

DID YOU KNOW SLEEP IS A MATERIAL SPORT?*

*A sport where the quality of the material is crucial to a successful result.



A little about what is obvious to a farmer

If you own a DUX, you'll already know about sowing and harvesting.

Most things in life are about cause and effect. For a really good result, you need to have the right mindset from the start. Sure, sometimes you get lucky, but in the long run you need to make conscious, wise decisions to achieve what you want.

Robert Louis Stevenson coined the expression: Don't judge each day by the harvest you reap but by the seeds that you plant. At DUX, we'd like to develop this further into: Don't judge yourself by the results of the day but by how well you sleep at night. This holds a lot of truth.

For a farmer, the quality of the soil is crucial to the yield of the harvest. Similarly, the quality of the bed is crucial to how well you recover and therefore also what you 'harvest' during the active period of your day.

The DUX bed design with continuous coil springs, offers your body seamless support. Your body is relieved more evenly and therefore you move less in your sleep. The times you do actually move, our coil springs will support the shift in weight. You will need to exert yourself less. If you are looking for outstanding ergonomics, choose a bed with our optional Pascal system. This allows you to create individual firmness zones and optimise support for your hips, back and shoulders.

Investing in a DUX is laying the foundation for good personal harvests, whether it be in your career, relationships or happiness.

What does sowing and harvesting mean to you? You've made your bed, now you get to lie in it?

