

## Duroflex introduces India's only certified orthopaedic mattress range

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In today's day and age, there is a growing awareness on the fact that back pain simply isn't an age related issue. It is an increasingly common lifestyle problem with known reasons like faulty sitting postures, lack of exercise and everyday stress, to name a few. A mattress that will provide your back with the right comfort and support is one of the key necessities to addressing this problem to alleviate the pain, in addition to giving you a good night's sleep. Keeping this in mind, India's pioneering and innovative mattress brand, Duroflex, has announced the launch of Duropedic - India's first orthopaedic mattress certified by the National Health Academy.

An individual's back goes through a lot of stress during the day. Certain daily activities like repeated heavy lifting or sudden awkward movements can strain back muscles and cause painful muscle spasms. Due to the growing back problems amongst consumers, Duroflex collaborated with orthopaedists to design an orthopaedic mattress that provides the most advanced back support system available in the country. This is the first and only time that a mattress brand has teamed up with certified experts to create a trusted orthopaedic mattress that's been tested and certified by renowned orthopaedists.

The Duropedic range ensures a perfect balance between comfort and support for a well-rested sleep. This orthopaedic range of mattresses has been developed at Duroflex's sleep lab along with the renowned orthopaedists from National Health Academy over a course of 8 months testing. The mattress design is based on a first-of-its-kind 5- Zoned Full Prone Support System, a technology that provides advanced support that the back needs.

Speaking on India's only orthopaedic certified mattress, Mr. Mathew Chandy, Managing Director, Duroflex Pvt. Ltd. said "With back problems being a rising issue among consumers, we wanted to offer a mattress that gives the best support to the spine. Duropedic range of mattresses is scientifically engineered in collaboration with senior orthopaedic experts to bring you the most advanced orthopaedic mattress available in the market today. We are proud to be the only brand with a mattress range that is certified by the National Health Academy. It is our endeavour to provide our customers the best care and rejuvenation for their backs whilst they sleep and the 5- Zoned Full Prone Support System in Duropedic range with its various resilience layers for comfort ensures just that."

Senior Consultant Physiotherapist, Dr. Tiji Mathew Thomas PT, shared his insights on the right support needed for ones back, "An ideal posture whether it be sitting or sleeping should have minimal muscular energy expenditure and good spinal support so that we can sustain it for long. This relaxes our body and is especially important to induce good sound sleep. The 5- Zone Full Prone Support System used in Duropedic range gives optimum support to different spine and body areas ensuring ideal spine mechanics in sleep posture. This support is what the back needs while sleeping after a hectic day."

What is 5 Zoned Support System?

The Human body is divided into 5 zones and each of these zones requires differentiated support based on the weight exerted. This means that the mattress one sleeps on should be able provide differentiated support for pressure dissemination of each of these zones for the most optimum and restorative back support. The 5-Zoned Full Prone Support System in the Duropedic range of mattresses is able to provide this advanced support ones backs need.

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