

COMPANY PROFILE



Bluebell

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BlueBell Mattresses Industries LLC, Um Al
Quwain, United Arab Emirates (UAE).



BRIEF HISTORY



Bluebell Mattress Industry produces and distributes premium bedroom solutions across the GCC region. Every mattress is meticulously crafted and assembled at our factory in Umm Al Quwain, UAE. Since our establishment in 2021, we have been dedicated to providing exceptional quality, with our expert craftsmanship, and commitment to excellence reflected in every product we deliver.



MISSION STATEMENT



At Bluebell, our mission is to enhance the quality of sleep for individuals and families by providing high-quality, comfortable, and affordable mattresses. We strive to combine cutting-edge technology with traditional craftsmanship to create products that cater to diverse sleeping preferences and needs.

CORE VALUES

● QUALITY

We are committed to maintaining the highest standards of quality in every aspect of our manufacturing process.

● INNOVATION

We continuously seek to innovate our product range, incorporating the latest advancements in sleep technology.

● CUSTOMER SATISFACTION

We prioritize our customers' needs and ensure they receive outstanding service from purchase to delivery.

● SUSTAINABILITY

We are dedicated to using eco-friendly materials and sustainable practices in our production.

PRODUCTS & SERVICES



01

General
Mattresses

02

Medicated
Mattresses

03

Kids'
Mattresses

04

Sustainable
Mattresses

05

Hotel & Hospitality
Industry Mattresses



BLUEBELL

GENERAL MATTRESSES



**Adaptive
Comfort**



**Deep Sleep
Enhancement**



**Plush
Support**



**Calming
Experience**

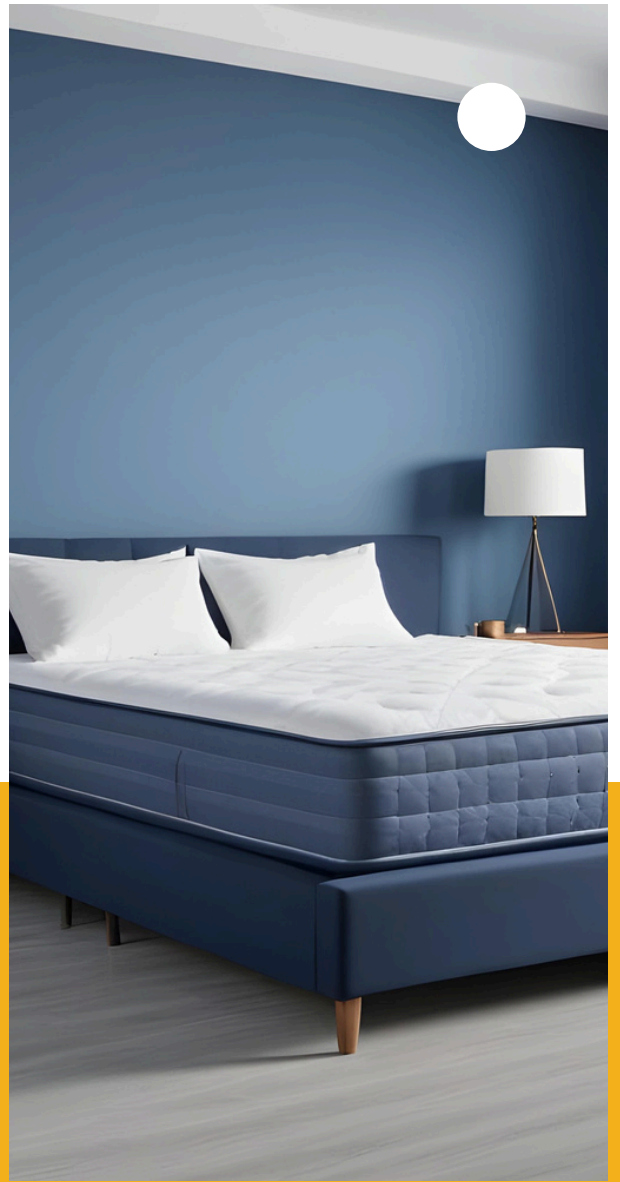
BENEFITS



BLUEBELL

BLUE DREAM

Luxurious comfort with a blend of softness and firmness for deep sleep.



BLUE REST

Adaptable support tailored to your preferred sleeping position.

BLUEBELL



BLUE WAVE

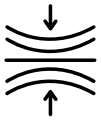
Comfort layers that
offer a calming, wave-
like sleep experience.

BLUE NEST

Softness that envelops
you, providing gentle
support for a warm rest



MEDICATED MATTRESSES



**Pressure Relief &
Circulation**



**Orthopedic
Support**



**Therapeutic
Recovery**



**Health-Focused
Comfort**

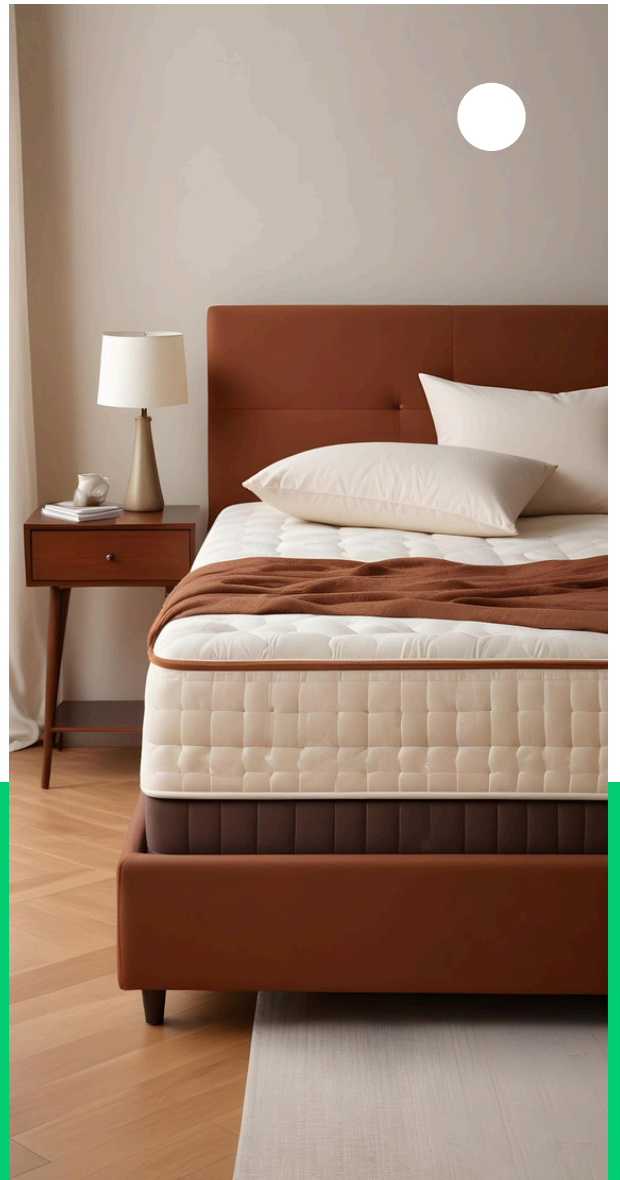
BENEFITS



BLUEBELL

BLUE CARE

Medicated mattress offering pressure relief and improved circulation for chronic pain or mobility issues.



BLUE MED

Medical-grade mattress with enhanced orthopedic support for spinal alignment and pain relief.

BLUEBELL

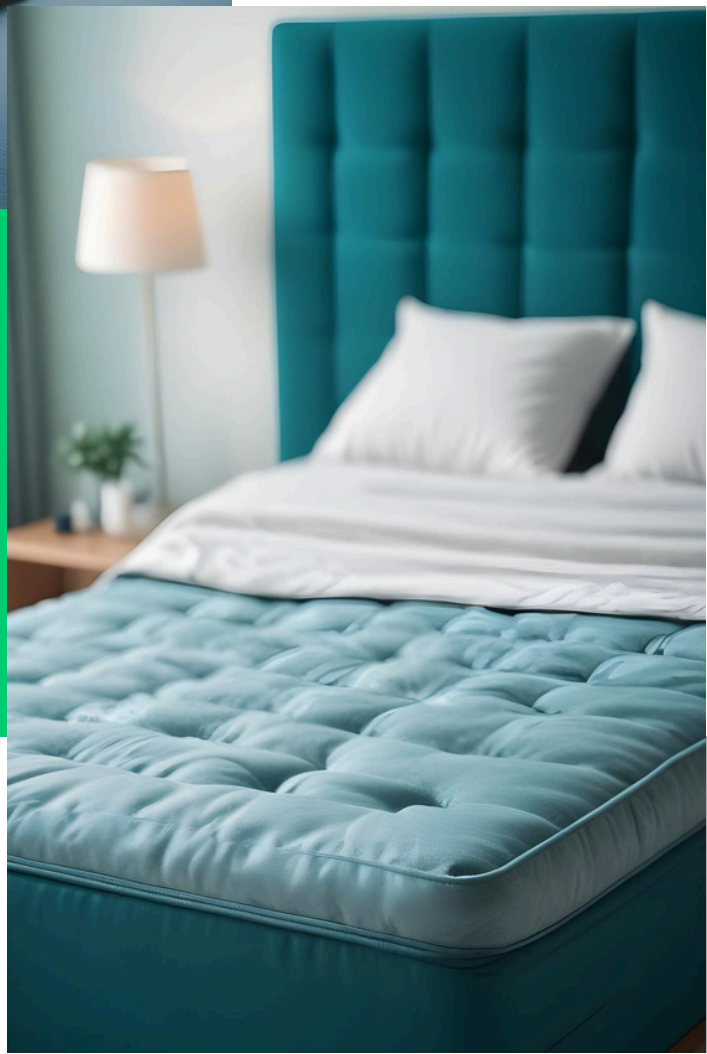


BLUE ORTHOPEDIC

Mattress with advanced orthopedic support for maintaining neutral spine alignment and joint pressure relief.

BLUE THERAPY

Therapeutic mattress featuring memory foam and adjustable firmness for physical recovery and pain management.



BLUE HEALTH



Health-focused mattress
combining supportive and
hypoallergenic materials for
overall well-being.

KIDS MATTRESSES



**Child-Safe
Comfort**



**Cozy
Support**



**Durable
Design**



**Plush
Softness**

BENEFITS



BLUEBELL

BLUE SLEEPY

Mattress designed for children with a soft, supportive surface and child-safe materials.



BLUE NEST JR.

Cozy mattress tailored for growing kids, providing comfort and security.

BLUEBELL



BLUE BUDDY

Fun and durable mattress offering a balance of softness and support for young sleepers.

BLUE CUDDLE

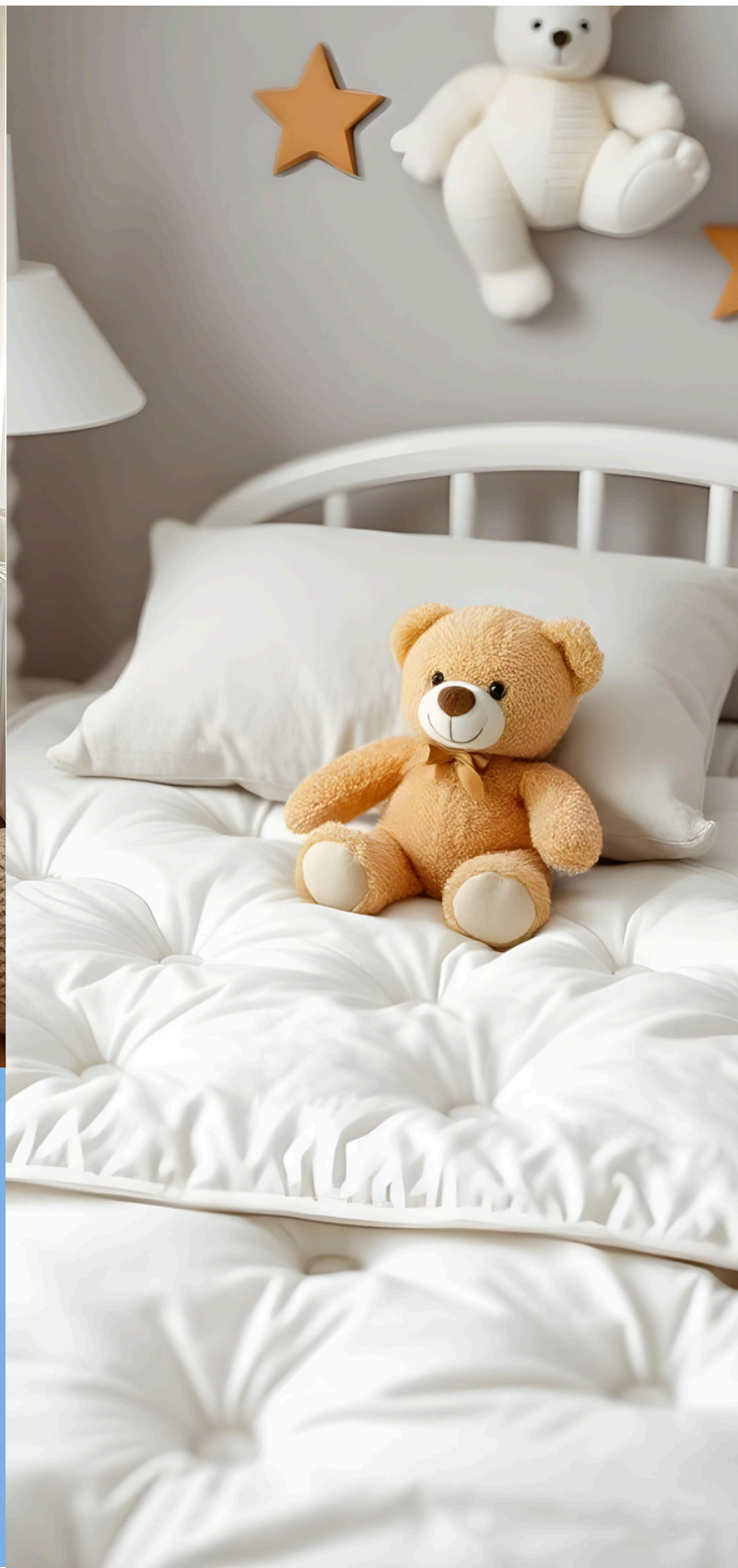
Extra-soft mattress providing gentle support and comfort for young children



BLUE TEDDY



Plush mattress made with cuddly materials for a warm, inviting sleep space for kids.



BLUEBELL

SUSTAINABLE MATTRESSES



**Eco-Friendly
Materials**



**Renewable
Resources**



**Carbon-Neutral
Production**



**Hypoallergenic
Comfort**

BENEFITS



BLUEBELL

BLUE ECO

Mattress made with sustainable materials like organic cotton and natural latex.



BLUE EARTH

Mattress utilizing renewable resources and eco-friendly manufacturing processes.

BLUEBELL

BLUE GREEN

Mattress featuring
recyclable materials
and carbon-neutral
production techniques.

BLUE PURE

Mattress crafted from pure,
natural materials, offering a
hypoallergenic sleep surface.



BLUE LEAF



Mattress using
biodegradable materials
and eco-friendly practices
for sustainable comfort.



HOSPITALITY INDUSTRY MATTRESSES



Luxury
Experience



Consistent
Comfort



Cost-Effective
Quality



Indulgent
Softness

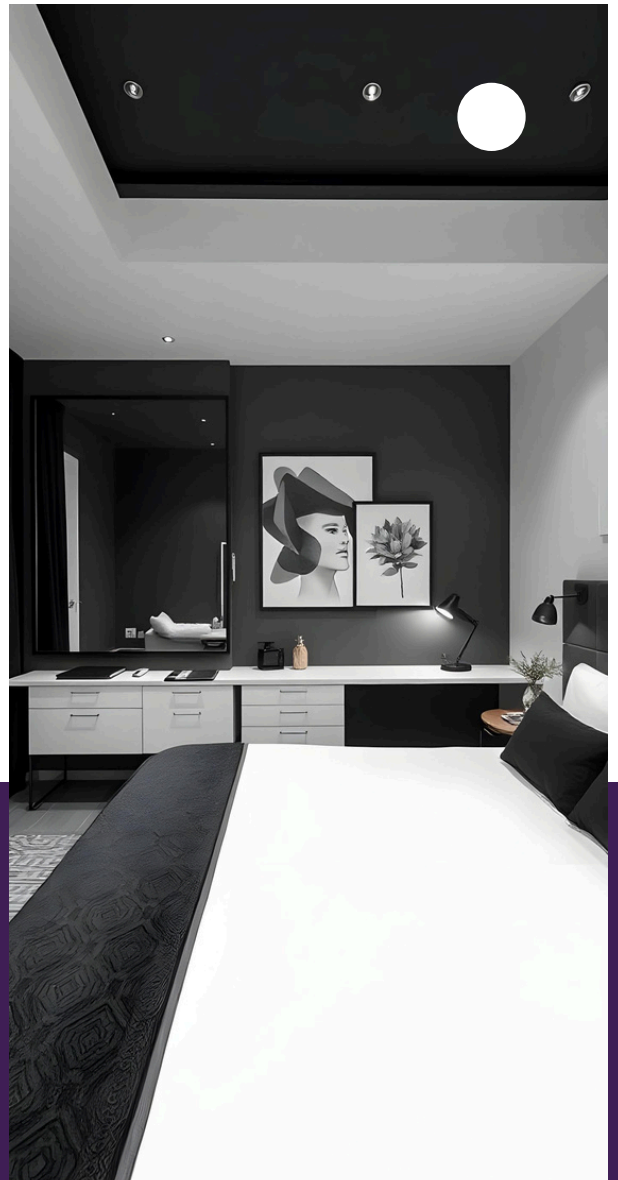
BENEFITS



BLUEBELL

BLUE SUITE

Luxury mattress crafted for high-end hotels with premium materials and robust construction.



BLUE RESORT

Plush mattress designed for consistent comfort in high-traffic environments like resorts.

BLUEBELL

BLUE ELITE

High-end mattress
offering superior
comfort and durability
for exclusive venues

BLUE INN

Cost-effective mattress
providing comfort and
durability for budget-
conscious hotels



BLUE PLUSH



Soft mattress designed for an indulgent sleep experience, ideal for hospitality settings.

SERVICES HIGHLIGHTS



Delivery

Fast and reliable shipping services in the GCC countries to ensure your mattress is delivered safely and on time



Warranty

Comprehensive warranty packages that reflect our confidence in the durability and quality of our products.



After-Sales Services

Provide dedicated support for any post-purchase inquiries, including assistance with warranty claims, product care, and customer satisfaction follow-ups.



Custom Order Solutions

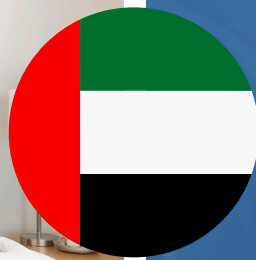
Tailored customization options for businesses, offering flexibility in both quantity and mattress specifications to meet the unique needs of your establishment.

BLUEBELL

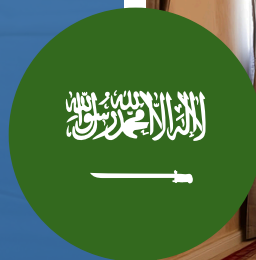
MARKET PRESENCE

Since our inception, Bluebell has established a strong presence in the GCC market. Our products are trusted by customers for their quality, comfort, and value. We continue to expand our market reach, with a focus on innovation and customer satisfaction.

We operate across all the GCC countries



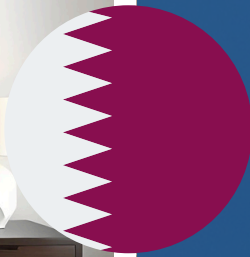
UAE



SAUDI



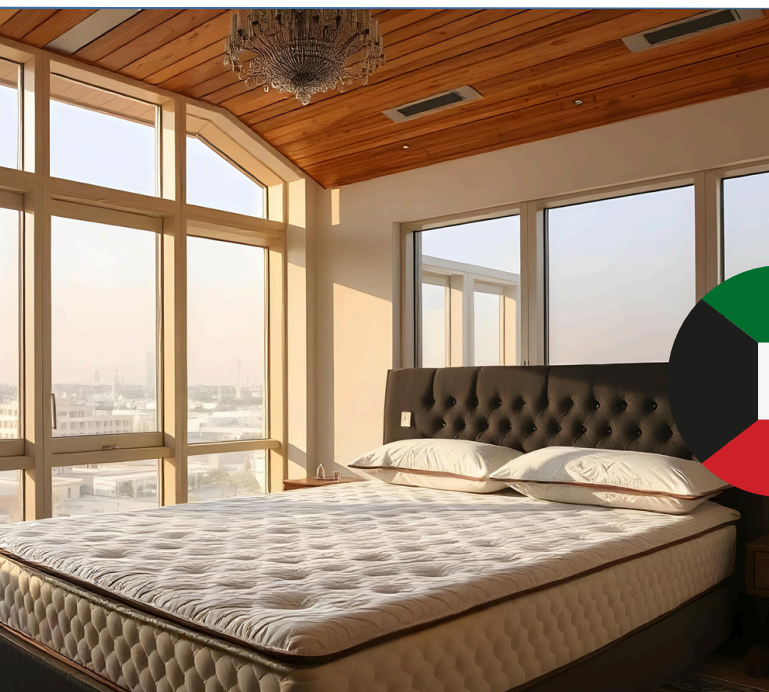
OMAN



QATAR



BAHRAIN



KUWAIT

TARGET MARKET

At Bluebell Mattress Industry, we serve a wide range of clients across the GCC, from families seeking top-notch sleep solutions to hotels and bulk buyers needing high-quality mattresses. Our product line includes options for all ages, including specialised mattresses for kids that focus on size and comfort. We offer both premium and medicated mattresses to meet diverse needs and provide eco-friendly choices that blend cutting-edge technology with traditional craftsmanship. Whether for home or hospitality settings, we are dedicated to enhancing comfort and well-being, ensuring a restful experience for every customer

MARKET OPERATIONS

At Bluebell Mattress Industry, our market operations are designed to ensure efficiency and excellence in every aspect. We manage a robust distribution network across the GCC, delivering premium mattresses to both individual customers and large-scale clients like hotels. Our operations are streamlined to handle bulk orders and provide timely, reliable service. We emphasize quality control throughout our manufacturing process and are committed to sustainability, combining innovative techniques with traditional craftsmanship. This approach allows us to meet diverse market needs while maintaining high standards of comfort and reliability.

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COMMITMENT TO INDUSTRY STANDARDS & CERTIFICATIONS

At BlueBell Mattresses Industry, we uphold the highest standards and certifications, ensuring every product meets and surpasses global industry benchmarks.

Quality and Safety Standards

Our products meet international standards like ISO 9001 and Oeko-Tex Standard 100, ensuring strict quality control and safety from harmful substances.

Environmental and Sustainability Certifications

BlueBell Mattresses adheres to ISO 14001 for environmental management and uses GOTS-certified materials, ensuring eco-friendly and socially responsible production.

Fire Safety and Consumer Protection

Our mattresses meet BS 7177 standards for fire safety, ensuring comfort and compliance with UAE regulations.

Commitment to the UAE Standards

In the UAE, we follow ESMA guidelines for safety, quality, and environmental standards, ensuring our products are reliable and compliant.

By meeting top industry standards, BlueBell Mattresses ensures maximum comfort, safety, and sustainability for peace of mind with every purchase.

CORPORATE SOCIAL RESPONSIBILITY (CSR)

At Bluebell Mattress Industry LLC, we're committed to positively impacting our environment, community, and society through strong CSR initiatives.

Sustainable Practices

We minimize our environmental impact through eco-friendly materials, energy-efficient technologies, and waste reduction initiatives.



Community Engagement:

We support local communities by donating mattresses and creating jobs for the underprivileged.



Employee Well-being:

We promote good sleep hygiene and offer wellness programs for our staff.



Ethical Standards:

We uphold fair labor practices and responsible sourcing across all operations.



Environmental Stewardship:

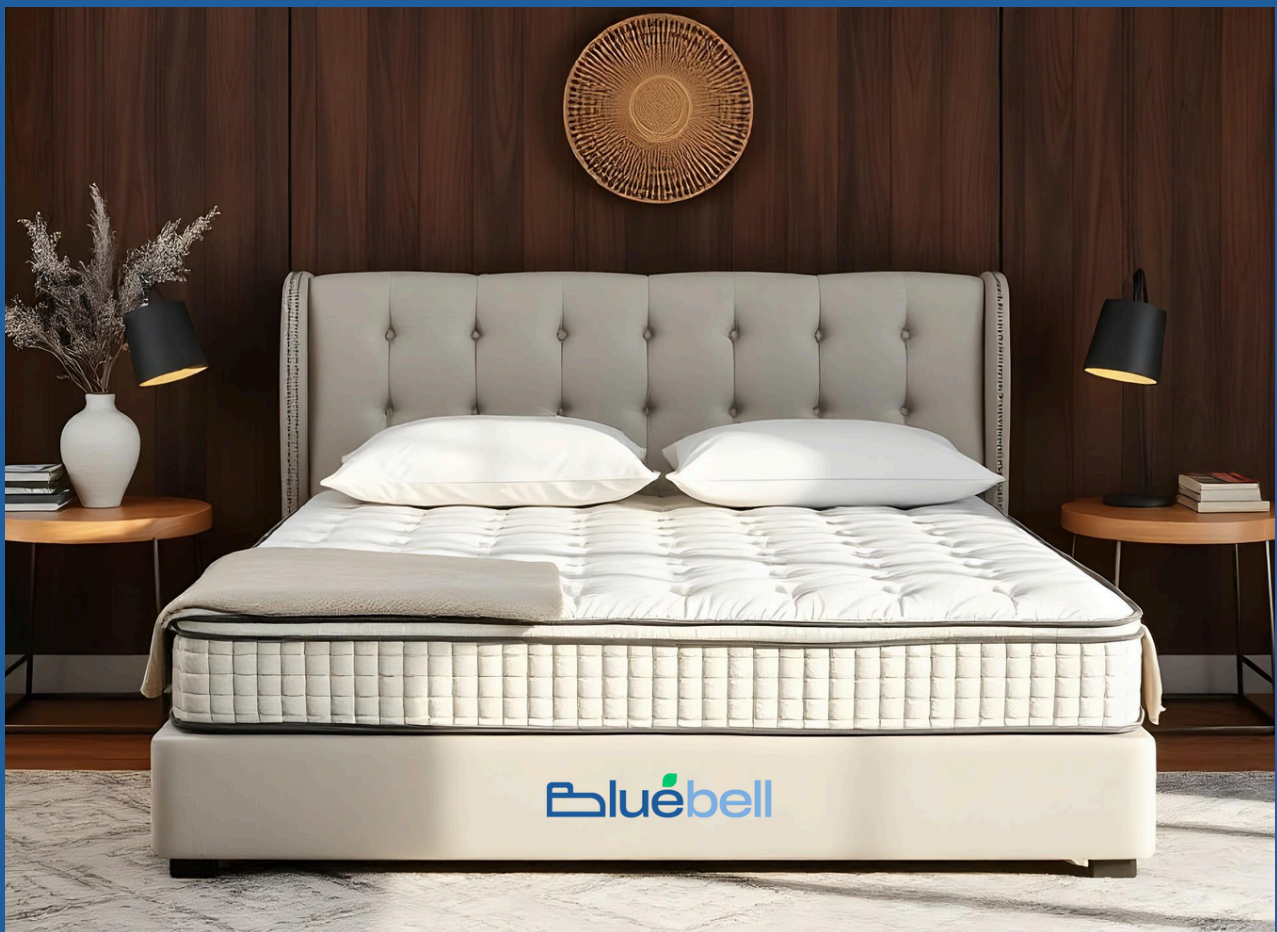
We invest in carbon offset and water-saving initiatives to protect the environment.



BLUEBELL

Why Choose Bluebell?

Choosing Bluebell means choosing a brand that values your comfort and well-being. Our commitment to quality, innovation, and customer satisfaction makes us the preferred choice for mattresses in the GCC. Experience the difference with Bluebell – where comfort meets quality.



www.bluebellmattress.ae

CONTACT US

CONTACT INFORMATION



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