Time for Retirement for the Sheep

You know, it is a universal behavior to count down the sheep or to wait for the angles of the world of dreams as the untalented poets, waiting for the source of inspiration when we can not sleep.

But this behavior is not as easy as it seems and it does not always end up with success.

If you are meticulous, this is even much harder for you.

You begin to think every detail from the color of the fence to the length of the grass, from the type of the sheep to their ideal weight.

The attention that you pay in order to count the sheep jumping over the fence correctly can interrupt your sleep more.

Moreover, things may not end up as you expect. After all this is a sheep: some may want to go underneath the fence, some may want to go along the fence. Some others may begin to rest on the green grass escaping from their task.

Evenmore, while you are trying to make sense about your boss jumping over the fence and running towards you, the sheep high jumping with a pole may confuse your mind.

Anyway, now it’s time to leave all these behind and to make all the sheep retire.

Because the new collection of SERTA is a miracle of design and technology which doesn’t require the sheep anymore.

Discover it and enjoy it...
Mattress: Perfect Sleeper
Set: ROSEMARY
a nobility of wood

ROSEMARY set;

The wood comes together with the breeze from the past which is classic, delicate with rounded lines and just as noble.

The design which is decorated with classic style with modern touches,
For those who want to make a difference in the bedroom with different color and fabric options
What is the basis of classic or modern...

Determine the design style can be totally your masterpiece...
a matchless combination which brings together the superiorities of visco and latex technology

Perfect Sleeper, which brings all the superiorities of the two materials by eliminating the rigid boundaries between visco and latex mattresses, is the unique example of its kind with this feature. Perfect Sleeper offers a perfect sleeping experience addressing different tastes with its design including visco on one side and latex layer on the other and supported by pocket spring system.

Besides the structure of the latex layer which balances the pressure, it provides an excellent air circulation and the layer with the visco elastic material taking form with heat supports the body at every point as it swathes the body.

the multi-regional support provided by the 'Pocket Spring' system

'The Pocket Spring’ system of Perfect Sleeper is formed by mounting the springs produced individually in the interconnected fabric pockets. The wires with different diameters and springs with different degrees of hardness are places in five areas compatible with the human anatomy and in this way, an ergonomic mattress surface is acquired which supports individually the shoulders, the lumbar vertebra and the thigh.

Moreover, the silk confounded double jersey fabric used in the production giving extra softness to the mattress, helps to maintain the surface at the room temperature by providing the mattress to absorb air.

PERFECT SLEEPER 27 cm
1. Silk knitted fabric 350 gr/m²
2. 30 gr/m² interfacing
3. 150 gr/m² silicone mixed fiber
4. 17 mm Super soft HYP foam
5. 30 mm LATEX
6. 200 gr/m² white felt
7. 1.6/1.8 mm wire diameter, 5 zones, 260 pcs/m² coil counts stainless steel Pocket Spring System
8. Frame foam: firm foam
9. 33 mm VISCO
10. 15 gr/m² interfacing
Influence of Serta, which is established 82 years ago and which have changed sleeping habits of mankind fundamentally, on the history of sleeping products can be summarized with only one sentence:

In the subjects of design, materials which are used, technology and after-sales customer communication it has created a revolution and it became a source of inspiration for its successors.

It always managed to make a difference by integrating its creativity which is full of courage with possibilities of technology. Although there are significant differences between everyday life cultures, Serta's integrative quality is widely accepted by every country in the world.

American Bed Producer Giant Serta proves its slogan 'WE MAKE THE WORLD’S BEST MATTRESS' with its new collection one more time.

In this catalog you will not only meet with new products, but you will also see traces of a culture which had a profound effect on sleeping products sector.
Mattress: Anna Rosa
Set: ROMANCE

Color: Cotton Bar 501
a work of hand craftsmanship

ROMANCE set;
the most sophisticated example of classic lines with
hand made and modern motifs,
Reminds your memories,
With different colors and fabrics alternative, you may decorate your bedroom with your own breeze.

Warmth of the wood with a modern design...
Pocket Spring System and VISCO

**ANNA ROSA** is an excellent mattress providing a healthy stance right along with hygienic ambiance.

The springs in the 'Pocket Spring' system are mounted individually in the interconnected fabric pockets and are placed in the mattress horizontally to form five different zones.

The purpose is to exercise the right orthopedic by the springs which are interconnected but act individually.

The 5 cm height Visco layer on this system helps protect the natural shape of your spine owing to its heat and pressure sensitive structure.

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**ANNA ROSA 37 cm**

1. Spotted patterned woven fabric
2. 300 gr/m² silicone mixed fiber
3. 17 mm Super Soft HYP Foam
4. 30 gr/m² interfacing
5. 33 mm VISCO
6. 24 mm Super Soft HYP Foam
7. 100 gr/m² Cotton Lining
8. 1.4 mm wire diameter, h. 18 cm
   503 pcs/m² 1500 count
9. Pocket Spring System
   Frame foam: soft foam
   200 gr/m² white felt
   50 mm Firm Foam
   15 gr/m² interfacing
   12 mm AG Foam
   Woven fabric
   Striped patterned woven fabric

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Another feature of Pocket Spring System is to provide the ultimate anatomic structure with its buffer role between lower and upper layers.
Mattress: Ceremonie
Headboard: CHEVALIER
Box: CHEVALIER

Color: Chesterfield 5008 Brown
the leading design with the identity...

CHEVALIER set;
A good sample which modernized of identity gained by handmade and imagination.
It is the leading design in its own lane which has a rounded form without moving away from the classic line.

Color, Chesterfield 5008 Brown
Mattress: Ceremonie
Headboard: BAROQUE
Box: BAROQUE
Headboard. BAROQUE
Color: Nested 40
the unique pleasure of sleeping in a typical American mattress...

Typical American mattress: High and soft.

Mira-Coil spring system used in CEREMONIE has two times more bounce than normal springs. Besides forming a healthy ergonomic surface, it prevents the deformation of stuff materials filling the spring gaps.

Natural latex blocks provide ideal orthopedic stance by contacting your body on every point. The ideal sleeping climate is created by balancing the movement of the air, heat and moisture with the latex block which perfected by Serta’s technology.

By this means, CEREMONIE introduces the unique comfort that enhances the quality of life to its clients.

*Mira Coil* spring system

Mira-Coil, which is originally inspired by the culture of the American mattresses, is the one with the most number of spring compared to the existing systems. It is produced by knitting technique from start to end nondisruptively.

This provides a real spring effect and detects the different weight points precisely. It helps to relax the muscles and accelerate blood circulation by providing the necessary fillings.

The solid spring wall inherent in system fortifies the body for years without any disruption and provides a comfortable and uninterrupted sleep experience in every sleeping position by prorating the weight to the bed.
Clementine Baza. Clementine 35 cm Mattress. Caramel Set.

Set: LOUNGE

Color: Satin Camel
COLOR: Sati Anthracite

Set. LOUNGE
Nested Pocket Spring System
With the addition of magnificent features, Nested Pocket Spring System provided, you will understand better why CARAMEL is an unique mattress.

Honeycomb shaped Nested Pocket Systems provides the most suitable ergonomy with 310 spring per square meter and unique sequence. The biggest feature of this system is to perform the most ideal reflex to different weight and movements by every spring’s support to the next spring.

there is a reason why we use that much silk: we want to spoil you that you have never been before...

You will be shocked when you hear how much silk we use in production of (for 1 pcs of 200x200 mattress) CARAMEL mattresses: 2 kg exactly.

Because we want your sleeping experience you have with CARAMEL to be unique and natural out-and-out.

Alright, but why that much SILK?
Because silk is sensuous. It spoils your body.
It adapts your body temperature according to the room temperature.
It does not make you sweat with its air permeable structure.
It is anti-allergic and antibacterial.

Latex
Also by supporting every point of your body, 2.8 cm thick latex foam beneath releases the pressure thanks to its flexibility. It lessens the will to roll over. Relieves the muscle pains.

CARAMEL 30 cm
1. Silk woven fabric 290 gr/m²
2. 250 gr/m² SILK (250 gr/m² X 4)
3. 17 mm Super Soft HYP Foam
4. 30 gr/m² interfacing
5. 28 mm LATEX
6. 100 gr/m² Cotton Lining
7. 1.8 mm wire diameter h.13 cm, 310 pcs/m² Nested Pocket Spring System
8. Frame foam: Soft foam
9. 15 gr/m² interfacing
Mattress: Clementine
Headboard: CLEMENTINE
Box: CLEMENTINE 35 cm
Color: Quattro
Color: Nested 30

Headboard: CLEMENTINE
Box: CLEMENTINE 35 cm
the secret of the peaceful nap
that we are acquainted from our grandparents houses...

Such a hard thing to put in words the feeling emerges when the basic but unique comfort of
the old wool mattress unites with the infinite love that bundles you up.

Well what is the knack in your opinion?
The mattress, the house, or their compassionate love?

In fact, there is only one answer to this; the spontaneity feeling all merged in one.

CLEMENTINE designed to keep those remainder feelings alive from your childhood dreams
produced completely naturally by mixing materials such Camel wool, wool and cotton.

The most important feature of CLEMENTINE mattress which collates the nostalgia and high
technology is that each centimetresquare formed by hand labor.

Moreover, special production pocket spring system balances the body weight, harmonizes spine
by keeping the natural curves of the back.
Headboard CLEMENTINE DELUXE
Box CLEMENTINE 25 cm
Color: Fleecy 07
the natural is the beautiful...

CLEMENTINE mattresses are the result of this simple and powerful proposition.

CLEMENTINE which is designed to reach the ideal of a perfect sleeping comfort, believing that it can only be achieved with an approach inspired by nature, is exclusively made from natural ingredients. To maintain 100% of its naturalness, the production of CLEMENTINE is completely handmade.

Two different models of CLEMENTINE mattresses, the Single ‘Pocket Spring’ and the double ‘Pocket Spring’ systems, reflect the serenity of the past with today’s designs of SERTA.

CLEMENTINE DELUXE 37 cm

- Woven fabric
- 600 gr/m² COTTON
- 250 gr/m² SILK
- 300 gr/m² silicone mixed fiber
- 30 gr/m² interfacing
- 25 mm HR Soft foam
- Pocket spring connection wire
- 1.6/1.8 mm wire diameter h.13cm
- 260 pcs/m² Pocket Spring System
- 150 gr/m² CAMEL WOOL
- 800 gr/m² extra silicone mixed fiber
- 80 gr/m² interfacing

Color, Fleecy 07

Mattress CLEMENTINE Deluxe
Mattress: Elizabeth
Headboard: LOUIS
Box: LOUIS
Headboard: LOUIS
Box: LOUIS

Color: Chesterfield Bardo 217
handmade
temperature balancing orthopedic structure...

Camel wool which is used on one side of the ELIZABETH mattresses has a Thermostatic property.

Especially in desert conditions where temperatures of day and night have a big difference, the camel wool with temperature balancing property, is used as filling material in ELIZABETH mattresses.

Camel wool-filled side provides to keep the ideal body temperature in winter.

In the summer time the silk-filled side reduces the perspiration to minimum due to its air permeable structure of silk.

the multi-regional support provided by the 'Pocket Spring' system

'The Pocket Spring' system of Elizabeth is formed by mounting the springs produced individually in the interconnected fabric pockets. The wires with different diameters and springs with different degrees of hardness are places in five areas compatible with the human anatomy and in this way, an ergonomic mattress surface is acquired which supports individually the shoulders, the lumbar vertebra and the thigh.

ELIZABETH 33 cm

1. Silk woven fabric 290 gr/m²
2. 600 gr/m² COTTON
3. 250 gr/m² SILK
4. 300 gr/m² silicone mixed fiber
5. 30 gr/m² interfacing
6. 1.6 mm capında h.3 cm Elastik Mini Torba Yay Sistemi
7. Çerceve teli
8. 1.6/1.8 mm wire diameter h.13 cm 260 pcs/m² Pocket Spring System
9. 150 gr/m² CAMEL WOOL
10. 17 mm Super Soft HYP Foam
11. 80 gr/m² interfacing
If you recognize nature and if you respect it, you receive its return. Just like the excellent forms obtained by Serta by using natural materials...

The result is; a natural sleep in return of a sincere respect.
Mattress. Novel
Headboard. LEOLA
Box. RUBENS DRAWER BOX
Headboard LEOLA
Box RUBENS DRAWER BOX

Color, Flanel 14
Novel mattress is composed of the integration of the special pocket spring with 6.5cm diameter and 20cm height and silk through special techniques.

Rather than explaining this description to you, we are inviting you to have this experience. When natural structure of silk is combined with the flexibility of the spring, it offers a special experience of sleep appropriate for every body structure.

**Naturalness of silk calls for you!**

Silk used on both sides of the mattress balances the elasticity of spring. It facilitates quicker adaptation to body during turns to right or left on mattress during sleep. Being one of the natural materials with the highest moisture discharge capacity, silk helps preservation of the heat balance of the body. Sweating during sleep reduces the quality of REM sleep phase. With the sweat-reducing effect of silk, you will be sleeping at the most ideal temperatures.

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**Best support with the 20-cm pocket spring!**

Flexibility of the 20cm-high pocket spring with 650-count is very high. Therefore, it adapts to body movements on mattress very well. It minimizes sleep interruptions. Thanks to the springs moving as independent from each other, it provides support to the body as much as needed. It does not create a sleeping atmosphere which is too soft or too hard. It provides adaptation to the body weight. It helps partners sleep without being affected by each other’s movements. In comparison with other springs, it is much more durable.
everyone has a style;

Even if someone prefers hard, someone say they like a soft mattress, actually we have an average preference in the production terminology.

We love a mattress like **LYRICS**.

**look at what we have done to produce such a mattress?**

First, we used the natural materials.

We achieved the mattress to breathe by using the cotton and camel wool.

**latex comfort...**

This natural combination is integrated with latex.

Latex provides your body’s equilibrium to be straight while sleeping by supporting different parts with different size of your body. We eliminated the tiredness of the morning by providing the correct sleeping position. Supporting this structure with an ideal spring system, we provide Turkish-style mattress firmness. In addition, we added hygiene and anti-allergic properties depending on large-cell being of latex.

**Wouldn’t you want to sleep in a mattress like this?**
we know how to make your life easy...
Set. VERSAILLES
The springs in the 'Pocket Spring' system are mounted individually in the interconnected fabric pockets, and are placed in the mattress horizontally to form five different zones.

The purpose is to exercise the right orthopedic by the springs which are interconnected but act individually. The integrated pad used at the top layer which is made of a viscoelastic material of 5 cm, completes the excellent structure of ROYALTY by reducing the pressure on the body to minimum.

a perfect design which brings together three different products and gives the feeling of spring mattress base

ROYALTY which is formed by two different spring systems and the integration of 12 different layers as well as the material visco, gives the same effect as that of the spring mattress base without the mattress base itself.

The 'Pocket Spring' system used in ROYALTY mattresses is supported by the 'Multi Spring' spring system inlaid underneath and a unique design is achieved with the material visco used on the top layer.

The springs in the 'Pocket Spring' system are individually in the interconnected fabric pockets, and are placed in the mattress horizontally to form five different zones.

The purpose is to exercise the right orthopedic by the springs which are interconnected but act individually. The integrated pad used at the top layer which is made of a viscoelastic material of 5 cm, completes the excellent structure of ROYALTY by reducing the pressure on the body to minimum.
Headboard Baroness
WE MAKE THE WORLD'S BEST MATTRESS.™
Mattress: Majesty
Headboard: BELLISIMI
Box: CLEMENTINE 25 cm

Color: Sati Pearl
the Mira-Coil Technology

is the most ultimate technologic superiority which distinguishes the solid spring pattern Majesty from the other spring mattresses and the Mira-Coil Spring System which does not become deformed in time and which extends from the head of the mattress to the mattress foot. Inspired originally from the American mattress culture, Mira-Coil is the one which possesses the most springs comparing to the existing systems.

And this provides a real springiness effect and perceives different points of weight perfectly. The solid spring pattern unique to the system supports the body for years without being deformed and offers an uninterrupted sleeping experience by distributing the weight equally all over the mattress in every sleeping position.

the Super-Soft foam layer

The Super-Soft foam layers which are designed to transform the solid spring pattern technology which is the perfect supplement of the Mira-Coil system, into an extraordinary sleeping experience, are positioned on the Mira-Coil system and the layers in between. In this way, the perfect ergonomics and extra comfort is provided by balancing the pressure between the surface formed the springs and your body.
WE MAKE THE WORLD’S BEST MATTRESS.™
Headboard. MAGNUM Box. MAGNUM
Color: Soft 708
Let's explain it right away, from a very special design that combines two different spring systems. 'Nested Pocket Spring' system is used with the support of 'Multi Spring' system in EUPHORIA mattresses for a terrific comfort, ensuring a sense of spring box.

Due to the Nested Pocket Spring System that is shaped as honey comb with its unique sequence and as 310 springs per square meter, weight applied on a point cannot be felt from the other points of mattress.

Multispring System beneath lessens pressure to minimum.

In this way, ideal hardness for the most suitable ergonomy for the body will be gained.

In addition to the two different spring systems, the spectacular harmony of other layers result in EUPHORIA, more than you expected from a mattress.

EUPHORIA 38 cm
1. Knitted fabric 420 gr/m²
2. 30 gr/m² interfacing
3. 150 gr/m² silicone mixed fiber
4. 17 mm Super Soft HYP Foam
5. 50 mm Super Soft HYP Foam
6. 500 gr/m² felt
7. 1,8 mm wire diameter, 310 pcs/m² Nested Pocket Spring System
8. 1000 gr/m² felt
9. 2 mm wire diameter h.9 cm Multispring System
10. Frame foam: soft foam
11. 30 gr/m² interfacing
12. 12 mm AG Foam
13. Woven fabric
14. Blue striped patterned woven fabric
woolart pillow

Woolart pillows, manufactured with wool tested by The Woolmark Company for quality and hygiene compatibility, provides necessary support to your head by ideal height degree. Natural structure of the wool helps to maintain ideal temperature on your head.

Ideal for side, supine, and prone sleep.

Produced with Woolmark licenced antibacterial treated, washable and lightweight made 100% pure wool. Specialy treated against the proliferation of mites and bacteria.

Very tightly woven fabric of 100% cotton yarn along with wool ensure anti-bacterial and anti-allergic sleep environment.

bamboo pillow

30% pure Bamboo material used in the Bamboo pillow, ideal for those who suffer from night sweating head and neck.

Natural Bamboo fiber, a feature for superimposing humidity is very high. In this way, helps to reduce sweating during sleep.

As thin as 0.7 denier fibers mixed with 30% Bamboo, provides the necessary support for the head and neck. The side, back and is ideal for those who are down.

bamboo duvet

Bamboo-Kun used in the context of Article moisture absorption capacity is much higher than other filling materials. This property is taken out of the body and allows the moisture is quickly. 30% pure bamboo, plant structure helps to reduce perspiration. Bamboo fabric feature an incredible lightness and sleep are waiting for you at the desired temperature.

woolart duvet

Woolart Duvet, manufactured with wool tested by The Woolmark Company for quality and hygiene compatibility, ensures more comfortable sleep with its lightweight structure than rest heavy duvets. Due to the natural texture of wool air intake capacity is very high. This breathable construction helps to keep your body temperature in balance through the night.

Produced with Woolmark licenced antibacterial treated, washable and lightweight made 100% pure wool. Specialy treated against the proliferation of mites and bacteria.

saphire pillow

Thanks to the thinning process of the nano-technology, the gaps between cells of the fibres increases. This air circulation helps to reduce the perspiration.

Provides the right support to the head and the neck. Suitable for people who like sleeping on the side, supine or prone. As well as the microfiber fabric side provides a cool and soft feeling in warm atmospheres, the microplush-technology fabric side creates a warm sleeping climate in cold atmospheres.

saphire duvet

Thanks to the thinning process of the nano-technology, the gaps between cells of the fibres increases. This air circulation helps to reduce the perspiration.

Thinning process made to the fiber provides a lightness close to the goose feathers. As well as the microfiber fabric side provides a cool and soft feeling in warm atmospheres, the microplush-technology fabric side creates a warm sleeping climate in cold atmospheres.

air deluxe pillow

0.7 denier thinner nano fiber padding gives the needed support for the head and neck. An extra thinning process of nano fiber helps the air circulation into spaces between the cells. According to the weight that you give when you are lying on pillow and pillow reacts regarding to pressure ratio. The ventilation ducts which exists in the sides of the pillow, decreases the sweating into a minimum level while increasing the air circulation.

This mechanism prevents to hold the harmful bacteria inside the pillow. While microfiber fabric provides a soft touch, antibacterial structure brings a hygienic environment.

air deluxe duvet

One of the most important elements for an uninterrupted night sleep is to body’s heat balance. Sweating during sleep, causes interruption and this makes a poor quality of sleep. Contrary to popular opinion, above temperature of a certain heat makes you feel uncomfortable. For the balance of air intake on your mattresses the mechanism needs to be organized in the best way. Air Deluxe duvets provide that ventilation ducts. During your sleep, more heated air expelled out of your mattress from these channels. It is also used in the thickness of 0.7 denier nano fiber which helps the air circulation into spaces between the cells. Nano fiber passes an extra thinning process, to provide the needed heat with a lighter weight. Antibacterial structure brings a hygienic environment while microfiber fabric provides a soft touch.

Thus, with an uninterrupted night sleeps, your most beautiful dreams stays with you.
Meet GOOSE FEATHER, the gift of Nature; and enjoy cool nights in summer and warm nights in winter...

SERTA makes effort to offer the purest state of sleep to its customers by preferring natural materials for the sleep products it designs.

Goose feather, the gift of Nature, is only one of those natural materials. Especially the goose feathers on the abdominal part (belly feathers) are an effective heat preserver and a non-deforming, light and perfect filling material.

In addition to natural warmth, duvets and pillows containing goose feather prevent sweating during sleep since they are air permeable. With warm and refreshing sleep phases created, goose feather provides balance between the body and the atmosphere.

Rigato Pillow
For an uninterrupted and deep sleep, the pillow is important at least as the mattress. Your pillow must bear your head and neck area in accordance with your body anatomy. Wrong pillow choice may cause neck pain and snoring. Adapts to you with its natural goose down fibers and soft structure. The goose down feather content rate is 90%. Thanks to its cotton satin striped fabric, it breathes better and provides the best climate for those who perspire. It has an antibacterial structure.

Rigato Duvet
Goose down is one of the best insulation materials coming from nature. It absorbs air much better than the other materials. The air pockets, composed between cells of the millions of natural fiber it contains, isolates the heat. It offers you a qualified sleep through the night with the combination of the breathable structure and heat isolation features. This miraculous heat balance creates environments that you can use both in winter and summer. The tickle feathers obtained from the tickle area of goose are far softer, lighter and have very high heat retention feature. The 90% tickle feather content of the Rigato quilts offers you a more comfortable and uninterrupted sleep. Its cotton satin striped fabric absorbs air, and have an antibacterial structure.

Cotton Mattress Protector
Guarantees a great absorption degree with allowing air ventilation inside the filling, protector that made with 100% Natural cotton gives cool and fresh feeling in summer and warm winter, with its fully fitted trim and elastic band all around it can be washed easily and provide two sided usage.

Bamboo Mattress Protector
More water absorption, quick protection feature and a natural antibacterial structure. The Bamboo mattress protector gives an excellent sleeping experience by considering your health and by being cool in summer, warm in winter. Washable, double-sided use. Easily removable with the special elastic design in four corners.

Outlast Mattress Protector
Outlast mattress protector gives a pleasant feeling of coolness. Outlast mattress protector provides an extraordinary sleeping experience that keeps the body temperature at an optimum level with climate regulation technology. Easily removable, washable and double-sided, elastic surrounding design with four corners outlast mattress protector does not smell through the made of 100% cotton fabric.

Waterproof Mattress Protector with Aloe Vera
Thanks to its eco-friendly content of a Natural miracle ‘Aloe vera plant fiber’, it offers a smooth, moisture and heat wicking surface which allows for better air circulation. It is also user-friendly since it is washable while protecting your mattresses with its double-side use elastic design as adapted like a fitted sheet.
Because the new collection of SERTA is a miracle of design and technology which doesn’t require the sheep anymore.