



Intense promotes rest to such an extent that you may not have to sleep for so long'. A little word of explanation.

The human body is a large area of electric potential, charged with static electricity. Just think of all that crackling and electrical sparks when you pull off a sweater. There is a proven link between electromagnetic radiation and sleeping. With Intense, Deslee has developed a mattress ticking that absorbs the static electricity in the body and conducts it away. As a result, the body is more relaxed and enjoys a better quality of sleep.

And how does the process work?

A high-tech yarn invented by DuPont has been worked into the ticking: fibres that conduct static electricity and quickly discharge it. For example, polyester only discharges at 30,000 volts. So when you have been walking around all day in trousers made from 100% polyester, you can be sure of having heavy legs by the time evening comes. By contrast, our Intense fibres discharge at 4,000 volts. The tension literally seeps away as you sleep.

That sounds logical, but has it been proved?

The way Intense works has been scientifically tested. We asked Professor Chris Idzikowski - who is well known in the industry - to lead the research. It has to be said that he reacted quite skeptically at first. He began by examining the literature. Only once he had made certain that people had already written about the link between electricity and sleep, he decided to conduct the research.

How did he do his research?

26 trial sleepers' were connected up to an actiwatch which recorded their movements while they slept. The results were clear: those sleeping on Intense moved significantly less than the others. So they enjoyed a deeper, more stationary sleep. Those were the objective results.

But there were also the subjective results: all of the Intense trial sleepers stated - every single one of them - that they felt better rested than they did elsewhere. That they felt fit and full of beans. Professor Idzikowski was amazed by the unequivocal nature of the results. In fact, he has written about them in his latest book [Learn to Sleep](#).

Can anyone sleep on an Intense mattress ticking? Even people who are allergic to dust or house dust mites? As a result of our R&D, Intense can be used both in our woven and knitted mattress ticking. So it is ideal for combining with Tencel or other mattress ticking.

What's more, our thread - because it discharges electricity quickly - actually repels dust. This is a very special quality of great interest for people who suffer from allergies. The fibres are also totally washable and retain their action for a long time.

How did Intense actually come into being?

The idea has been around for a long time. In other industries - such as the car-making business - conductive thread is used to discharge electricity. During a presentation when Professor Idzikowski talked about how he tested people's sleep, it came to me in a flash: we simply had to work with this man. And as soon as he said he was prepared to work on the research, everything fell into place rapidly.

Finally: how are the first users reacting to it?

We have distributed the first Intense covers to representatives of a few major customers. They confirm what we have already discovered by sleeping on them; their sleep is more untroubled and deep.

Recently, an employee in the accounts department told us that she had put the Intense cover on her bed without telling her husband. After a few nights, her husband told her with some amazement that he had been sleeping extremely well recently, that he felt considerably well rested and fit. We thought that was the best confirmation possible that Intense really works.

Professor Chris Idzikowski is an expert in the area of sleeping and sleep disorders.

More than 20 years ago, Chris Idzikowski began his first research activities in Professor Ian Oswald's sleep laboratory at the University of Edinburgh. Later, he became managing director of the Human Psychopharmacology' research unit at the institute of health and safety at the University of Surrey. He has also been chairman of the British Sleep Society, has sat on the boards of organizations such as the Sleep Medicine Research Foundation, as well as the European and American Sleep Research Society.

Today Professor Idzikowski is director of the Sleep Assessment and Advisory Service'. He is chairman of the Royal Society of Medicine (London) Forum for sleeping and sleep disorders. He also lectures on these subjects as guest professor at the University of Surrey.

Professor Idzikowski has an impressive series of books about sleep to his credit, including Serotonin, Sleep and Mental Disorders' (Blackwell's Scientific Publishing, 1991), about the relationship between sleep and mental health and The Insomnia Kit' (February 1999) about sleep disorders.

In his latest book Learn to Sleep, he writes about the things he discovered thanks to the study he realized for us.

As we sleep, Intense neutralizes static electricity and electro-magnetic radiation in a natural way. So how does it really work?

Intense has an invisible and imperceptible carbon thread woven into it. It is an extremely fine multi-filament, bi-component double thread. Each filament has a trilobal conductive core, protected by a nylon sheath. The human body forms a natural area of electric potential that is constantly being charged with static electricity as a result of movement and proximity to electrical appliances. Through the conductive working of the carbon thread, this static electricity is automatically removed from the body.

After this, the Corona' takes place: automatic discharge through air ionization and conduction. This spontaneous and natural form of discharge takes place in Intense from 4,000 volts. This is faster than with any other material. As a result, Intense ensures the best possible anti-static protection.