **Petite, Small, Standard, Large**
- Fabric: **Over 100 fabric options**
- **Matching 2/3 seater sofas available**



Bourton

The waterfall cushioned back on the Bourton provides maximum support while the natural or mahogany wooden handles help you exit the chair from a raised position with greater ease.

- Motor: **Single, Dual**
- Type: **Manual, Power, Fixed**
- Size: **Petite, Small, Standard, Large**
- Fabric: **Over 100 fabric options**
- **Matching 2/3 seater sofas available**



Hexam, Bourton and Kelbrook are available in over 100 fabric options. See page 18 for swatch samples



Kelbrook

A high, buttoned back recliner designed to offer you the sublime level of comfort you deserve. This model also features a beautiful scroll arm design.

- Motor: **Single, Dual**
- Type: **Manual, Power, Fixed**
- Size: **Petite, Small, Standard, Large**
- Fabric: **Over 100 fabric options**
- **Matching 2/3 seater sofas available**





Portland

The Portland Riser Recliner which features a memory foam seat, has been designed with comfort in mind.

- Motor: **Dual**
- Size: **Standard**
- Fabric: **Soft touch Sofia fabric**
- Colour: **Three colour options**



Venice

Full Tilt, Lift & Recline, silent motors, on castors for easy movement.

- Motor: **Dual**
- Size: **Standard**
- Fabric: **Cream bonded PU**



Chester

Full Tilt, Lift & Recline, silent motors, on castors for easy movement, knuckles to help with Arthritis.

- Motor: **Dual**
- Size: **Standard**
- Fabric: **Beige, floral**



Lars

Upholstered in luxurious leather, the Lars Rise & Recline Armchair is now available with a single or dual motor mechanism.

- Motor: **Single, Dual**
- Size: **Standard**
- Fabric: **Luxurious Leather**
- Colour: **Four colour options**



Call 0800 110 5873 for more details or to order

Nevada

The Nevada Rise & Recliner features a Dual Motor mechanism allowing independent operation of the leg rest and back rest.

- Motor: **Dual**
- Size: **Petite, Standard**
- Fabric: **Luxurious Rembrandt**
- Colour: **Four colour options**



Westminster

Full Tilt, Lift & Recline, silent motors, on castors for easy movement.

- Motor: **Dual**
- Size: **Standard**
- Fabric: **Black or brown**



Santana

Chic and stylish, the Santana Riser Recliner features attractive wooden insert detailing and is available in both a classic Oatmeal fabric or contemporary coloured leather.

- Motor: **Dual**
- Size: **Standard**
- Fabric: **Leather or fabric**
- Colour: **Three colour options**



Wilmslow

Full Tilt, Lift & Recline, silent motors, on castors for easy movement.

- Motor: **Dual**
- Size: **Standard**
- Fabric: **Terracotta or beige**



Call 0800 110 5873 for more details or to order

Why Made to Measure?

The variables in our Made to Measure collection ensure the chair is the right size for you. With our unique mix and match options, you can achieve the perfect solution to suit your needs.

It works like this ...

- Select the design of the chair from the models shown
- Select the fabric from a wide choice of over 150 available
- Select the basic size (Small, Standard or Large) and then enhance your selection by choosing ANY seat height, width, depth and back height from those available.

Unlike chairs from other manufacturers, all four elements of the chair are interchangeable, so you can “mix and match” parts to create a bespoke chair specifically designed around you. In fact, there are 52 possible size options for each chair - that's versatility.

One more important thing to remember - the unique “mix and match” option comes at no extra charge.



Bristol

Model shown in
Floral Champagne

Chester

Model shown in
Boucle Mink

Langham

Model shown in
Evergreen

Ashton

Model shown in
Montana Floral
Oatmeal



The made to measure chairs on page 14-15 are available with over 150 fabric options.

See page 19 for a small selection of the fabrics available

Bella

With a fibre filled lumbar cushion for excellent back and head support, upholstered in a way that the headroll and back can be easily adjusted so you have the support where it is needed.

- Design: **Lumbar back**
- Motor: **Dual**
- **Optional massage system**



Shirley

The Shirley design is sculpted and proportioned to offer excellent comfort and support in a compact size. This design is available with a heated lumbar and massage system as an optional extra.

- Design: **Button back**
- Motor: **Dual**
- **Optional massage system**



Tiffany

Choose from a supportive fibre filled Lumbar back with adjustable headroll, a Waterfall back with three luxurious, adjustable fibre filled pillows or a generous fibre filled Button back with a gentle, integral lumbar. Handcrafted wooded knuckles allows an extra firm grip when using your chair.

- Design: **Lumber, waterfall or button back**
- Motor: **Dual**
- **Matching furniture available**
- **Optional massage system**



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Donna Award & Comfort

The Donna Award has sturdy handcrafted beech knuckles, solid frame and exceptional comfort with multi-cushion back and luxuriously padded chaise-seating and footrest. The Donna comfort features sumptuous scroll arms.

- Design: **Waterfall back**
- Motor: **Dual**
- **Optional massage system**



Donna Supreme & Luxury

This winning design has a gently curved soft cushion back with a neat button arrangement, the supreme features firm solid beech knuckles. The Donna Luxury features scroll arms.

- Design: **Waterfall back**
- Motor: **Dual**
- **Optional massage system**



Cara

The contemporary lines of the Cara, incorporates generous fibre filled triple waterfall style back cushions and luxury padded chaise style seat with extra wide leg/footrest section. 10 point massage system with heated lumbar available as an optional extra.

- Design: **Waterfall back**
- Motor: **Dual**
- **Optional massage system**



Horizons

Soft flowing, clean-lined, unfussy modern design with defined top-stitch detailing, enhancing the contoured style.



Haven

Retro styled design with a sense of nostalgia and an almost classic Scandinavian touch for a modern look and a modern feel.



Lotus

Slim-line and compact, lotus is elegant and modern, designed to complement or blend with many environments.



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Cloud 9

A timeless classic offering cosy comfort and a fresh modern twist on a traditional style wing back chair.



Lotus, Horizons, Cloud 9 & Haven:

- Tilt-in-space, Solo, Duo, Trio
- Type: **Manual, Power**
- Size: **Compact, Standard, Large**
Trio option also available in Grand
- Fabric: **Lifestyle Collection**



Arc

arc is quite simply revolutionary; one of the world's first combined swivel action rise and recline chairs, designed for a unique 360° experience – relax 360°.

- **Swivel rise-recline**
- Type: **Manual, Power**
- Size: **Standard**
- Fabric: **Lifestyle Collection**



The contemporary range features a selection of luxury fabrics in a variety of colours and patterns



Ogmore

A contemporary styled chair, designed to blend in with today's modern décor. For your convenience, it will feature a USB port as standard.

- Motor: **Single, Dual**
- Type: **Manual, Power, Fixed**
- Size: **Petite, Small, Standard, Large**
- Fabric: **Over 100 fabric options**
- **Matching 2/3 seater sofas available**



Elstow

The beautiful Elstow lift and recline chair features a waterfall cushion back and is available in a variety of fabrics to match your personal style. The chair and suite featured here are in the new, pet proof, easy to clean Aqua Clean fabric.

- Motor: **Single, Dual**
- Type: **Manual, Power, Fixed**
- Size: **Petite, Small, Standard, Large**
- Fabric: **Over 100 fabric options**
- **Matching 2/3 seater sofas available**



Sasha

Great attention has been paid to every detail on the Sasha, from the double scrolled arm, piped wings, to the elaborate split back top cushion. A truly stunning handmade chair that features a USB charging point as standard.

- Motor: **Single, Dual**
- Type: **Manual, Power, Fixed**
- Size: **Petite, Small, Standard, Large**
- Fabric: **Over 100 fabric options**
- **Matching 2/3 seater sofas available**



Kelbrook

A high, buttoned back recliner designed to offer you the sublime level of comfort you deserve. This model also features a beautiful scroll arm design.

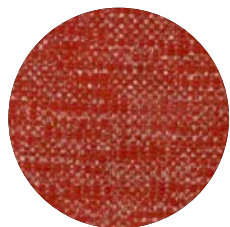
- Motor: **Single, Dual**
- Type: **Manual, Power, Fixed**
- Size: **Petite, Small, Standard, Large**
- Fabric: **Over 100 fabric options**
- **Matching 2/3 seater sofas available**



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Swatch options *Set one*



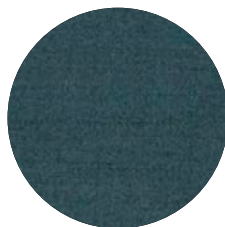
Woven Strawberry



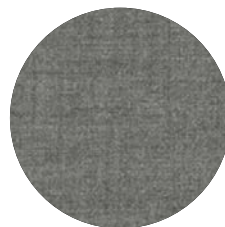
Boban Flower



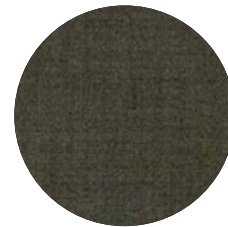
Wool Camel



Wool Navy



Wool Grey



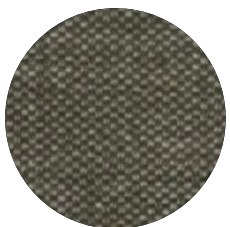
Wool Smoke



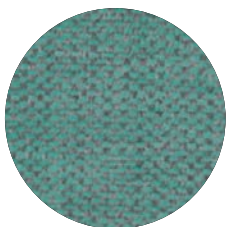
Bounty Ivory



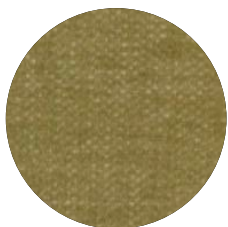
Bounty Caramel



Marleybone Nutmeg



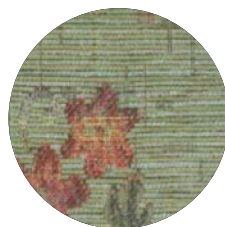
Marleybone Sage



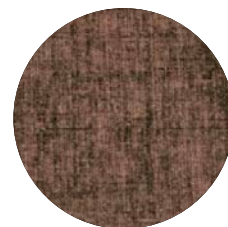
Marleybone Teal



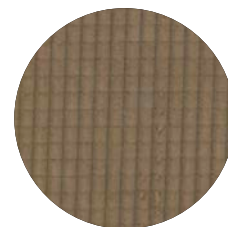
Garden Beige



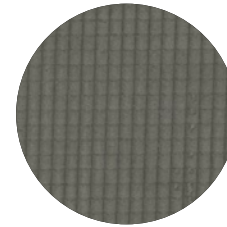
Garden Green



Chocolate



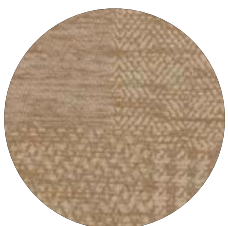
Cloud Mink



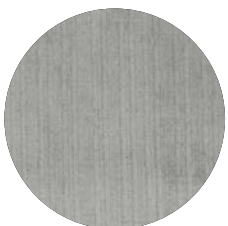
Cloud Steel



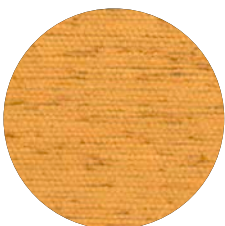
Brighton Cream



Patchwork Beige



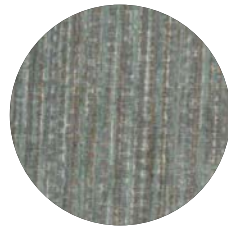
Plain Silver



Plain Gold



Plain Stone



Carnaby Blue



Carnaby Ivory



Carnaby Grey

Swatch options *Set two*



Emperor Coffee



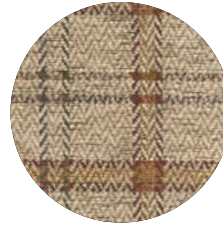
Tartan Teal



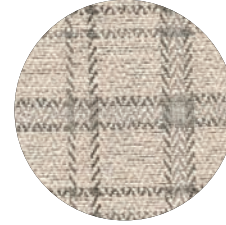
Vintage Mink



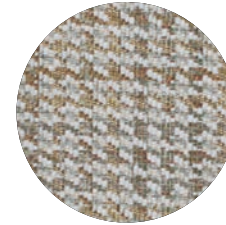
Jigsaw Grey



Harmony Mink



Harmony Silver



Spring Festival



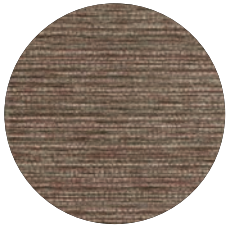
Victoria Camel



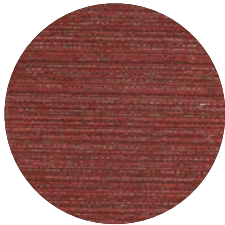
Waltz Stone



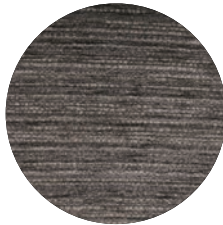
Waltz Platinum



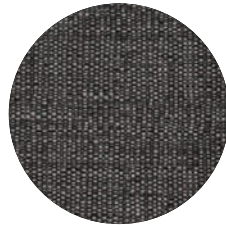
Waltz Heather



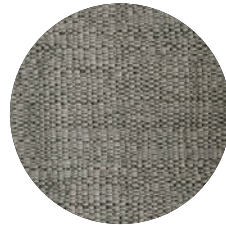
Waltz Bordeaux



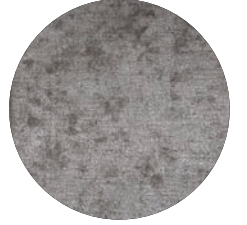
Waltz Charcoal



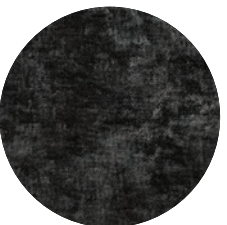
Algarve Liquorice



Algarve Coffee



Serenade Steel



Serenade Ebony



Serenade Toffee



Cascade Pewter



Cascade Aqua



Cascade Ash



Libra Willow



Hamlet Aubergine



Hamlet Chocolate

Cambridge

A straight high backed seat with integrated headrest. Seat cushions are reversible. Available with or without wings.



Hadley Commode

A solid beech frame conceals a full sized seat & potty with lid.



Mode

Stream-lined easy move, easy-mode porters chair solution with improved comfort and support. The mode recliner chair features award-winning superior high quality, durable easy lock twin castors for undeterred manoeuvrability.

- Type: **Power**
- Size: **Compact, Large**



Derby

A compact orthopaedic chair, with removable seat cushion and hygiene gaps for cleaning purposes.



Derby Drop Arm

Easy push button drop arm for easy slide over access.



Derrington

The Derrington studio couch has a drop-arm styling which provides equal comfort for sitting, lounging, snoozing or sleeping. The fully reversible back cushions, when removed, give the added space to double up as an occasional bed.



Call 0800 110 5873 for more details or to order

Chair accessories

Add even more comfort and features to your new chair with these accessories / upgrades.



Anti-macassar

Protect the upholstery of the chair with an anti-macassar that perfectly matches your chair or sofa.



Arm Caps

Protect your arm rests with an arm cap that perfectly matches your chair.



Scatter / Lumbar Cushions

Scatter and Lumbar cushions have been made to perfectly match or complement your chosen chair or sofa with the benefit of added support.



Head Cushion

A cushion that will help take your comfort to the next level.



Neck Roll

Give your neck some added support with a matching neck roll.



Extra Pocket

Order an extra pocket to store your favourite book, glasses or TV remote.



Heat and Massage / Separate Heat Pad

Upgrade your chair to include heat and massage features. Use the pre-set programmes to control the intensity of the head to toe massage to suit you, all whilst the heat function warms your lower back. Alternatively, if you don't require the massage function the heat pad is available to be purchased separately.

Rechargeable Battery Pack

Continue to be able to use your lift and recline chair during a power cut up to 75 times for a power / 25 times for riser/lift chairs before requiring recharging.*

*subject to individuals weight



The Importance of quality sleep for older adults

As we age, we often experience normal changes in our sleeping patterns. We may become sleepier earlier, wake up earlier, and enjoy less deep sleep.

However, disturbed sleep, waking up tired every day, and other symptoms of insomnia are not a normal part of aging. Sleep is just as important to our physical and emotional health in our senior years as it was when we were younger.

No matter what your age, sleeping well is essential to your physical health and emotional well-being. For seniors, a good night's sleep is especially important because it helps improve concentration and memory formation, allows your body to repair any cell damage that occurred during the day, and refreshes your immune system, which in turn helps to prevent disease.

It appears that it is more important to focus more on how you feel following a night's sleep, rather than the specific number of hours

you spend asleep. Quality is as important as quantity. Investing in a quality bed and in particular, a quality adjustable bed is all to do with achieving good posture whilst you sleep. Good posture takes pressure off your organs, helps you to breathe properly and therefore reduces snoring, aids digestion and blood circulation and ultimately reduces the amount you need to toss and turn. You may also benefit from temporary relief from joint and muscle pain, swelling, water retention and so on.

To get good quality sleep, you need to achieve good posture!

Top Tips

- Check the overall height of the bed to ensure you can get on and off it easily and safely
- Think about not only what may be suitable today, but what will also be suitable in the years to come

BEDS ICON KEY



Memory foam - provides pressure relief by evenly distributing the bodyweight across the entire surface.



Pocket sprung



Latex - contours to the body and offers optimal temperature and moisture control. Latex is naturally anti-bacterial, anti-fungal and dustmite resistant and offers excellent durability.



Adaptive - intelligent textile technology that responds to changes in temperature and moisture levels.



Manufactured in Britain



Single sided mattress - we recommend that you rotate a single sided mattress head to toe every fortnight for the first three months, then every other month thereafter.



Lambswool



Divan Bases

- Choice of divan heights, 14 or 16 inch including castors
- Solid metal, chrome-plated castors
- Unique Push-to-Open drawer system
- 2, 4 and 2+2 drawer options (additional cost)
- Choice of luxurious upholstery fabrics
- Selection of headboards (additional cost)



Natures Comfort

Nature's Comfort is lovingly handcrafted for luxurious comfort and support, using the most natural and comfiest materials. there are five mattress options in the range.

- Mattress: **1000ct, 1200ct, 1700ct, 2150ct**



Latex Range

The new Latex mattresses use 100% pure Latex on hand nested pocket springs to offer a comfortable and supportive mattress. Four mattress options are available.

- Mattress: **1000ct, 1500ct, 2150ct, 3000ct**



LATEX



Memory VR Collection

Introducing the new VR Range – a collection of luxurious memory foam mattresses on hand nested pocket springs and foam encapsulated to provide full edge to edge support. These mattresses offer varying levels of firmness and feature a Viscose cover for a softer touch. Each new VR mattress has also been treated with Adaptive to provide you with optimum temperature control.

- Mattress: **1000ct, 1500ct, 2150ct, 3000ct**



Call 0800 110 5873 for more details or to order



Storage a Problem?

Our range of ottoman bases would offer a beautiful storage solution to any bedroom. The gas spring system allows the ottoman base to be opened and closed with ease. Please note that the maximum mattress weight allowance is 50kg. Please contact us if you require any assistance.

Ottoman base

- Options: End or Side Lift available.
- Models: any model in our divan range can be selected as an ottoman
- Widths: 3', 4', 4'6" or 5'
- Fabric Range: Please see page 35 for a selection of swatches.

Newsflash:

Would you like an adjustable bed that has the storage of an Ottoman?

Please ask your Personal Advisor for details

Available in a range of fabric options, see page 35 for a selection of swatches.

Call 0800 110 5873 for more details or to order

Basics Collection

Affordable models that do not compromise on style, comfort or quality. Offering more traditionally styled beds combined with the advanced technology of Motion Intelligence.

- **5 Part K Frame** offering unique, customisable support to different areas of the body
- **Sprung beech slats** that are able to adapt pressure exerted on to them offering improved back support
- **Emergency lowering motor** to lower the bed in the event of a power cut
- **Ergonomic handset**
- **Splash proof motor**
- **Twin wheel castors**
- **No choice of base fabric**
- **Various headboard and footboard styles available as optional extras**



Jenny

- Mattress: **Soft-Medium**
- Knitted panel fabric - quilted



Aztec

- Mattress: **Medium**
- Hand tufted for greater support
- Fresh air ventilators
- Flag stitched handles



Panama

- Mattress: **Firm**
- Reflex foam mattress
- Deep quilted, zip off cover
- Non-slip base panel





Polly

- Mattress: **1200ct - Medium**
2150ct - Medium - Firm
- Luxurious cashgora with natural wool and silk on a choice of 1200ct or 2150ct pocket spring unit
- Hand tufted for greater support
- Features a summer and winter side
- Cotton Viscose cover



Select Collection

Offering the same standard features as the Basics Collection, the Select range provides a wider selection of mattress fillings to choose from. Available with four fabric options as standard with the option to upgrade.

- **5 Part K Frame** offering unique, customisable support to different areas of the body
- **Sprung beech slats** that are able to adapt pressure exerted on to them offering improved back support
- **Emergency lowering motor** to lower the bed in the event of a power cut
- **Ergonomic handset**
- **Splash proof motor**
- **Twin wheel castors**
- **Four base fabric options**
- **Various headboard and footboard styles available as optional extras**



Willow

- Mattress: **Soft**
- 50mm memory foam on reflex foam
- Viscose quilted cover touch
- Treated with Adaptive



Emery

- Mattress: **Medium**
- 50mm pure latex on 1200ct pocket spring unit
- Viscose quilted cover
- Treated with Adaptive
- Foam encapsulated





Daisy

- Mattress: **Firm**
- 50mm memory foam on reflex foam
- Viscose quilted cover
- Treated with Adaptive



Hayley

- Mattress: **Soft-Medium**
 - 50mm memory foam on 1200ct pocket spring unit
 - Viscose quilted cover
 - Treated with Adaptive
- (Mattress shown on Orpington Base)



Verity

- Mattress: **Medium**
- 50mm memory foam on 1000ct pocket spring unit
- Viscose quilted cover
- Treated with Adaptive
- Foam encapsulated for edge to edge support



Malvern

- Mattress: **1200ct - Medium**
2150ct - Medium-Firm
- Layers of natural wool and silk on a choice of pocket spring units
- Hand side stitched for added support



Call 0800 110 5873 for more details or to order

Bonny

- Mattress: **Medium**
 - 50mm pure latex on 1200ct pocket spring unit
 - Hand tufted for greater support
 - Cotton Viscose cover
- (Mattress shown on Islington base)



Zelda

- Mattress: **Medium**
- 50mm memory foam on 1200ct pocket spring unit
- Hand tufted for greater support
- Cotton Viscose cover



Cool Gel

- Mattress: **Soft-Medium**
- 50mm memory foam on reflex foam
- Viscose quilted cover
- Treated with Adaptive



Harper

- Mattress: **Soft-Medium**
- 50mm pure latex on 1200ct pocket spring unit
- Viscose quilted cover
- Treated with Adaptive



Please note: Headboards and footboards are available as optional extras on all our Select Collection Beds. Please see page 32 for more styles

Call 0800 110 5873 for more details or to order

The most sophisticated bed on the market

Salisbury

- 5 panel wall hugger action with two lift motors for the upper and lower body
- Zero Gravity feature putting you in a position where less pressure is being exerted on the body
- Unique anti snore position
- Wireless handset which has an inbuilt torch
- Memory motor to save your favourite positions
- Massage unit built into the panel
- Under-bed lighting
- USB port to charge your smart phone or tablet
- Upholstered mattress retainer board
- Supplied as base only, matching headboard available
- Available in a vast selection of fabrics
- Widths: 3'0, 4'0, 4'6, 5'0, 6'0 and dual





Mirage

A popular feature of the Mirage base is that it does not actually look like an adjustable bed when in the lowered position. The fully upholstered base has feature piping to the top and bottom to complete the illusion.

- Upholstered mattress retainer
- Fully upholstered 5 panel action
- Memory motor with backlit corded remote
- Option to upgrade to add an end drawer
- Supplied as base only, matching headboard available
- Available in a vast selection of fabrics
- Choice of Mattresses
- Widths: 3'0, 4'0, 5'0, 6'0 and dual



Regent

The luxury adjustable bed with storage.

- Luxurious pocket sprung base
- 5 way action giving you ultimate control over your sleeping position
- End drawer for storage
- Upholstered mattress retainer
- Wall hugging action
- Simple easy to use controls
- Supplied as base only, matching headboard available
- Choice of Mattresses
- Widths 3'0, 3'6, 4'0, 4'6, 5'0, 6'0 and dual



Call 0800 110 5873 for more details or to order

Surrounds

Our surrounds are designed for ease of access through the smallest of entry points and are a stylish alternative solution to the adjustable divan style.

- Easy assembly and handling due to 4 part construction
- Integral fully upholstered head and footboard
- Special sizes available - all in usual lead times
- Available in over 40 different fabrics
- Any mattress from select collection

EASY ACCESS

ADJUSTABLE BEDS



Deluxe



Orpington



Islington



Violet

Headboards

To perfectly complement your chosen bed, we have a selection of headboards available in a range of matching fabrics. All headboards have a strut or full-height option, with the exception of the; Lawrence, Roma, Kingston, Littleton, Denton, Jackson and Penzance which only offer an extended leg option. All other headboards are available in standard bed widths and bespoke sizes can be made upon request.



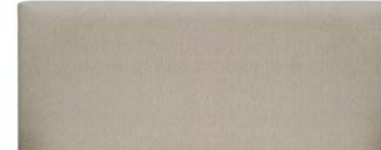
Bellingham



Chelsea



Denton



Ealing



Hampton



Harrow



Hastings



Jackson



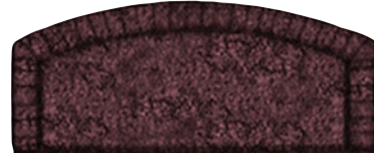
Kingston



Milan



Harrow



Leyton



Littleton



Ludlow



Roma



Penzance



Soho



Preston



Regent

Optional upgrades

Heavy Duty Frame

For users who weigh between 18-25 stone, the frame on the single sized heavy duty base is made from metal. Available for 2ft 6in, 3ft, 4ft and 4ft 6in models only. Please note, heavy duty bases will normally come on full divan but can be ordered on a 10" base with 4" skittle legs if required.

Knock Down

For houses with limited access. 2ft 6in and 3ft beds can be cut in half (we call it KD), so they can be installed upstairs without difficulty. A KD bed arrives in three parts – the mattress and two half bases. The actions are also cut in half and are bolted inside the base halves. The 4ft and 4ft 6in beds always have east/west split bases and so only the action will be cut in half. The bases will be delivered as two bases that link together and are not available as KD.

Reading Lights

We now offer the option of reading lights that can be attached to any models in the headboard range - they can be fixed in any position - left, right or top. Featuring a flexible neck to allow maximum adjustment and individual power button.

Waterproof Mattress

Our Venus mattress features 50mm Memory foam on a layer of reflex foam and provides a firm feel. The Venus also features a waterproof stretch cover that is 44% PU and 56% PA.

Synchronise pair of 2'6 or 3'0 beds

If you have purchased a 5'0 or 6'0 model, you can choose to have the motors synchronised so that desired motion applies to both mattresses on the bed. Alternately this option can be used to facilitate the use of one 5'0 or 6'0 mattress.

Built in Massage Unit

Available in memory and reflex foam models, our innovative and ergonomic vibration massage system is built within the mattress to give you the ultimate massage experience.

- Programmable vibration intensity and speed
- Low voltage (12v) with built in 30-minute auto timer
- Hand control wand with LED indicators
- Massage available in WAVE, PULSE and ZIP ZAG mode
- Ergonomic design hand control wand

Side Retaining Clips

Secure your mattress in place with our side retaining clips.

The Hi-Lo Specialist Bed



Hi-Lo Bed

Our High/Low mechanism allows the whole bed frame to be raised and lowered, allowing you to select the most suitable height for getting in or out of the bed unaided.

The five section variable adjustments provide you with a more comfortable and stable position with angles that form a head/backrest and a leg raise that creates a knee break to help stop you from sliding down the bed. For additional support, the hoist can be used to turn yourself and alleviate pressure points.

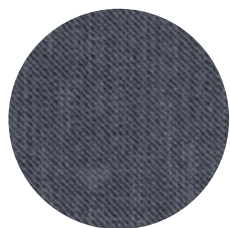
Please specify if you require your High / Low bed to be featured on skittle legs or as a full divan base.

- Eliminating the risk of injury to the carer that can be caused by lifting while bending
- Maintaining the independence and dignity of the user when changing positions
- Increasing the possibility of someone getting out of bed unaided with the bed helping them get in to a sitting position first

Bed swatch options *Set one*



Coconut



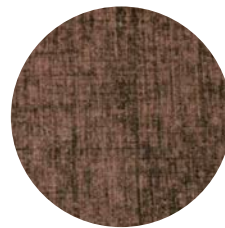
Iron



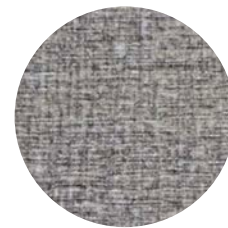
Wheat



Barley



Chocolate



Steel



Pearl



Fudge



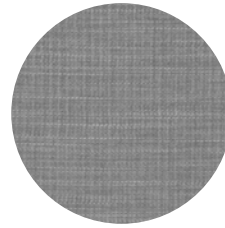
Victoria Polly



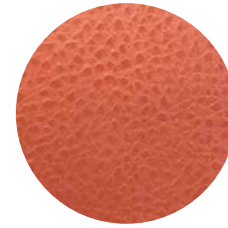
Victoria Stone



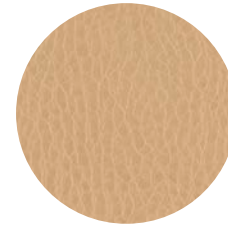
Victoria Linen



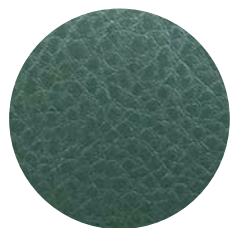
Victoria Pewter



Leatherette
Burgundy



Leatherette
Champagne



Leatherette Forest
Green



Leatherette
Sandalwood



Gold Damask

Bed swatch options *Set two*



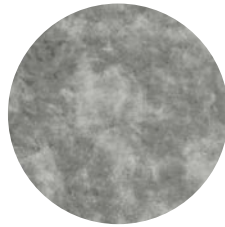
Plush Oyster



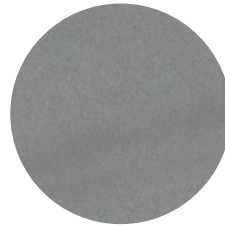
Plush Toffee



Plush Blush



Plush Steel



Velvet Grey



Velvet Sand



Velvet Bronze



Velvet Fondant



Velvet Grape



Velvet Blueberry



Velvet Teal



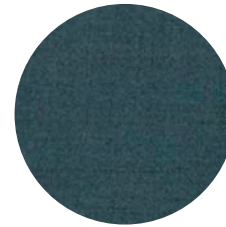
Velvet Navy



Velvet Black



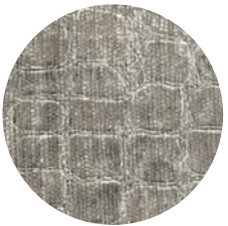
Wool Camel



Wool Navy



Wool Grey



Dundee Steel



Dundee Pearl



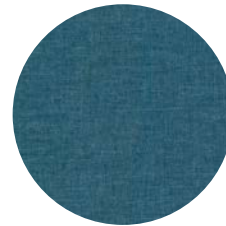
Pearl



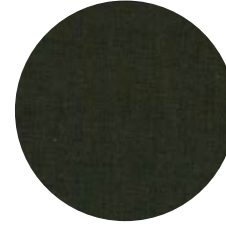
Joseph Honey



Joseph Meadow



Joseph Riviera



Joseph Espresso



Victoria Putty

The world's first responsive textile



with clinically proven benefits to the human body.

Celliant® has been proven in clinical tests to reduce pain, increase oxygen levels, and help balance body temperature.

Each of these results can have added benefits including faster healing, increased performance, better-quality sleep, and improved overall wellness, all of which can help alleviate the symptoms of arthritis and peripheral vascular disease often associated with diabetes.

The key to Celliant® lies in its ability to absorb and store the electromagnetic (energy) emissions from the human body and release them where they are reabsorbed into the skin and deep muscle tissue. In the deep muscle

tissue, they act as catalysts for natural, biological processes resulting in enhanced oxygen levels and more balanced body temperature during sleep, rest or physical activity.

A combination of specially formulated proprietary ingredients and minerals blended with polyester fiber, Celliant® can be woven or knit into almost any materials including wools, cottons and other polyesters.

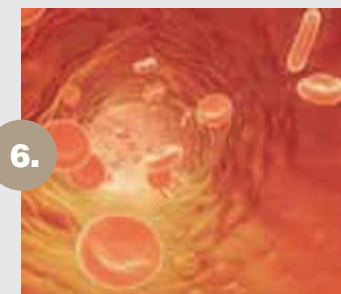
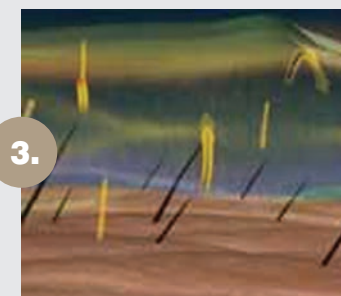
Our bodies are constantly giving off electromagnetic energy. The minerals in Celliant® were specifically chosen because of their natural ability to absorb and reflect this energy back to the consumer.

"As an athlete, you are always trying to find that extra edge to improve your performance. For me, Celliant is that edge. Since finding Celliant, I've been able to work harder with less pain and quicker recovery than ever before. I love this stuff!"

Michellie Jones 2006 Ironman World Champion and Olympic Silver Medalist

How Celliant works:

1. Celliant® fibres are created from natural minerals and embedded into polyester fibres.
2. Celliant® fibres absorb energy from the body.
3. Celliant® converts the energy into a form usable by the body.
4. Celliant® recycles this energy back to the body.
5. This recycled energy triggers natural chemical reactions in the body.
6. These reactions result in increased blood flow and oxygenation to the tissue.



The SelfSure Natural Range

• Medium

- 1260 individually nested pocket springs
- Luxurious Celliant mattress ticking
- Horizontal spring alignment to aid support and adjustability
- Celliant™ is a technology which increases blood flow and tissue oxygen levels, which help muscles and joints combat stiffness, soreness and swelling caused by aging, injury or arthritis
- Ideal for flat and adjustable beds
- Made to Measure Mattresses available
- Widths: 2'6", 3', 3'6", 4', 4'6", 3'x2.
- Depth: 8"



Traditional hand teasing of luxurious natural fillings



The SelfSure Memory Range

• Soft, Medium or Firm

- Bottom layer of high density reflex foam for additional support
- Profile layer of top grade memory foam for comfort
- Luxurious Celliant mattress ticking
- Horizontal spring alignment to aid support and adjustability
- Celliant™ is a technology which increases blood flow and tissue oxygen levels which help muscles and joints combat stiffness, soreness and swelling caused by aging, injury or arthritis
- Made to Measure Mattresses available
- Layer or pressure relieving Memory Foam on Reflex™ Foam
- Single Sided Mattress
- Available on pocket spring / with a layer of latex
- Widths: 2'6", 3', 3'6", 4', 4'6", 3'x2.
- Depth: 8"



Traditional Hand Side Stitching



The science of comfort™

Comfort enables better sleep. To be truly comfortable, the body and mind must be completely at ease; free from pain or constraint. A more comfortable body is a healthier body.

True comfort requires the perfect blend of pressure relief, support and temperature. For that reason, we have gone further than any other brand in developing cutting edge technologies and materials in the pursuit of comfort and sleep quality.

A Mammoth mattress is proven to help you get more sleep. It does this by improving something sleep scientists call 'sleep efficiency'.

Sleep efficiency is the ratio of time spent asleep compared to the total time spent in bed. For example, if you spent eight hours in bed but only got four hours sleep, your sleep ratio would be just 50%.

We believe a good night's sleep is built on hard facts – so we tested our mattress in the lab to see how well they performed. The results showed that Mammoth improves sleep efficiency by almost 10%, which could mean getting another hour's sleep a night, even better preparation for another perfect day.

Support where you need it

Mammoth helps to take the weight off when retiring to bed. Reducing the pressure on your back, neck, hips and other problem areas, to help ease your aches and pains.

The extra supportive Medical Grade Foam found in all Mammoth mattresses allows you to remain in an optimal sleeping position

A cooler night's sleep

Being too hot at night can result in a broken sleep but there's no sweat with Mammoth's medical grade foam. Our mattresses have a high vapour transfer rate, which means they let your skin breathe so you get a good night's sleep.

A peace of mind purchase

We are confident that you will love your Mammoth for its lifetime. So much so that we offer a free ten-year warranty on all performance mattresses. Giving you peace of mind, that it will continue to give you better nights and better days.

Health professionals agree

Mammoth are proud of their heritage in healthcare, bringing the best technologies and innovations to anyone who values their wellbeing and importantly their sleep. This has been recognised by some of the UK's leading health organisations. Mammoth have partnered with the Chartered Society of Physiotherapy to help design the best products to promote wellbeing through comfort.

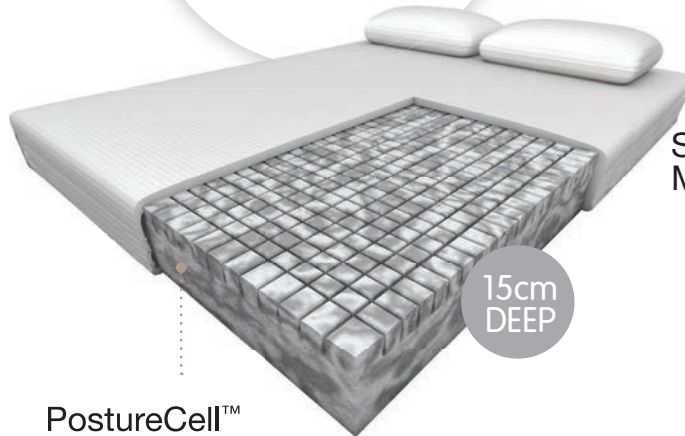


"Working with Mammoth, we've pioneered the use of specialist physiotherapist consultants to review products and offer advice to manufacturers."

Robert Yeldham, Director of the CSP



Mammoth Adjustable Mattresses



PostureCell™
Medical Grade™ Foam

15cm
DEEP

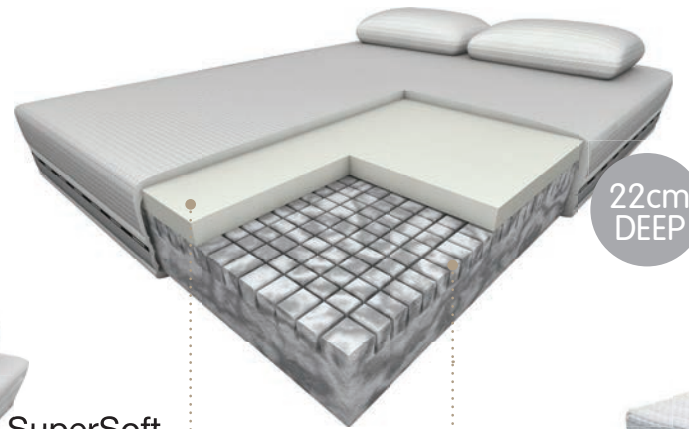
Mammoth Adjustable 15

Mattress: **Medium**

The Adjustable 15 offers greater comfort and improved sleep combined with fantastic value for money. Carefully designed to work with your adjustable bed and contour to the body, this mattress cares for your body in any position.

- 15cm deep Medical Grade™ Foam mattress featuring PostureCell™ technology
- Waterfall edge designed to contour to your body whatever your position

Sizes: Widths: 2', 3', 4', 4'6", 5' and 6' Length 6'6"



SuperSoft
Medical Grade™ Foam

PostureCell™
Medical Grade™ Foam

22cm
DEEP

Mammoth Adjustable 22 SuperSoft

Mattress: **Soft-Medium**

Mammoth's SuperSoft Medical Grade™ Foam offers a deep, luxurious feel matched with incredible health benefits. Whether you prefer to rest in an upright position or fully reclined, this mattress will help to achieve a pain-free night's sleep.

- 22cm deep Mattress.
- 15cm Medical Grade™ Foam mattress featuring PostureCell™ technology.
- 7cm SuperSoft Medical Grade™ Foam
- Waterfall edge designed to contour to your body whatever your position.
- Incredible comfort, postural support and reduced pressure to ease musculoskeletal pain.



- Fall asleep 29% Quicker*.
- 69% faster cooling**.
- 46% greater pressure relief***.
- Help reduce back pain.
- Improve postural alignment.
- Increase circulation.
- Help reduce inflammation and stress.

* Tested under the guidance of Prof. Jason Ellis at Northumbria University's Centre for Sleep Research (2012).

** Independently temperature tested by SATRA.

*** Independently pressure map tested.

All tested against 60kg memory foam.

All Mammoth Performance mattresses have technologies that are:

- Scientifically shown to improve sleep and ideal for rest and rehabilitation.
- Recommended by the National Institute for Health and Care Excellence.
- Faster cooling than standard memory foam to prevent overheating at night.
- Covered with a 10 year limited guarantee for peace of mind.
- Integrated mattress protector and hypoallergenic machine-washable cover.

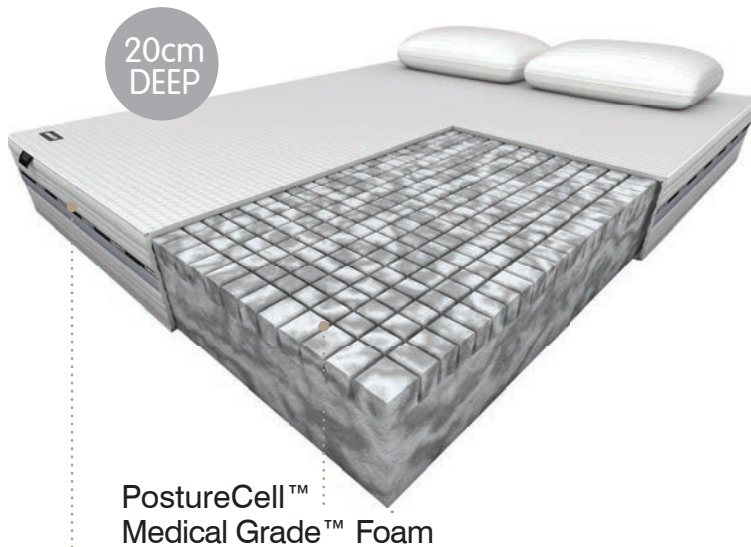


Pillows

The perfect partner for any Mammoth mattress is a SuperSoft Pillow. Made using our SuperSoft Medical Grade™ Foam the pillow comes in two depths.



**WINNER
BRIGHT IDEAS
IN HEALTH
AWARDS 2016**



Mammoth Performance 220

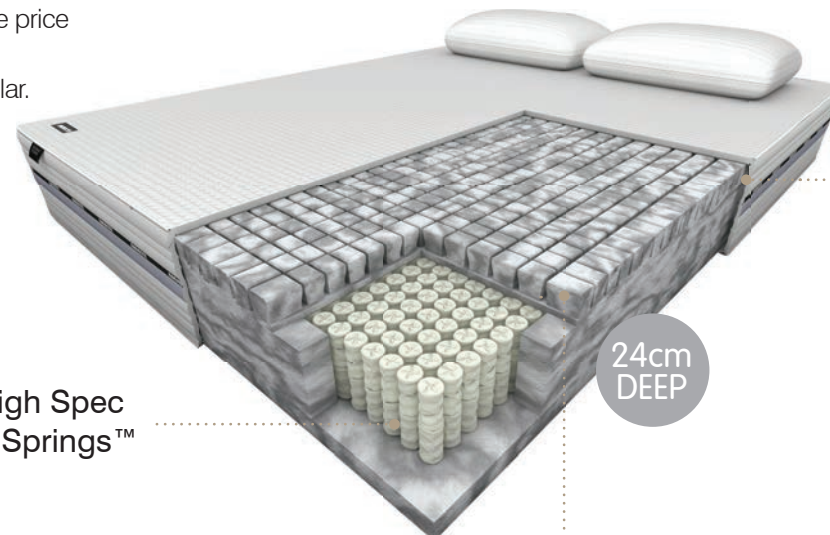
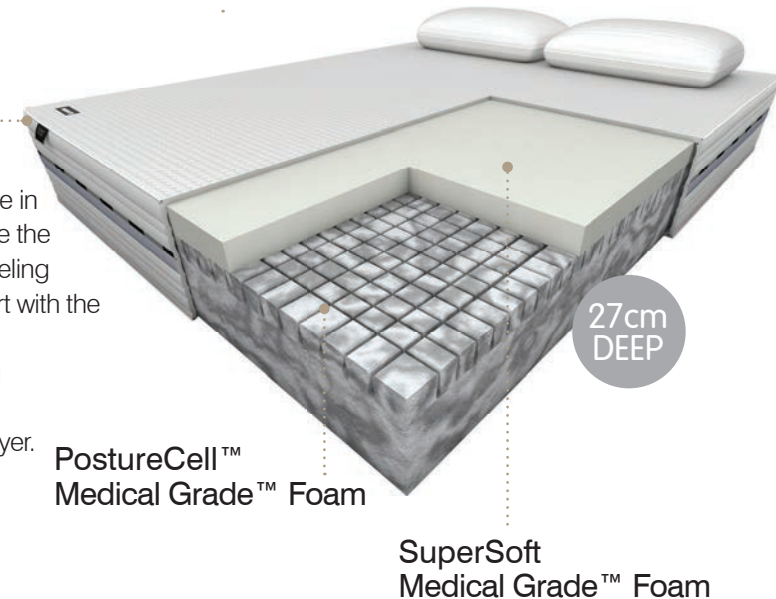
Enjoy a deep, restorative sleep at an affordable price with Mammoth Performance 220 Mammoth's original model – and still one of the most popular.

- 20cm of Medical Grade™ Foam featuring PostureCell™ technology.
- Available in regular or firm feel.
- Removable washable integrated mattress protector.

Mammoth Performance SuperSoft 270

Cutting edge medical technologies combine in Mammoth's best-selling mattress to achieve the deepest, most sumptuous feel. Wake up feeling refreshed and free from pain and discomfort with the Performance SuperSoft.

- 18cm of Medical Grade™ Foam featuring PostureCell™ technology.
- 7cm SuperSoft Medical Grade™ Foam layer.
- Removable washable integrated mattress protector.



Mammoth Pocket 1600

The very best of the old and the new technologies combine to produce a deep and luxurious mattress. The Pocket Hybrid 1600 is perfect for those who love the bounce and feel of a pocket sprung mattress but want to benefit from the pressure relief, support and temperature regulation of Medical Grade™ Foam.

- 7cm of Medical Grade™ Foam featuring PostureCell™ technology.
- 1600 individual pocket springs.
- Removable washable integrated mattress protector.

Sizes: Widths: 3', 4', 4'6", 5' and 6' Length 6'6"

How to order

Ordering couldn't be easier,
simply telephone our friendly call
centre or email us with your request

Get in touch

Simply telephone our friendly call centre or email us
with your request.

Telephone: 0800 110 5873

Email: sales@self-sure.co.uk

Website: www.self-sure.co.uk

Post: Send your order and cheque made
payable to SelfSure:

**SelfSure, Unit 3 The Gallery,
Concept Court, Manvers,
Wath-upon-Dearne S63 5DB**

Payment Methods

0% or low rate finance
Debit / Credit Cards
Bank Transfer (BACS)
Cheque
Cash on Delivery

Simple Returns Policy

- If you receive a product which is incorrect, faulty or damaged, SelfSure will replace the product or refund you in full.
- If you receive a product which is correct, but is not suitable for you, please do not use it and put it back in its original packaging. If SelfSure receives it back in new condition, SelfSure will refund you in full, less any delivery or collection costs.
- If a product is made to measure, unfortunately no refund can be given.
- If you remove a product from its packaging or use a product which consequently may be perceived as contaminated or not clean, unfortunately no refund can be given.

SelfSure will always endeavour to act in a fair manner which results in a win/win outcome for all concerned.

Please feel free to ask for a copy of our full terms and conditions or visit our website www.self-sure.co.uk

Any
questions?

Contact our friendly
call centre team on

**Freephone:
0800 110 5873**

Pricing Policy

All specifications and dimensions quoted in this brochure or separate price list are correct at the time of going to press. SelfSure reserves the right to amend prices as and when necessary. The exact price will be confirmed at the time of ordering.

Products used as studio props, for purposes of photography and illustration, are not included the price.

All prices are plus postage and packaging.





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