

VELDA®
FOCUS



VELDA®

Focus day and night

Maybe Words are not enough? Your bedroom is so much more than just a room to sleep? At night you sleep with your eyes closed; you enjoy your bedroom ambiance with your all your senses, from early morning until late at night. FOCUS takes into account this difference between day and night. You get all the 'space' to really **customize** your bedroom. You can adapt your boxspring bed perfectly to your comfort needs, your lifestyle and your idea for interior design. Exactly this is turning your FOCUS bed to a unique concept. You are living your life single or (sometimes) together? You sometimes allow your kids, cat and/or dog on your bed? You can enjoy your daily cup of coffee/tea or a Sunday breakfast in bed? You like to watch TV in bed or would you rather read a good book? Do you like a 'clean' place, or is it sometimes more 'sloppy' style? Are you fond of luxury, or are you a fan of 'keep it simple'?

You sleep without interruption, or are you leaving the bed at night? Whatever your lifestyle, the FOCUS concept corresponds to all your demands. You like minimalistic design, neo-classic chic, authentic craftsmanship or a trendy lifestyle? Natural tones, fashionable colours, a touch of glamour? Cuddly soft, natural or sturdy materials? Heavy contrasted or light tones? Whatever your choice the FOCUS concept meets all your expectations. **FOCUS MAKES YOUR DREAMS COME TRUE.**

Or better said: the FOCUS allows you multiple-choice questioning.

For each question, You choose your favorite answer/option.

Creating, step by step, the FOCUS of your dreams.

You are the co-designer and co-stylist of your personal FOCUS boxspring bed.



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Standard or luxe

FOCUS offers a choice in 2 boxspring principles:



The FOCUS 2C is the standard combination of a boxspring base + pocketspring mattress.



The FOCUS 3C is a luxurious combination of a boxspring base + deco pocketspring mattress + topper mattress.

The topper mattress makes the difference.

- The **FOCUS 2C** offers you a simple comfort feeling: you lie on a 2,5 cm thick layer of high resilience cold cure foam (HR). This 'comfort layer' lies on top of the pocketsprings inside the mattress.
- The **FOCUS 3C** offers you a triple comfort sensation: you lie on a 5 cm thick layer of high resilience cold cure foam (HR) in the topper plus below, a 2,5 cm thick layer of polyurethane foam (PU) in the pocketspring mattress. In other words, the 2 comfort layers combined are 7,5 cm thick (= 3x more than 2,5 cm).



Fixed or adjustable

FOCUS offers a choice in 2 comfort versions:

- The **Fixed FOCUS**: a solid, no-nonsense boxspring. Perfect to sleep and when using pillows in your back to relax.
- The **FOCUS Adjustable**: a dynamic, multifunctional boxspring. Ideal to sleep and to relax in a 'smart' way. At the touch of a button you can adjust your boxspring to the position you prefer. Your back and legs are infinitely variable and can be adjusted each individually. Different positions can optionally be programmed. Both bed parts can be adjusted individually or optionally also be synchronized. These relax positions are a treat for your mind and body.

How and what you should choose? That depends on your habits, your expectations in comfort, your physical fitness and your budget.





3 versions



UNO is a single bed



MONO is a typical French bed



DUO is a twin beds

The choice for a particular format is not bound to your marital status! FOCUS takes into account all possible living and life situations, ages and budgets. You live happy together in a tight space? Then DUO or twin beds would not be an option. Are you

single or living at your parents home? You have a spacious bedroom? Then MONO could be more interesting UNO. The choice for UNO/MONO/DUO is the starting point for the co-designing and co-styling phase of your ideal FOCUS boxspring bed.





Step by step

How do you create your personal FOCUS?

Your personal FOCUS is set step by step. You will pass a list of multiple choice questions with different answers. Per item you just choose your favorite one!

STANDARD FOCUS OPTIONS

You have a choice in

- **standard features (included in the basic price);**
- **optional features (at an additional fee).**

This way you yourself decide the price. The outcome is your FOCUS: a boxspring bed matching your body & demands. The ideal FOCUS responds to your sleep habits, your lifestyle and your taste for interior design.



1

UNO, MONO or DUO

First question: whose FOCUS? The answer will be clear:

- The **single UNO** is 'just for me';
- The **French MONO** bed responds to the 'for me/we' situation;
- The **twin DUO** choice 'for us'.



2

COMFORT

In this category themes such as ergonomic sleep and relaxing will be reviewed
Professional advice can be obtained by your local FOCUS distributor.

- 2.1. **2C OR 3C**
Which FOCUS combination do you prefer? The standard boxspring + pocket spring mattress, or the more luxurious one including the topper mattress?
- 2.2 **adjustable FOCUS fixed**
How and when do you use the FOCUS? How do you sleep? It helps you to choose between the flat or the adjustable version.
- 2.3. **HR, latex, visco or Feelfresh**
Which are your ergonomic demands? How to meet your sleeping comfort?
This would be determined by your physiology and your feelings.
Automatically you will make a personal choice in one of the three comfort layers.
- 2.4 **M, L or XL**
Do you like to stretch out? How do you like to lay down on your FOCUS?
How tall are you?
Do you prefer in fetal position or lie on your back/side/stomach?
These factors determine the ideal width and length of your boxspring bed.

3

DESIGN

In this category design and dimensions will be chosen to match your living and interior style. A local FOCUS distributor could give you interesting tips.

- 3.1 **Headboard:** minimal FOCUS maximal
You can choose between 7 to 11 models - from traditional tufted to clean design.
Each model comes in two heights and multiple widths. The choice is yours!
- 3.2. **Feet:** natural FOCUS industrial
You have the choice of different models, in different colours and most of them in different heights.
- 3.3. Functional **accessories**
Optional footboard

4

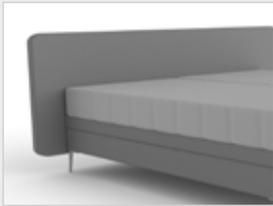
STYLING

This is the category of the upholstery, decoration and other accessories. Here you can totally rely on your emotion for style and comfort.

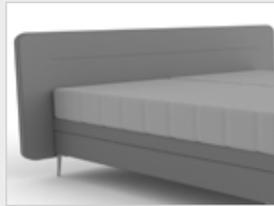
- 4.1 Fabric or leather look
You have a choice in 16 fabrics and 8 leather-look fabrics.
- 4.2. **Decorative Accessories** to the bed
You can finish your FOCUS boxspring with a loose deco cover so your DUO bed will look like a single bed.
- 4.3. **Furniture around the bed**
You can complement your FOCUS with convenient furniture around the bed, such as a Ottoman and bedside tables.



Headboards



Ravel
H82/92 - D7cm



Ravel-strip
H82/92 - D7cm



Recto
H92/110 - D12cm



Square
H92/110 - D12cm



Flexion
H92/110 - D15cm



Arch
H97/115 - D12cm



Slender
H92/110/112 - D72cm

Optional



Smart
H112 - D11cm



Diamond
H112 - D11cm



Mirage
H123 - D12cm



Organizer
H92/112 - D7cm



Mania
H110/92 - D15cm



Rock
H110/92 - D12cm

Accessories



Focus night table
40x40x45cm



Ottoman Reposa/ **Reposa XL**
L140 x W41 x H41cm/ L140 x W41 x H50cm



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 **MADE IN BELGIUM**