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**PRESS RELEASE**  
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## Swedish innovation wants to help pandemic-affected hotel industry

The first priority for any hotel should be to provide a good night's sleep for its guests. This service must however include the guarantee of a comfortable hotel bed; a promise that, so far, has been impossible to keep since all guests have their own unique preferences. That can now change when the Swedish company YouBed introduces a bed innovation providing personalized mattress comfort. Due to COVID-19, it has never been more important for hotel chains to distinguish themselves from competitors. Together with Business Sweden, the Swedish Trade and Invest Council, YouBed is now making a global introduction, taking its one-bed-fits-all innovation to hotel chains worldwide.



The Swedish company YouBed has invented a way to adjust the firmness in a high-level pocket spring mattress without compromising on the highest levels of sleeping comfort, simply by using a remote. This one-bed-fits-all solution will be available globally through a unique sleep concept that is believed to be game-changing for the hotel industry, enabling hotels to finally offer what every guest deserves: the guarantee of a comfortable hotel bed and the best conditions for a good night's sleep.

– Personalized sleep comfort is the missing link that will finally allow hotels to reach their full potential. I wouldn't be surprised if our innovation creates a paradigm shift within the hotel industry, and it is our responsibility to support this development in the best way possible. With a sharp reduction in the customer base caused by COVID-19, hotel brands, now more than ever, need to stand out and increase their competitiveness. We think our new sleep concept can contribute in this process, says Mattias Sörensen, CEO and founder of YouBed.

The YouBed Sleep Concept is now being launched globally in a unique collaboration with Business Sweden and other government departments. 44 new YouBed offices - with the capacity to support every market of

the world - are already initiating dialogues with regional hotel groups that are expected to lead local introductions around the world.

– YouBed decided early on to use our existing support structures, a shortcut for leading companies to quickly access global markets. As we got involved early in the process, we could tailor our involvement based on this long-term business relationship. We are really proud to be part of the establishment of a new Swedish multinational company, and to support their game-changing innovation in the capacity it deserves, says Fredrik Fexe, Executive Vice President, Head of Strategy and Business Development at Business Sweden.

YouBed is currently available at all Mövenpick Hotels in Europe, as well as in the Scandinavian First Hotels and Scandic Hotels. The YouBed sleep concept is initially only available for corporate brand introductions that include every hotel within the chain. [www.youbed.com](http://www.youbed.com).

**For more information, please contact:**

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**About YouBed**

*The Swedish company YouBed has invented and patented a new way to adjust the firmness of a high-quality pocket spring mattress. The adjustment is done quickly and easily with the help of a hand control, and without compromising on the highest levels of bed and sleep comfort. You can also fine tune different sections of the mattress independently (shoulders and hips) to achieve optimal sleeping comfort for all users, regardless of height, weight, body shape or preferred sleeping position. The result is the world's first personalized bed that guarantees comfort, opening up huge opportunities and value creation in industries where sleep and beds play a central role.*

**About Business Sweden, the Swedish Trade and Invest Council**

*Business Sweden, the Swedish Trade & Invest Council, helps Swedish companies to increase their global sales and international companies to invest and expand in Sweden. Business Sweden helps Swedish companies by shortening time to market, finding new revenue streams and reducing risk. They also help international companies finding new business opportunities, increasing return on capital and being an impartial support. With networks at all levels, they offer strategic advice and tangible support in 44 of the world's most interesting markets. Business Sweden is jointly owned by the state and the business community.*

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