

## Go to sleep hugging a tree with EcoSleep the Cleaner, Greener, Healthier Sleeping Choice.

Tuesday 3 June, 2014

**At last no more unpleasant, festering, forgotten mattress protector lurking beneath the bed sheets. EcoSleep® is a comfortable machine washable mattress protector that you can sleep directly on instead of using a separate sheet which means that you only have one item to wash and one item to dry, and it never gets left behind on wash day and just like traditional fitted sheets comes in a wide range of colours and sizes.**

New for 2014 and just launched this month by Wirral based mattress protection specialists, Snugnights, is EcoSleep®, the next generation of mattress protectors.

Mattress protectors have always struggled with a bit of an image problem, they are not judged to be cool, and they are not the sort of thing that gets bragged about in Social Media. In fact they have generally been something that doesn't get mentioned much at all and are often forgotten about as soon as they are put on the bed.

There they lie day after day, week after week, even month after month. Come wash day the sheets are stripped off and washed but so often the protector is left behind unloved and unwashed. It is still doing its job of protecting the mattress but getting dirtier and smellier and gathering an impressive covering of stains, bacteria and grime as it quietly gets on with its job. Of course we all wash our mattress protectors...every wash day...don't we? Well actually no, most people just leave them where they are and then pop their clean freshly laundered and dried sheets straight back on top, only washing them on the rare occasions that they have the time and inclination to do so.

Every bed in every home needs a mattress protector, without one your mattress will gradually turn from the crisp clean comfortable item that you so carefully chose in the bed shop to a yellowing, stained horror teeming with dust mites. To properly protect your mattress it needs to be waterproof and this is where the other issue lies, many people's perception of a waterproof protector is that it will be hot and rustle and creak as you lie on it, and give you quite literally sleepless nights, but if it's not waterproof then it's not protecting the mattress or controlling dust mites.

EcoSleep solves these issues, because your sheet IS your mattress protector it gets washed as regularly as you always wash your sheets, it can't be left behind and forgotten. Even if you do wash your mattress protector more frequently than most, EcoSleep is still better for your pocket and the environment because EcoSleep is just one item, instead of two, that's just one item to wash and one item to dry instead of two. Half the effort, half the hassle and half the energy used by your washing machine and tumble drier and no ironing required either.

As far as comfort is concerned it feels just like your old sheet, in fact better than your old sheet and yet it is waterproof. The secret lies in its construction. The upper surface is made from Tencel®, a natural, renewable tree fibre that in use is softer and more absorbent than cotton, on the underside is a microfine membrane that is so fine that you cannot feel it. This membrane is completely waterproof yet is breathable. This means that it is quiet in use and it does not affect the user's body temperature when sleeping on it. Pure Comfort and Total Protection without costing the earth.

EcoSleep is available in 20 colours and 20 mattress sizes as well as in matching pillowcases and can be machine washed and tumble dried.

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