

dormeo®

catalogue
2025



a good night's sleep

dormeo-home.com

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01 / about the brand

dormeo®

Dear Dreamers!

Dormeo®, a trusted sleep-expert brand, is always honoured when our solutions for better sleep are welcomed into your most sacred place – your home. And we are honoured to present our portfolio of products, based on innovative technologies and quality materials to provide optimal comfort and healthy sleeping.

At Dormeo® brand, we provide much more than products for good sleep. We are sleep experts, your comfort zone, a friend you can always lean on, your gift of health and well-being.

We hope you enjoy **good night's sleep** for years to come and that we will help you find inspiration to follow your dreams during the day, too!

history

The story of Dormeo began **with a revolution**, introducing the **bed-in-a-box** concept and memory foam comfort to our customers and forever changing the way they sleep.

We've spent over 20 years perfecting the science of sleep, helping **over 100 million customers** experience the transformative power of **pressure-relieving memory foam**.

Today, Dormeo is **a global sleep brand**, present in Europe, USA, UK, Japan and many more.



timeline



- ul>
- 2002 First foam mattress produced in Italy.
- 2004/05 New categories introduced: toppers, pillows and living. First Dormeo® store opened in Ljubljana, Slovenia.
- 2007 Development of first products with memory foam.
- 2009/10 15 mattress models in portfolio. Beginning of baby mattresses production. Starts selling Dormeo® products in United Kingdom through Dormeo UK.
- 2011 Launch of Octaspring® technology and first mattress with Octaspring® springs. Introduction of the new category: Dormeo® furniture.
- 2013 Overall 300+ products in Dormeo® brand portfolio.
- 2018 10 million people in Europe sleep on Dormeo® mattress or topper and Dormeo® is globally trusted brand present worldwide in 40+ countries. Dormeo® received EMMA Award for the best communication for 15 years anniversary campaign.
- 2019 Dormeo® brand received the EMMA Award for Warm Hug campaign. More than 2 million pieces of Dormeo® Warm Hug set have been sold since its launch. This is already the 3rd EMMA Award for the brand, the first two were received in 2016 and 2018. Dormeo® brand launches an important educational and awareness-raising campaign „Replace your mattress after 10 years“.
- 2020 Dormeo® brand celebrates 18 years of experience, knowledge and expertise. Dormeo® Ergo Comfort Mattress, our most ergonomic mattress was launched.
- 2023 Dormeo® partnered with Healthcare group and joined forces with another leading sleep brand MLILY to expand its product range. All our shops started transformation into Dormeo Home Stores.
- 2024 New milestones have been reached; more than 2,7 millions of Warm Hug sets have been sold, and mattress iMemory S+ have become our No.1 mattress.

02 / materials

foams

dormeo®



MEMORY FOAM

Sleeping on a mattress or a pillow from viscoelastic memory foam gives you a personalized sleeping environment. It responds to your body's position, weight, shape, and temperature and adapts to its contour. Besides giving you exceptional sleeping comfort, memory foam is also hypoallergenic and thus suitable for people who suffer from or are prone to allergies.



ECOCELL® FOAM

Open cell EcoCell® is a top quality comfortable new generation foam, designed for excellent sleeping comfort. Because of its open dimensional cellular structure it enables efficient air circulation. It is firm foam that constantly retains its shape, no matter what pressure is applied to it. The elastic nature of EcoCell® allows it to conform to the unique contours of your body and provides great level of support.



ORTHOCELL™ FOAM

OrthoCell™ is a high-quality open-cell foam designed for exceptional comfort. Its three-dimensional cellular structure promotes excellent airflow, ensuring a dry, hygienic sleep environment. OrthoCell™ maintains its shape under pressure and adapts to your body's unique contours, thanks to its elasticity. This foam features a distinctive color and a pyramid-patterned surface for enhanced breathability.



FORMACELL FOAM

Formacell is a new generation foam, designed for excellent sleeping comfort. It has a three-dimensional cellular structure, enabling efficient air circulation and offering excellent adaptability points. It constantly retains its shape, no matter what pressure is applied to it. The elastic nature of Formacell allows it to conform to the unique contours of your body.



COOLING FOAM (MEMORY FOAM WITH PCM COATING)

Memory foam with PCM coating offers exceptional adaptability and cooling comfort. Phase Change Material (PCM) absorbs, stores, and releases heat, maintaining a balanced temperature between your body and the cushion.



OCTASPRING® TECHNOLOGY

Innovative patented foam springs, made of quality EcoCell® provide **3D adaptability** - each spring dynamically conforms to the contours and movements of your body resulting in improved weight distribution, pressure points relief and enhanced comfort.

8x more breathable than traditional foam, Octaspring® aerospace technology is proven to promote airflow and **lower the bed temperature by 3°C to give you cooler, faster, deeper and longer sleep.**





VISCOSE FIBERS

Viscose fibers are made from natural botanic ingredients (cellulosic based) and have many properties similar to those of cotton or other natural cellulose fibres. Viscose is moisture absorbent, breathable, comfortable to wear, soft to the skin, has good strength and abrasion resistance. Its ability to blend easily with many fibres, results in more softness, more absorbency and comfort.



COTTON / ORGANIC COTTON

Cotton and organic cotton, grown without fertilizers or pesticides, are renowned for bringing natural airiness into your sleeping environment. Cotton's durability and strength guarantees the highest level of softness and suppleness.



WELLSLEEP® FIBERS

Wellsleep® having great thermal properties and being very pleasant to the touch, these micro-fibres also have minimal moisture absorbency, which allows it to be naturally resistant to stains. Bedding products filled with Wellsleep® micro fibre can be very light and yet very warm, and feel like down bedding product.



TENCEL LYOCCELL FIBERS

The exceptionally ecological fibers are naturally soft and pleasant on the skin. They are made of beech wood and are produced in environmentally responsible way.



TENCEL™ MODAL FIBERS

Tencel™ Modal is a premium, eco-friendly fiber made from sustainably-sourced beech wood pulp. Known for its exceptional softness, smoothness, and breathability, Tencel™ Modal offers a luxurious feel that retains shape, resists shrinkage, and maintains color vibrancy over time. Developed by Lenzing AG, this fiber is highly absorbent, cool to the touch, and naturally reduces bacterial growth, enhancing fabric hygiene without the need for added chemicals.



AIR X SYSTEM

AiX System ensures optimal air circulation throughout our products. Its cellular insets channel away excess moisture and promote airflow, keeping your sleeping surface consistently fresh and dry.



COOLING EFFECT FIBERS

Cooling effect fibers are not very insulating and have a high heat dissipation power, thus they feel pleasant and cool to the skin. They create a perfect synergy with the natural abilities of the body to cool down and they never lose their cooling effect.



SILVER COATED FIBERS

Silver coated fibre is irreversibly bound with polymers in a way that makes the polymers a part of the fibre, thus guaranteeing a long-lasting anti-microbial effect. Silver stabilizes the body's temperature thanks to its irradiating power (by keeping the warmth generated by human body) and its reflecting power (by uniformly giving out the warmth of the human body). These fibres enable a healthy, fresh & safe sleeping environment.



CELLIANT™ FIBERS

Celliant™ is the most established and clinically tested infrared fiber in the industry. Its fibers makes it suitable for every sleeper, because they help you regulate your body temperature to keep you cool or warm as needed and provide better circulation which can relieve joint and muscle pain.



MEMO ELASTIC FIBERS

Memory elastic fiber is a special polyester with benefits similar to memory foam. Known as slow-release fiber, it leaves an impression when pressed and slowly returns to its original shape. Combined with classic polyester fiber, it provides softness, pressure responsiveness, a pleasant touch, and effective thermal insulation.



CLIMALITE / CLIMALITE SILVER FIBERS

Climalite fibers ensure the sleeping surface is cool, fresh and dry due to their channeled surface structure, which diverts excess heat and moisture away.

When coated with silver, Dormeo mattress covers, pillows and duvet fabrics provide a fresh and hygienic sleeping environment and protect development of dust mites.

03 / treatments

dormeo®



CLEANEFFECT®

CleanEffect® is a special fabric treatment which we use to add extra protection against dust mites, fungi, bacteria and unpleasant odors. It makes the Dormeo® products especially suitable for people prone to allergies and for those, who are concerned about hygienic sleeping environment.



HEIQ SMART TEMP

HeiQ Smart Temp thermoregulation treatment adapts to your body temperature, keeping you cool when you're hot and warm when you're cold. This technology enhances comfort by maintaining an optimal sleep environment, improving sleep quality and ensuring a more restful night. It is long-lasting, easy to maintain, and helps create a balanced, comfortable sleeping surface.



MOOV&COOL

Moov&Cool is a patented polymer technology, providing thermoregulation and a cool, comfortable feel through a combination of durable heat absorption capacity and a unique, balanced moisture transfer system. Moov&Cool uses produced body heat to cool the body and it contributes to providing a fresh and dry sleeping environment.



ALOE VERA / GREEN TEA / LAVENDER TREATMENT

Our products, treated with gifts of nature, such as soothing aloe vera or rejuvenating green tea, keep your sleeping environment natural, soft and gentle to the touch.



RE-VITALIZE TREATMENT

Special Re-Vitalize treatment based on ions helps to improve sleep quality, increase body relaxing and energy.



PROPOLIS TREATMENT

This treatment in the cover provides incredible softness, a plush, volumized feel, and enhanced durability, all while being natural and eco-friendly.



PLANT-BASED BI-OME® TREATMENT

BI-OME® is a new, bio-based, non-harmful odour control technology which guarantees an optimal freshness and hygiene for all kinds of textiles, such as mattresses, mattress protectors, pillows and duvets. This unique treatment offers also anti-dust mites and anti-microbial protection.

The main active ingredient is linseed oil, which is delivered from the seeds of the flax plants. Flax is one of the most sustainable plants in the world, it has a high CO2 absorption and needs very little water to grow. Due to the many applications for the different parts of the plant, there is little to no waste.



04 / certifications

Trusted quality of our materials and technologies

Dormeo® collaborates with leading institutes to ensure our mattresses excellence in **ergonomy, durability, breathability, hygienic** and **hypoallergenic** properties:

DURABILITY



ERGONOMICS

ERGONOMIE
INSTITUT
MÜNICH

BREATHABILITY



HYGIENE



05 / portfolio

dormeo®



ALOE VERA+ MEMORY MATTRESS

- Great value for money & **enhanced comfort**
- Firm mattress
- Extra comfort layer
- Aloe Vera infused in the mattress cover for **extra smoothness**

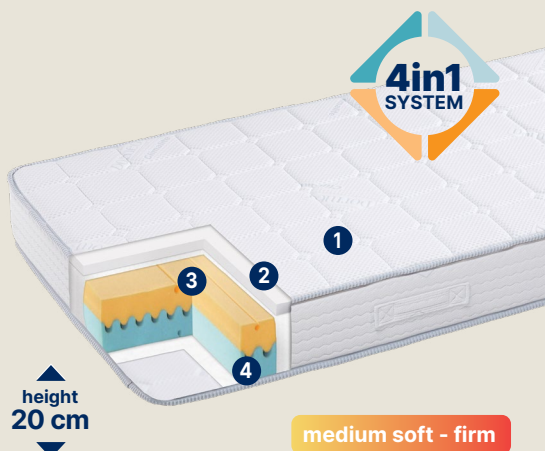
- 1 Aloe Vera finish and CleanEffect® Lite treatment on the cover
- 2 2 cm memory foam quilted in cover
- 3 16 cm of Ecocell® foam



iMEMORY SILVER MATTRESS

- 4in1 customization of **comfort & support**
- **Adjustable finness**
- **3 zones** for better spine alignment
- Increased breathability for fresher sleep
- **Memory foam layer** for extra comfort
- **Climalite/Silver coated fibers** for better moisture control

- 1 Cover with CleanEffect® Lite treatment
- 2 2 cm memory foam quilted in the cover
- 3 9 cm softer Ecocell® foam
- 4 9 cm firmer Ecocell® foam



FRESH PRIMA SILVER MATTRESS

- Octaspring® technology provides **3D adaptability**
- **3 comfort zones** for increased ergonomics
- Ecocell® foam layer for **excellent support**
- **Climalite/Silver coated fibers** for better moisture control

- 1 Cover with CleanEffect® Lite treatment
- 2 2 cm of memory foam in the cover
- 3 3 cm open cell Ecocell® foam
- 4 3 cm Octaspring® layer in 3 zones
- 5 12 cm open cell Ecocell® foam



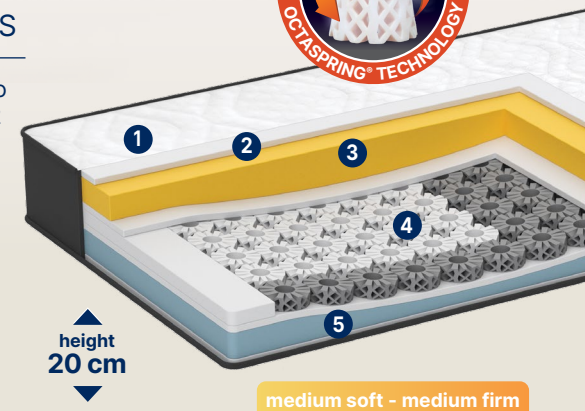
CHOICE NO.1
by our customers

dormeo®

iMEMORY S+ SILVER MATTRESS

- **8in1 customization**, 100% adaptable to both of you! 4 levels of firmness with 2 levels of support
- **Dual-core** (from width 160cm): each partner adjusts their side
- Incredibly **comfortable** with better **spine alignment** and **pressure point relief**
- **Fresher** and **more hygienic** sleep environment
- Better, **uninterrupted sleep** due to no transfer of movement

- 1 Washable cover with CleanEffect® Lite treatment and zipper
- 2 2 cm of memory foam quilted in the cover



- 3 3-9 cm Ecocell® foam - softer
- 4 6 cm Octaspring® layer in 3 zones
- 5 3-9 cm Ecocell® foam - firmer

UPGRADED VERSIONS:

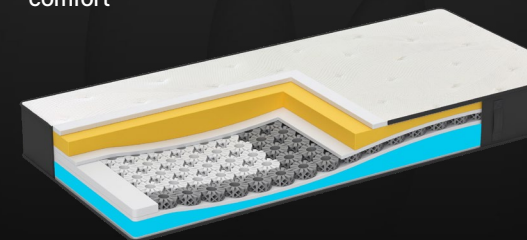
iMEMORY S+ SILVER PROPOLIS

with propolis treatment as nature's shield for your immune system



iMEMORY S+ SILVER DELUXE

with enhanced 4 cm memory foam layer for unmatched, premium plushness and comfort





ALOE VERA 5 ZONE TOPPER

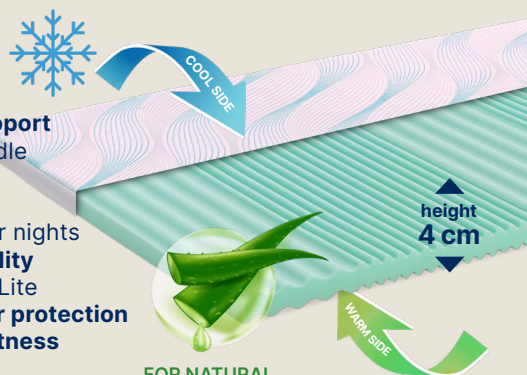
- 4 cm Orthocell™ foam offering **additional support**
- With **5 comfort zones** – to support and cradle **different body areas**
- AirX System fabric for **increased breathability**
- Washable cover, treated with CleanEffect® Lite treatment for **anti-bacterial** and **anti-odour protection**
- Enriched with Aloe Vera finish for **extra softness**



ALOE VERA 2IN1 VITALIS TOPPER

COMFORT WITH A COOLING SIDE

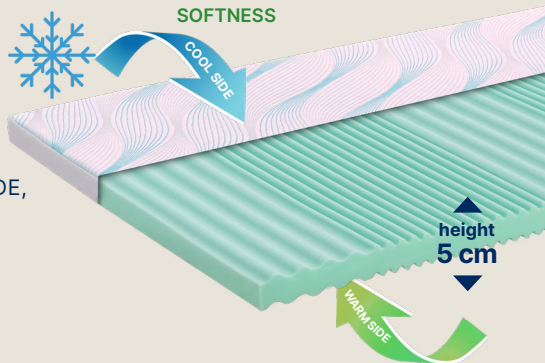
- 4 cm of Orthocell™ foam offering **extra support**
- With **5 comfort zones** – to support and cradle **different body areas**
- **Reversible core** – cooler sleeping surface during summer and all season side in colder nights
- AirX System fabric for **increased breathability**
- Washable cover, treated with CleanEffect® Lite treatment for **anti-bacterial** and **anti-odour protection**
- Enriched with Aloe Vera finish for **extra softness**



UPGRADED VERSION:

ALOE VERA 2IN1 VITALIS TOPPER

ENHANCED COMFORT WITH A COOLING SIDE, FULLY REVERSIBLE, WITH ADDITIONAL 1 CM OF ORTHOCELL™ FOAM



RENEW NATURA TOPPER

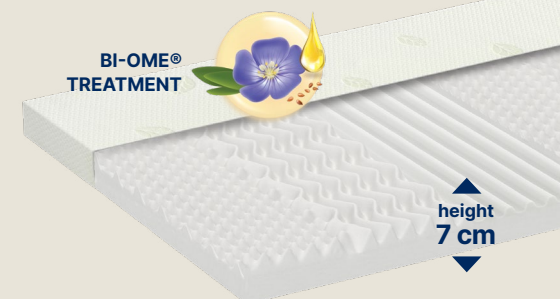
- 4 cm of **adaptable** memory foam, that molds to your body
- With 7 comfort zones – to **support** and cradle different body areas
- Tencel™ Lyocell fibers cover **absorbs moisture** – ideal for those prone to sweating at night
- **Natural-based BI-OME® TREATMENT** – with linseed oils which guarantees an optimal freshness and hygiene



UPGRADED VERSION:

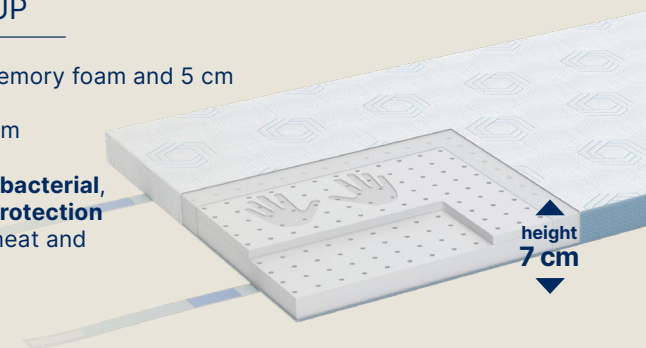
RENEW NATURA TOPPER

WITH ADDITIONAL 3 CM OF ADAPTABLE MEMORY FOAM FOR CUDDLING COMFORT AND A SOFTER FEEL



MEMOSAN ULTIMO ROLL UP

- Made of 2 cm of **comfortable** memory foam and 5 cm of **supportive** Ecocell® foam
- With air channels and AirX System for **increased breathability**
- CleanEffect® treatment for **anti-bacterial**, **anti-dust mites** and **anti-odor protection**
- **Moov&Cool** treatment absorbs heat and balances moisture transfer
- With straps for easy storage



ROLL UP

- Made of 4 cm of **supportive** Ecocell® foam
- With air channels for **better breathability**
- With **anti-slip bottom** for better fixation on the surface
- Storage bag and straps for compact storing
- CleanEffect® treatment for **anti-bacterial**, **anti-dust mites** and **anti-odor protection**



ALOE VERA CLASSIC PILLOW

- **Personalized** height and firmness
- Perfect **volume & good breathability**
- For **all styles** of sleepers



ALOE VERA ANATOMIC PILLOW

- **Anatomic** pillow with **classic** shape
- **Personalized** height and firmness
- For **all styles** of sleepers



MEMOSAN MEMORY CLASSIC PILLOW

- Made of adaptable **memory foam**
- Classic shape, but **anatomic properties** – designed to gently align your head, neck & spine
- Helps to **relieve the pressure points**
- Perforated – for **enhanced breathability**
- For side and back sleepers



MEMOSAN MEMORY ANATOMIC PILLOW

- Made of anatomically shaped **memory foam**
- **Dual height** design – adapts to the shape of head and neck
- Helps to **eliminate the neck pain** by providing excellent support for spine
- Perforated – for **enhanced breathability**



AIR+ SMART PILLOW

THE MOST BREATHABLE AND ADAPTABLE PILLOW ON THE MARKET!

- **NO RISK PILLOW:** for all sleeping positions, different wishes and needs
- One side with Octaspring® tube to **eliminate neck & back pain**
- One side with Wellsleep® microfibers to **snuggle up**
- **Adjustable** height & softness



dormeo®



2IN1 COOLING PILLOW

- **Reversible** – **cooling side** with adaptive memory foam or **all-season side** with down-like Wellsleep® microfibres
- **Personalised comfort** – one layer can be removed
- Perforated – for **enhanced breathability**
- For **all side** sleepers



ONEZIP PILLOW

UNZIPPED FOR EXTRA PUFFINESS AND VOLUME, ZIPPED FOR EXTRA HEIGHT AND FIRMNESS

- **Breathable and supportive**, filled with Wellsleep® advanced microfibers
- **Bamboo** viscose fibers in cover filling for better **moisture regulation**
- **Hygienic** – machine washable



SIENA SET PILLOW & DUVET

REFRESHING SLEEP with Siena set. **Supporting**, fluffy pillow. **Lightweight** and comfy duvet. Made of high-quality materials for perfect softness. It's 100% full with advanced Wellsleep® microfiber fibers for **extra volume** and **breathability**.



SIENA DOUBLE DUVET

Consists of **two different duvets**: you can use **lighter one** in summer and transitional seasons or **join them together** to **get single warm duvet** for cold season.



SIENA LIGHT DUVET

Suitable for warmer seasons or hot sleepers - **warm, cozy** and **breathable**. Wellsleep® filling enables good fluffiness and breathability.



ALOE VERA DOUBLE DUVET

- **For all seasons**: lighter duvet for summer, heavier duvet for spring and autumn, and 2 duvets clipped together for winter
- **Warm and fluffy** – filled with Wellsleep® and viscose microfibers



FOR NATURAL
SOFTNESS

ALOE VERA DUVET

- Great for **all seasons**
- **Warm and fluffy** – filled with Wellsleep® and viscose microfibers



FOR NATURAL
SOFTNESS

IT WARMS YOU UP or
COOLS YOU DOWN!

dormeo®



ADAPTIVE GO 3IN1 SET: PILLOW & DUVET & BAG

ALWAYS SLEEP IN OPTIMAL TEMPERATURE

- **HeiQ Smart Temp treatment** keeps you cool and comfortable by adjusting to your body temperature
- Super soft, premium **quality** fabric
- **Hypoallergenic** fibers ensure supreme comfort
- Different colours



WITH BAG

Fully
washable



ALOE VERA LIGHT DUVET

- Great for warmer seasons
- Warm and fluffy – filled with Wellsleep® and viscose microfibers



ESSENTIALS BEDDING SET

4 LOOKS IN 1 BEDDING SET

- **100% cotton percale**, soft and skin-friendly
- Washable at up to 60°C
- Available in 6 colors

ALSO AVAILABLE SEPARATELY:
ESSENTIALS Pillow cases & Fitted sheets

White bedding set is white on both sides.



NATURE SERENETY BEDDING SET

NATURE INSPIRED DESIGN

- **100% cotton sateen** – friendly to the skin, durable & easy to maintain
- **4in1 function:** combine one-colour side with pattern colour side
- Available in 4 colors



dormeo®

There is no autumn
or winter without
ORIGINAL WARM HUG SET!

Available in 6 colours:



WARM HUG BLANKET & PILLOW SET

- The softest, coziest & warmest - made of **best quality materials**
- **Reversible**, with faux fur on one side
- For **long-lasting usage** - stays as new even after many washes
- 2 sizes: 130×190 and 200×200cm
- 2 different designs

MORE THAN
2,7 MIO
PIECES SOLD

2IN1 TOY & PILLOW

- It's a **toy!** It's a **pillow!**
- Toy pillows are so squishy and so fun
- Perfect to play with, sleep, cuddle, travel and more

**HIP HIP HIP
WHAT A
TRICK!**

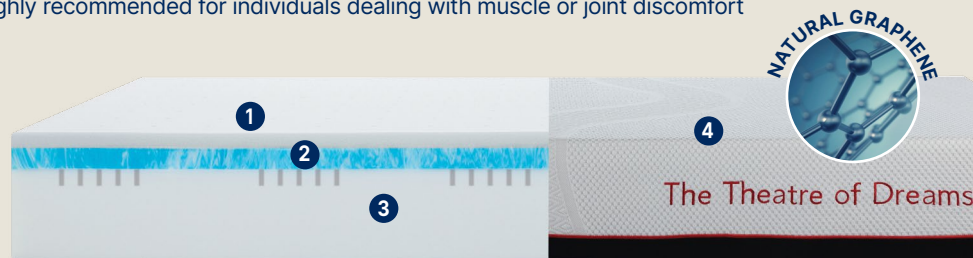




Experience the
RESTORATIVE DEEP SLEEP

SUPREME MATTRESS

- Extra high, 27 cm premium mattress
- 7 comfort zones in combination with different types of foams – for unparalleled pressure relief and comfort
- With natural **GRAPHENE** - for **dynamic temperature regulation**: expels heat in warmer nights and preserves body heat in colder nights. It also **increases breathability** and **reduces odors**.
- With **extra comfort layer**
- Highly recommended for individuals dealing with muscle or joint discomfort



- 1 3 cm AirCell® memory foam
- 2 4 cm CoolFlex® foam
- 3 20 cm Flex Support Base foam with 7 comfort zones
- 4 cover with natural GRAPHENE

height
27 cm

medium firm

DEVELOPED WITH PROFESSIONAL ATHLETES.
CLINICALLY PROVEN TO HELP YOU FALL ASLEEP
FASTER AND PROLONG YOUR DEEP SLEEP.

CLASSIC PILLOW MEMORY FOAM

- With Aircell® memory foam for **support** and **comfort**
- With natural **GRAPHENE** for **temperature regulation**
- For side and back sleepers



DUVET

- with **soft & breathable** fibers for ultimate sleeping comfort
- natural **cotton cover**
- machine **washable**
- available in 2 popular sizes



TOPPER

- **comfort layer**: 4 cm of Aircell® memory foam for pressure relief
- **supportive layer**: 3 cm of firmer PU foam
- hygienic - **washable** cover



height
7 cm

B2B



- Custom product development
- Custom fabric & material sourcing
- Sustainable material sourcing
- Sample production & prototyping
- Quality testing & certification
- Product line diversification consulting
- Private label & white label production



- Trend analysis & market insights
- Strategic marketing concept development
- Product & lifestyle photography
- Packaging design & branding
- Creative marketing materials



- End-to-end logistics coordination
- Warehouse compliance management
- Inventory management solutions
- Supply chain transparency & traceability
- Process optimization & cost efficiency



- Retail display design & merchandising support
- Sales forecasting & demand planning
- Training and product knowledge

B2B2C



PRODUCT LISTING

Our product is consistently available within a retailer's assortment. This long-term approach allows Dormeo to establish a stable presence and build brand recognition with end consumers, maintaining availability and visibility across various sales cycles and seasons.



IN&OUT CAMPAIGN

A limited-time promotion spotlights a Dormeo product in a retailer's leaflet and secures shelf space or in-store display for a set number of weeks. This approach boosts brand visibility, drives urgency, and encourages quick consumer action, ideal for seasonal or specialty items.



SPEND&GET CAMPAIGN

A one or two month promotion that rewards customers with exclusive gifts or discounts when they reach a spending threshold. This campaign encourages higher purchase values, increases in-store traffic, and provides added value that boosts customer satisfaction and loyalty for participating retail locations.



LOYALTY PROGRAM

A one or two month promotion that rewards customers with exclusive gifts or discounts when they reach a spending threshold. This campaign encourages higher purchase values, increases in-store traffic, and provides added value that boosts customer satisfaction and loyalty for participating retail locations.



OMNICHANNEL CAMPAIGN

This integrated campaign spans across multiple channels, combining online engagement with in-store promotions to create a seamless shopping experience. It enhances store foot traffic, creating a dynamic and rewarding shopping experience that benefits all participating retail locations.

07 / contact



Dormeo d.o.o.
Branch Office Ljubljana
Litostrojska 52
1000 Ljubljana
Slovenia



mitja.jazbec@dormeo-home.com
b2b@dormeo-home.com



+386 41 893 867



dormeo-home.com

