



*Elite*   
SWISS HANDMADE SINCE 1895

MAISON ELITE  
*fondée en Suisse en 1895*





# ELITE- NESS

## *The Story of Sleep's craftsmen*

There is no greater joy than sleeping on an Elite bed and waking up with the energy and the strength to move mountains. This extraordinary sleep is created with the knowledge, expertise and hands of Elite master craftsmen.

When our founder carefully chose the name Elite in 1895, he created a legacy that we proudly continue today. We invite you to discover the magic of Eliteness. It's in our name and in everything we do.

# INTRO

*By the owner & CEO*



For centuries, the bed has always played a central role in our homes. Kings received and entertained their courts in the bedrooms of their opulent and regal palaces. These elaborate beds were considered great symbols of status and wealth and were passed down from generation to generation as prized possessions.

While comfort remains essential, the distinctive character and trademark of an Elite bed is a combination of elegant design, tastefully selected colours and materials and perfectly balanced proportions. Custom-made with infinite care and attention to detail with traditional Swiss craftsmanship, these unique and inspiring creations transcend their purely practical function while retaining their reputation for excellence in the field of luxurious sleep.

For more than 125 years, Elite is renowned for the intrinsic quality and absolute comfort of their mattresses and boxsprings. Our carpenters, quilters and upholsterers put their expertise and passion for detail into creating the perfect mattress to improve your health and well-being.

It is with great pride that we highlight their work in this brochure.

FRANÇOIS PUGLIESE



## INTRODUCTION

The modern world seems to have lost its taste for slowness. As our days fill up and our nights get shorter, we face a frustrating and constant race against time. At Elite, we continue to value and cherish the art of slowness. The quality of your bed is one of the most important ingredients for good sleep and is directly related to the time our craftsmen spent making it.

Precious time is required for the wood and latex to settle, for the carpenters to refine the dovetailed boxsprings and the upholsterer to assemble the mattress with care. Slowing down of the mind and body in a healthy and cosy environment is also an essential ingredient for good sleep, allowing you to wake up feeling refreshed.

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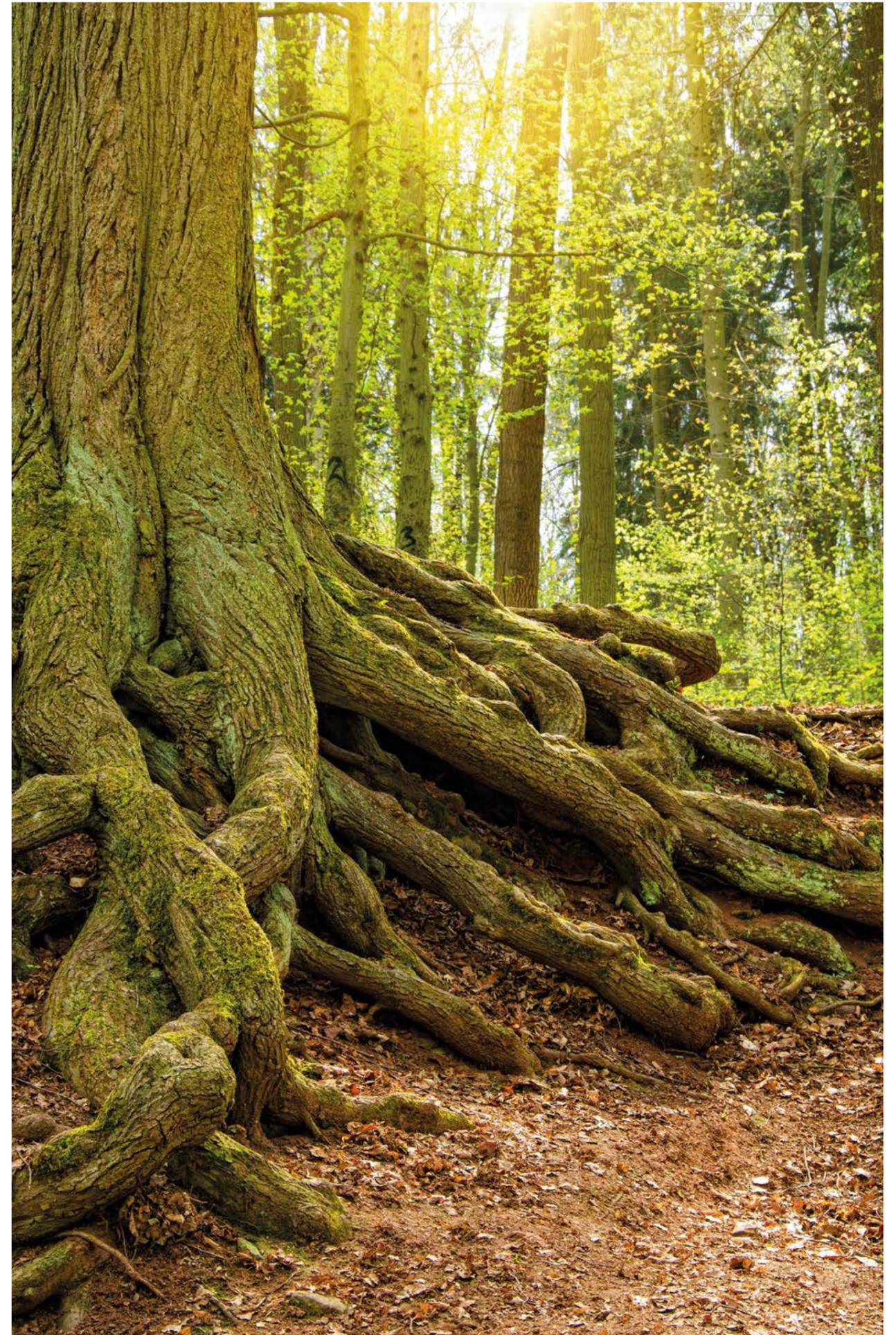
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*All that is exquisite  
matures slowly.*

Arthur Schopenhauer

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ELITE FINITION

While modernising and innovating over the years, our pursuit of excellence remains unchanged. We perfected the secrets of a good nights sleep and continue to manufacture with traditional know-how and incomparable Swiss finish, using only the finest natural materials to create our exceptional products.

Every mattress in our collection is custom-made, sewn and padded by hand to create the perfect desired comfort for all body types and personal preferences. The European Ecolabel certification is our promise to protect the planet, our resources and our clients.

Elite is proud of its heritage and committed to remaining authentic and preserving its history and traditions developed over time for more than a century. Much to the delight of sleepers!

As a family business, our commitment to these values are more than just a way of doing business, it's a way of life.

Francois Pugliese



CHAPTER

01

~~ELITE~~

MAISON ELITE

SWISS   
MANUFACTURING  
SINCE 1895

*For the finest extraordinary sleep*

Experience the pleasure of sleeping in an Elite bed and awaken with more energy after an excellent night's sleep.

Our custom-made mattresses, boxsprings and headboards are handmade by Elite craftsmen in Aubonne, Switzerland.

Since 1895 Elite perfected the secrets of a good night's sleep by selecting the finest natural materials to create outstanding quality beds.



*Traditional  
craftmanship*

On the shores of Geneva Lake each product is manufactured in the Swiss traditional style, combining the finest quality natural materials with the latest modern technology and innovation.





CHAPTER

02

# HISTORY

*We have perfected  
the secrets of good sleep  
for over*

**125** years



*1895*

Jules-Henri Caillet, a master saddler-upholsterer in the small town of Aubonne on the shores of Lake Léman, produced his first mattresses, and became renowned throughout the entire region for his outstanding craftsmanship and quality.

## A LIVING HISTORY ALIVE AND TRUE

As a wise entrepreneur with a passion and love for exceptional work, he sought to combine progress together with the wisdom of the ancestors to his business.

For Jules-Henri and the generations that followed after him, progress would mean making the finest mattresses by carefully selecting the best natural materials and combining artisanal craftsmanship with indispensable mechanisation to produce consistent outstanding quality.

Today, as in the past, Elite continues to manufacture the finest beds and mattresses by combining their skills and experience and selecting the highest quality natural raw materials.

At Elite, tradition, modern techniques and innovation combine to weave a simple story that is alive and true.

ELITE

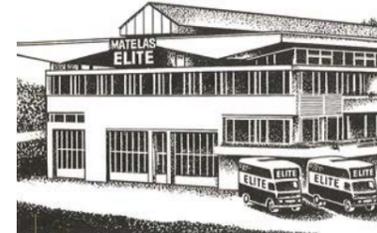
Developing in the same era as the Lumière Brothers, like the famous inventors and pioneers, Elite's mattress production methods would continue to evolve through the next decades while remaining faithful to its origins.

Together with the master saddler-upholsterer and his heirs, we have gone from a time when the life expectancy was just 44 years to our time where it has doubled thanks to modern medicine and improved hygiene, and in particular sleep hygiene.

The advantage of a hundred-year-old company is that, while respecting traditions, each generation has built on the legacy of the one that preceded them, adding research and innovation that primarily benefits the customer. Our constant search for perfection and love for what we do is a formula that has stood the test of time and one we are proud of.

## ELITE'S KEY DATES

*A brand that runs through time*



1895

**Creation of Elite**

Elite was founded by Jules-Henri Caillet, a master saddler-upholsterer on the shores of Lake Léman in Switzerland



1946

**Creation of the first spring mattress**

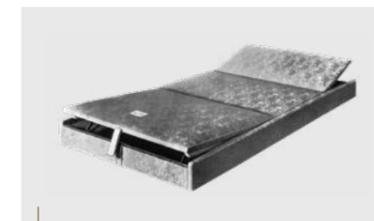
Patent registered for the assembly of the first spring mattress and was considered a great novelty following the war.



1965

**Elite establishes a new factory in Aubonne**

To this day, it remains the headquarters of the company and continues to be the only manufacturing site for the brand.



1969

**Elite boxspring model patented**

Private clients and the Swiss hotel industry trust and appreciate Elite's modern innovative approach to creating comfort and mattresses of outstanding quality.





1975

**Modern Versailles**

The Versailles bed base was a new model of boxspring designed to fulfil the expectations of interior designers and architects of the seventies. Upholstered in orange Viscose it reflected the spirit of the times. This model sets a new standard and has improved over time to become the exceptional quality it is today and the perfect support for your mattress.



2006

**A new era of leadership**

Jules-Henri Caillet's granddaughter, Edith Caillet, handed over the reins to François Pugliese, the current CEO of Elite SA.



2007

**Modernisation while respecting traditions**

While respecting the legacy of the past, Elite modernises and continues to manufacture custom-made mattresses and beds of superior quality.



2013

**Creation of the maestro**

The hand-padded Maestro and upholstered Windsor boxspring's double suspension is the ultimate in comfort and a tailor-made masterpiece.



2013

**Award for innovation**

Elite received the award of 1<sup>st</sup> prize for innovation for its "Smart Lease" concept of the Gottlieb Duttweiler Institute.



2014

**Development**

With the acquisition of a renowned local cabinetmaker, Elite's range of skills continues to grow.



2011

**Ecolabel Certification**

All the mattresses pass the TÜV tests and are awarded the European Ecolabel.



2011 - 2017

**Expansion**

In 2011, Elite embarked on a growth strategy opening branded stores in Paris, Milan, Rome, Moscow and Zurich. This growth strategy accelerated in Switzerland in 2017 with showrooms opening in Lausanne, Verbier, Sion, Basel, Lucerne and Gstaad.



2012

**Elite develops and launches Smart Lease**

Smart Lease is a bed rental system based on occupancy designed for hotels. The first and only modern technology application of its kind, benefitting both the hotel and its guests.



2016

**Woodenboxspring**

In partnership with the Bern University of Applied Sciences, Elite developed the first wooden spring in the world, to create a boxspring made entirely from wood and without any metal components.



2017

**Elite Design Award**

Elite launches an international design competition open to all creators and designers.



2018

**Lifetime warranty**

Elite introduces the lifetime warranty for its spring mattresses and boxspring beds.



CHAPTER

03

PHILO-  
SOPHY



## OUR PHILOSOPHY AT ELITE

*is based on a return to a more  
authentic lifestyle*

In this globalised world, Elite's craftsmen continue their work with traditional know-how and local Swiss production using only the best natural raw materials.

Swiss artisanal manufacturing takes time and remains a guarantee of comfort, durability and impeccable finish for the finest hand-made beds in the world.



Elite continues to dovetail its bed bases. Each mattress is layered and padded with care and stitched individually by hand.

For over a century Elite's Life Warranty has honoured its promise of quality, much to the delight of sleepers.





## ECOLABEL

*Certified chemical free and  
our commitment to protecting  
tomorrow's world*

European Eco-label was created in 1992 and is the only official ecological label in Europe. It sets strict clear rules and includes many criteria such as ecological aspects and overall impact on the environment, as well as the intrinsic quality and sustainability of the product.

Elite is committed to choosing natural materials, chemical free production and non-industrialized manufacturing to protect the environment and preserve the health of its customers.



PHILOSOPHY

Because creating quality sustainable products is one of our core values and a principle that defines us, it was a natural decision to join this initiative and offer our clients the peace of mind that comes with selecting a European Ecolabel Certified product.



CHAPTER

04

NATURAL LAW

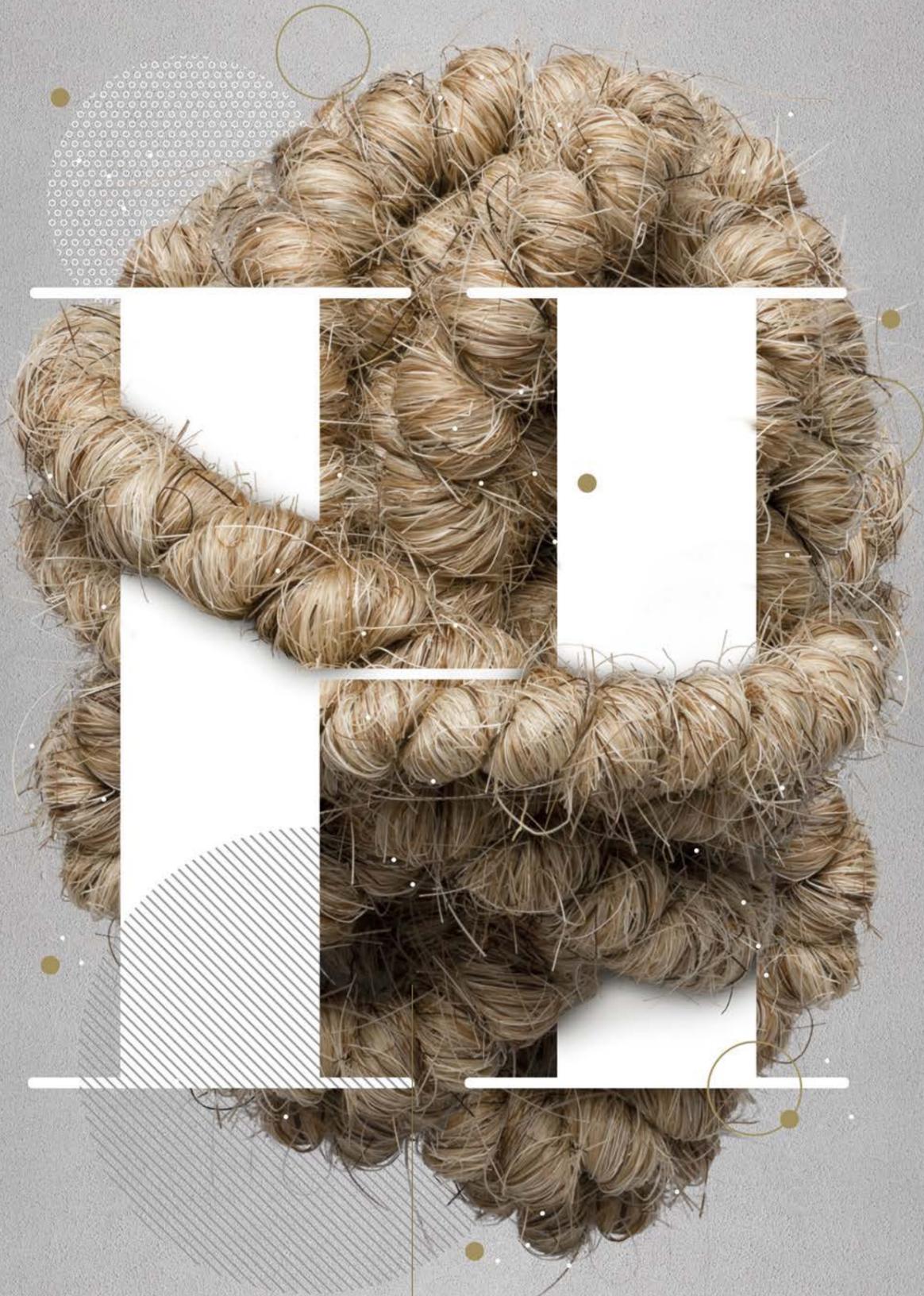
~~MATER  
- IALS~~

*Natural materials  
are nature's recipe for  
good sleep and health.*

Natural materials create luxurious comfort and assist with the regulation of body temperature.

At Elite we know that temperature regulation is an essential factor for restful sleep. All our mattresses have silk padding on the one side for summer and cashmere padding on the other side for winter to ensure perfect comfort in all seasons.





Pure Horsehair

## FIRST LAYERS OF NATURAL PADDING

The first layers of natural padding act like a cushion to protect the inner core and the soft outer padding of the mattress. To ensure luxurious comfort, Elite favours materials such as 100% natural latex, horsehair or sisal fibre.

*Horsehair*

*100% natural latex*

*Sisal fibre*

## WOOLS AND SILK

Wool, whether from Swiss sheep, Andean Alpaca, Kashmir goat or Camel, provides excellent temperature regulation and is characterised by a high capacity to absorb moisture.

As for Tussah silk, obtained from the cocoon of a wild bombyx, harvested after it's hatched, maintains freshness in the summer while cashmere provides warmth in the winter.

*Wool*

*Cashmere*

*Tussah Silk*

*Camel*

*Alpaca*



Cotton bio

## PLANT FIBRES

Chosen for their absorbency and breathability, materials such as cotton, Lyocell (wood cellulose), Seacell® (Seacell fibre, enhanced with algae rich in vitamin E), soy fibre and Ingeo (a plant fibre made from corn) form a hypoallergenic padding that is both resilient and biodegradable.

*Cotton*

*Lyocell*

*Seacell®*

*Soy fibre*

*Ingeo*



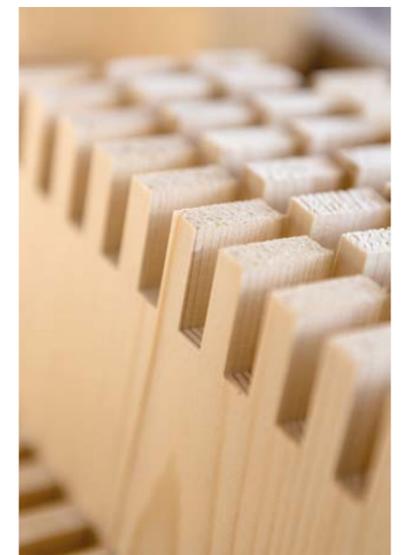
Swiss pine

## SWISS WOODS

Because we are committed to protecting the planet with eco-friendly manufacturing, we source the finest quality Swiss pine from sustainably managed forests above Geneva Lake.

*Pine*  
*Beechwood*  
*Oak*

THE NATURAL RAW MATERIALS



CHAPTER

05

**SAVOIR-  
FAIRE**



## IN THE SERVICE OF CREATIVITY

*Bringing great designs  
to life for over 125*

One of the distinguishing principles of Elite is the hands of the craftsmen who create your bed.

Our craftsmen know that carefully selecting the finest noble materials is one of the secrets to achieving extraordinary sleep.

Elite collaborates with some of the world's best architects and designers to manufacture their creative and original designs. These signature pieces are hand-made by Elite's craftsmen with infinite care and a perfect Swiss finish.

Custom-made to the finest detail, these unique and beautiful pieces are designed with the clients ultimate comfort and well-being in mind.



## *Elite's legacy of artisanal craftsmanship*

In Elite's workshops, our specialist upholsterers draw on their extensive experience and work with designers to create custom-made pieces that fit into the most stylish bedrooms in the world.

Our carpenters and upholsterer's work hand in hand together to produce timeless and exceptional quality beds.



## MASTERS CARPENTERS

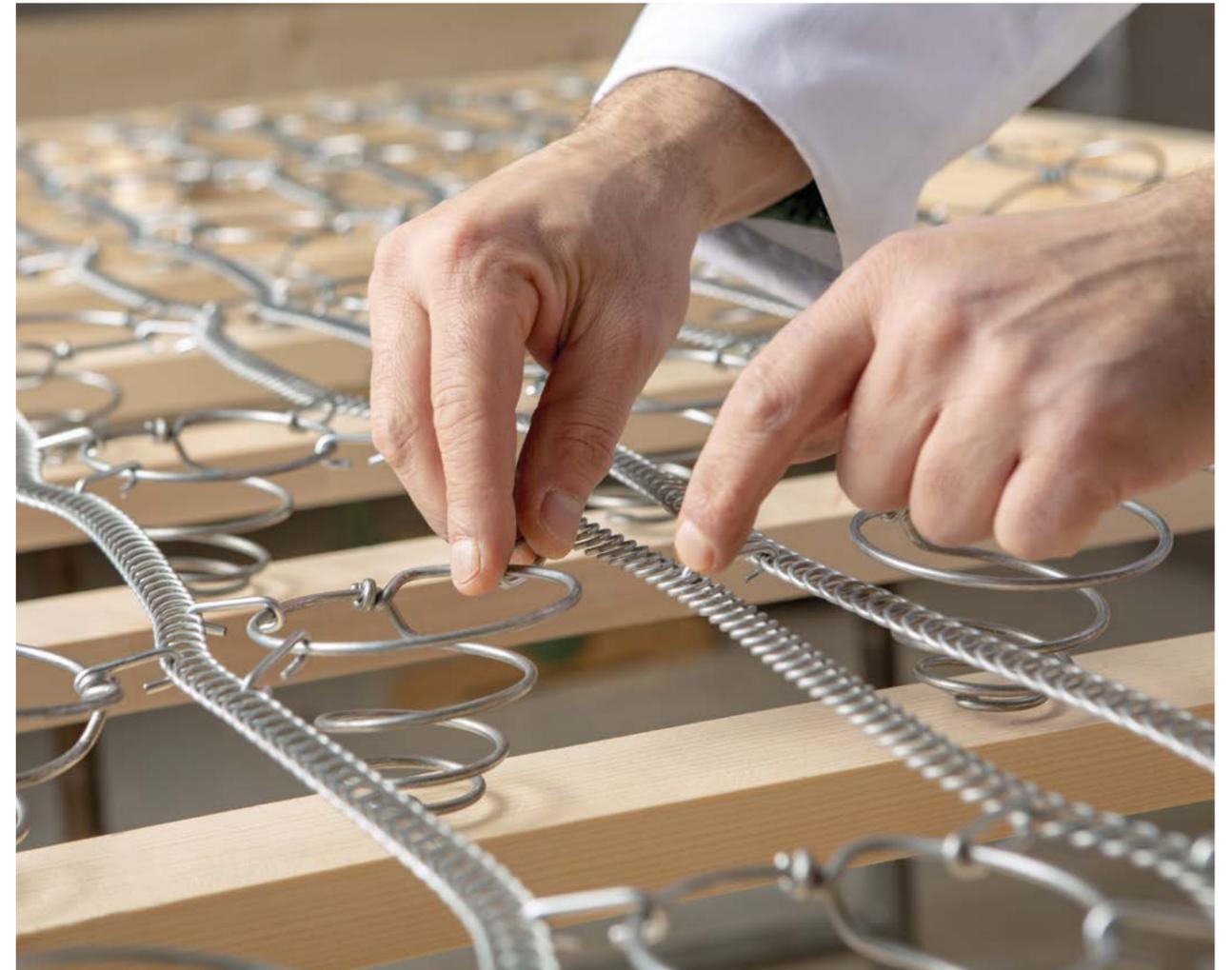
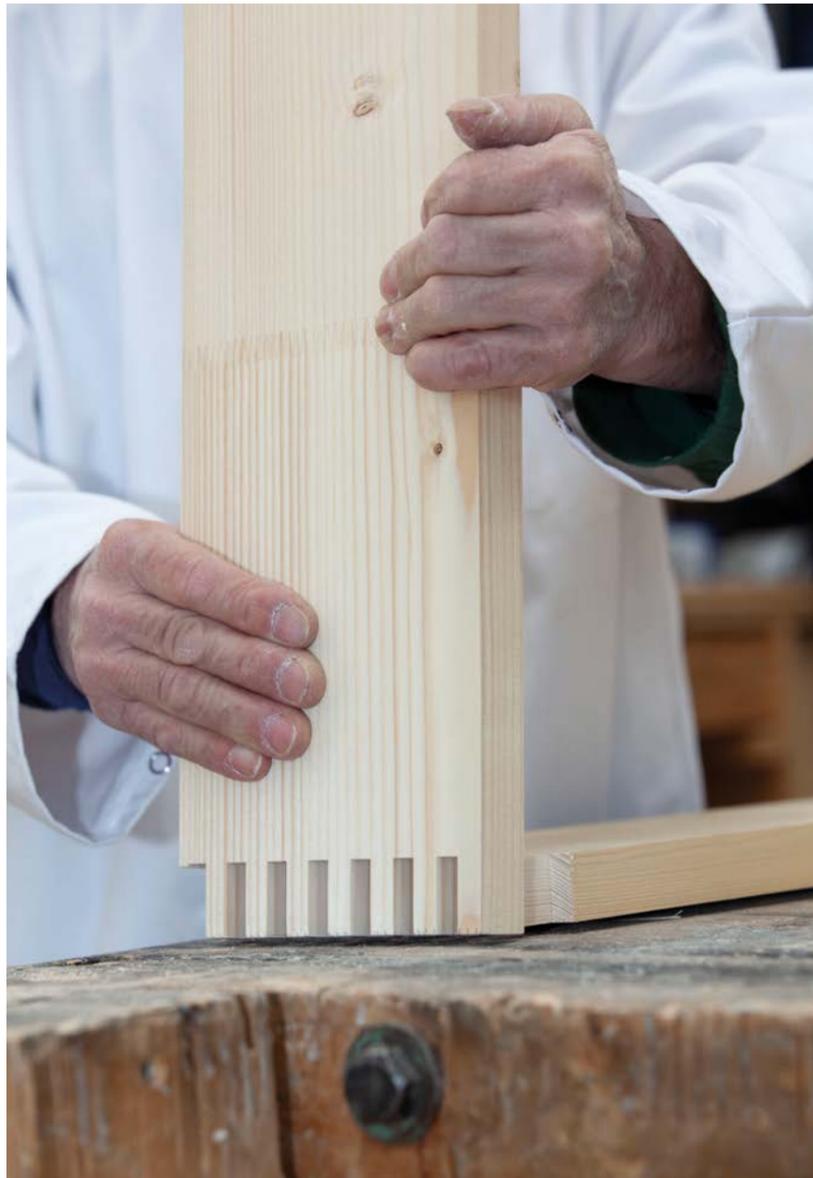
The finest skilled carpenters are in charge of manufacturing our boxsprings.

Sourcing the timber from sustainably managed forests in Switzerland, the finest cuts are selected for their natural strength and character. The wood is meticulously shaped, cut and sized according to your needs. Every curve and edge is treated with loving care and exceptional attention to detail.

Together with Elite's Swiss heritage and unique Swiss expertise, our craftsmen make sure every detail is perfect, to provide a fine and luxurious tailored boxspring and create the ideal support for your mattress. Our Master woodworkers combine hand craftsmanship with the latest technologies to bring quality and durability to each piece.



They meticulously assemble our unique dovetailing system in the frame to add the ideal support to your sleep. The flexible carbon coil relieves pressure and blocks the transfer of motion between sleeping partners so that your sleep is not disturbed.



The flawless execution in every detail will give you a cloud-like feeling when lying down on your Elite bed.

You can sleep peacefully trusting that these skilled and caring hands have built the foundations of your comfort, your sleep and your dreams.



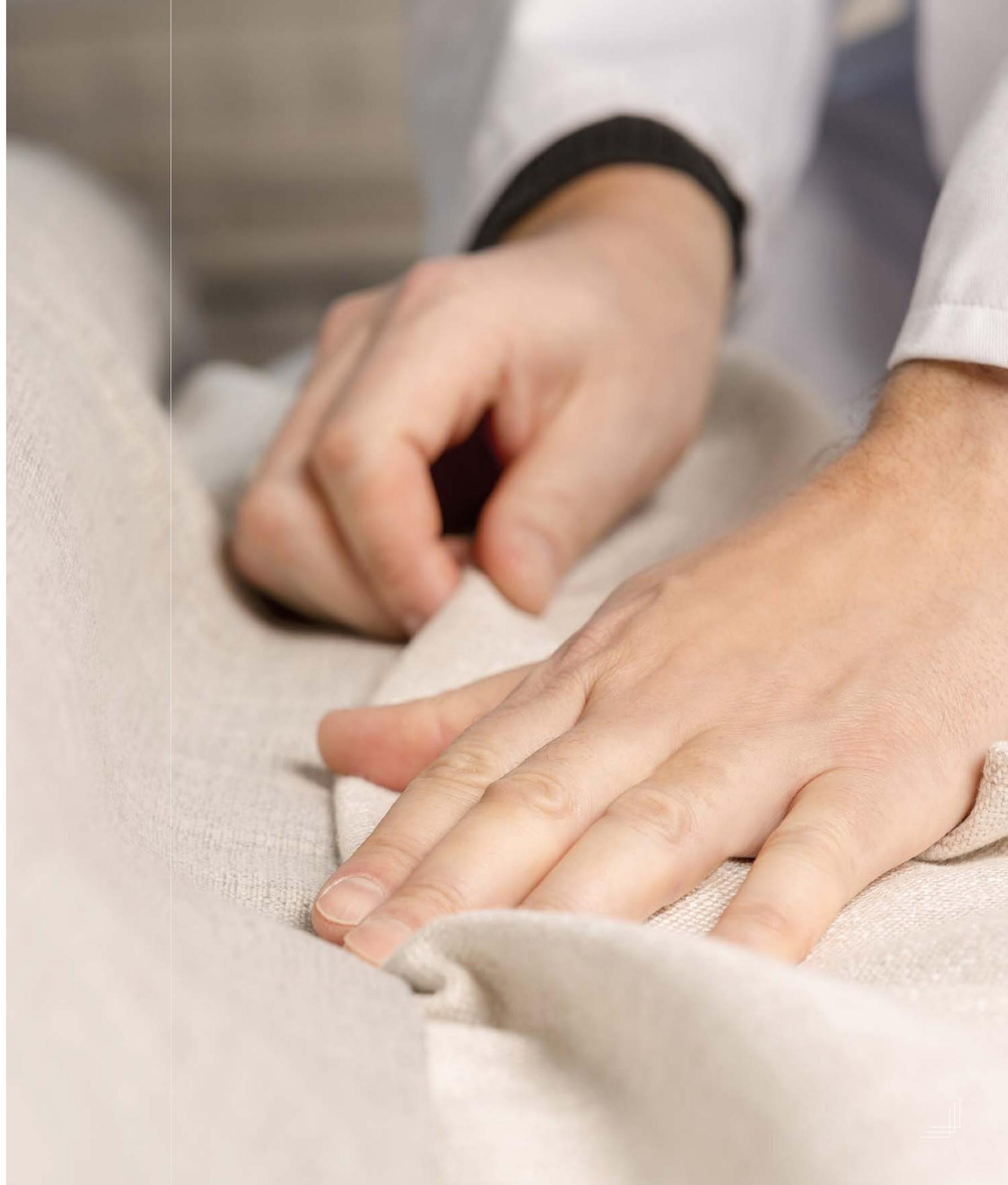


## MASTER UPHOLSTERERS

Behind the decorative fabric lies the hidden art of upholstery. Our craftsmen make sure we bring you unparalleled quality.

Whether sewing leather or fine silk, Elite craftsmen tuft, pleat, welt and cover each piece with the utmost care to ensure they stand the test of time and provide a perfectly detailed finish.

It's a process that empowers and motivates the most exceptional talent, encouraging ownership, pride and, ultimately, an extraordinary quality product.



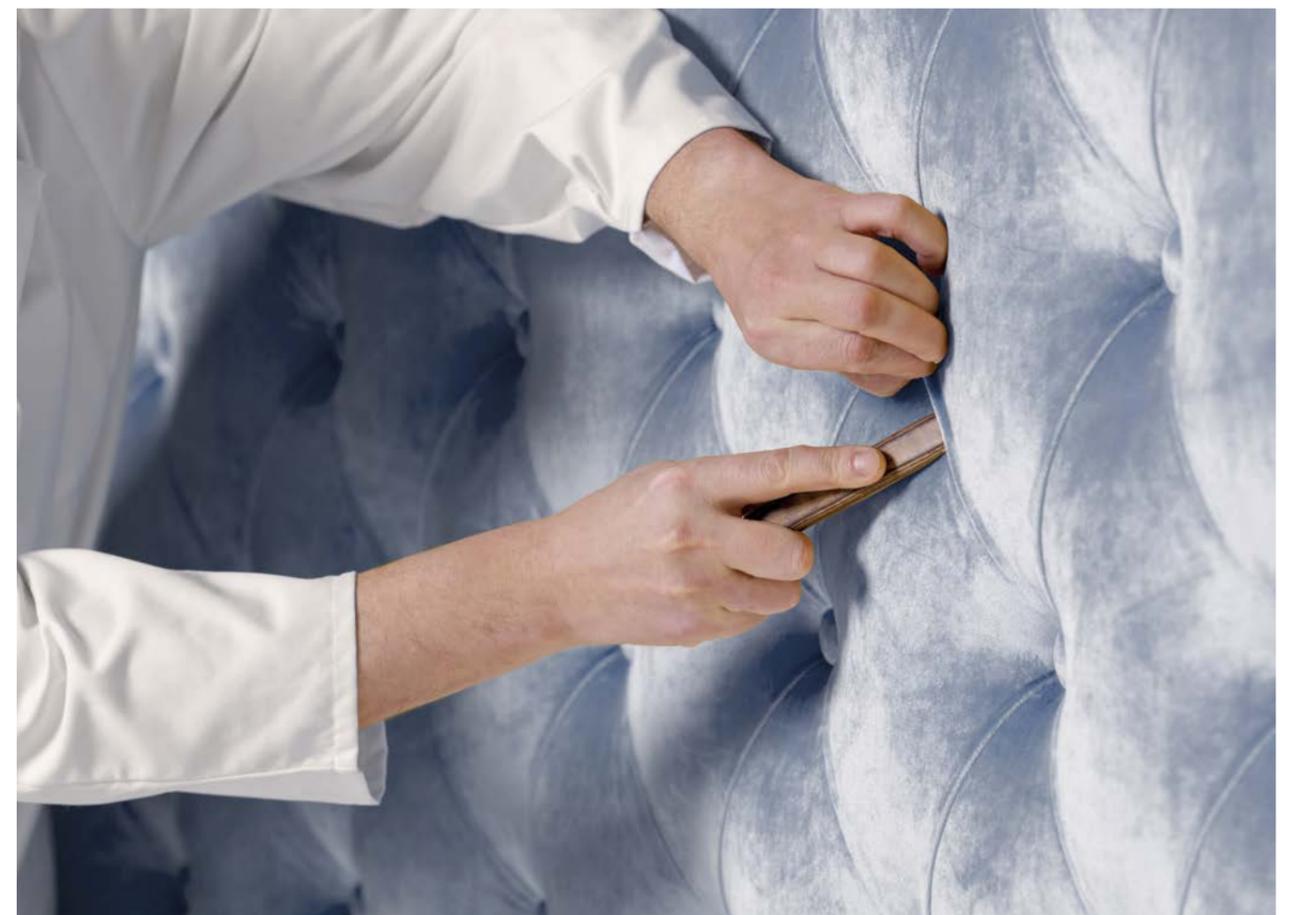


We offer a broad selection of headboards available in thousands of fabrics and leathers, allowing you to choose any combination of colours, finishes, and personal embellishments.

Our headboards will complement your bedroom to reflect your personality and unique style.

Every step in the upholstery process requires expertise and the knowledge of how to treat various materials. Elite craftsmen take pride in being able to sew precise seams when matching complex and large patterns across separate upholstery components.

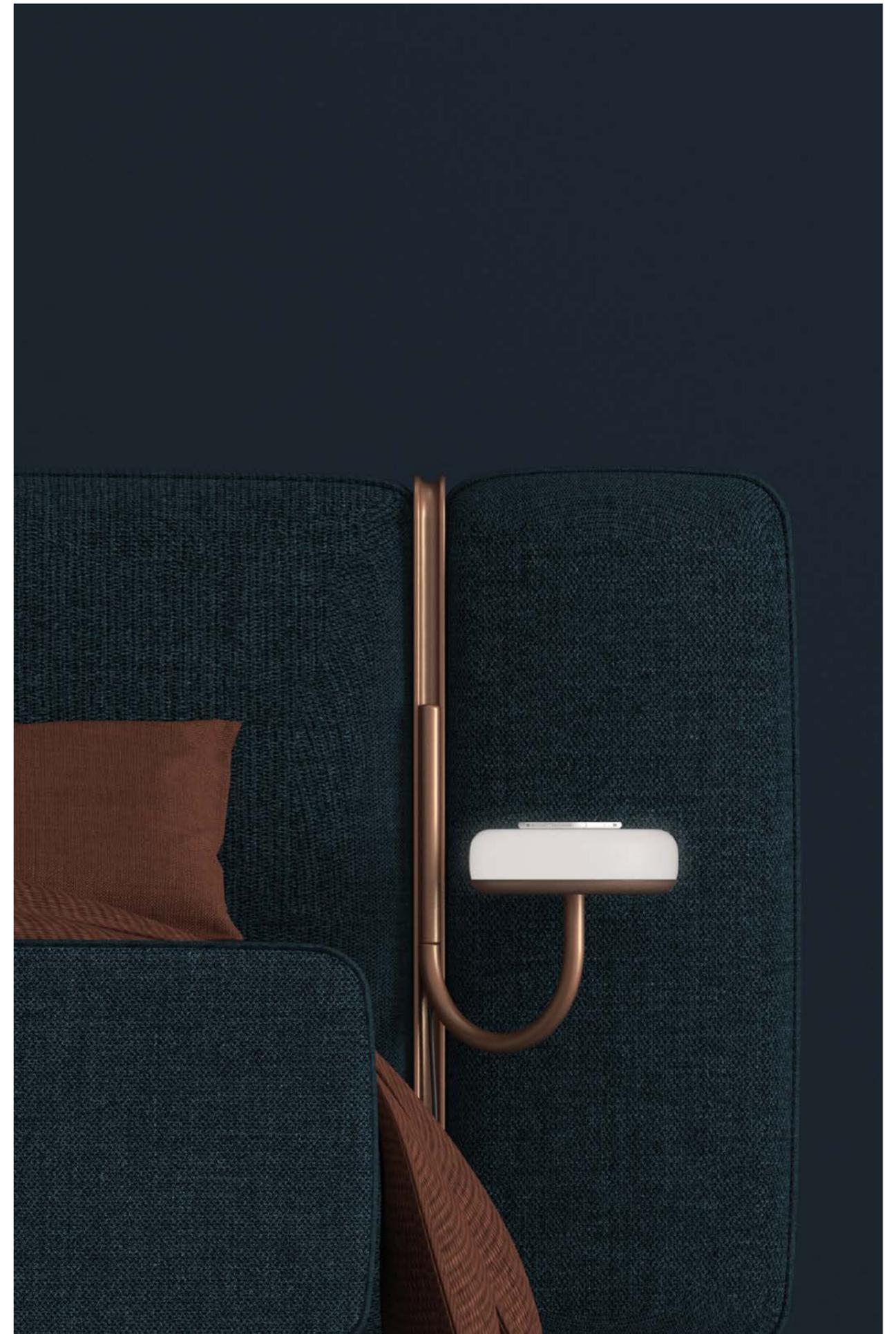
You will feel and see the difference.



Every Elite bed is designed and uniquely tailored around your personal preferences and style.

We do not hold any stock and only begin the process of creating your personal comfort once your order is confirmed. The unique skill required attracts only the most talented and exceptional craftsmen to work with us in our factory in Aubonne.

Finally, like an artist once their work is completed, they sign with pride on the label, guaranteeing that they have completed the task of delivering an extraordinary product to you.







## MASTER MATTRESS QUILTERS AND TUFTERS

*Experience the hidden  
layers of luxurious comfort*

A good night's sleep begins in our master craftsman's workshop. Each mattress is a unique piece made with exceptional care. Our wide range of mattresses, experience and expertise help us create the best mattress for your body size and sleeping habits according to Elite's secret recipe.

No matter how beautiful your bedroom, your Elite mattress choice is the most important decision. Our wide range of mattresses, experience and expertise enable us to design and uniquely tailor each mattress with infinite care to meet the unique needs, personal preferences and style of each customer.

Elite's special "his & hers" option allows for a made to measure fit for people of different heights, weights and body shapes who share a bed.



## QUILTERS

All our mattresses are manufactured with individual pocket springs with the best coil counts and generously hand assembled with natural padding to create the perfect comfort according to a special formula that Elite has perfected over time.





*Handmade makes  
all the difference*





## SEAMSTRESSES

Our seamstresses cut, embroider, assemble and sew with the greatest care. Like the finest couturiers who design custom creations, their meticulous attention to detail and experienced know-how is essential in the process of creating your custom made bed. Together with our team of craftsmen in the Elite Atelier they ensure your bed is an elegant and refined masterpiece.





*Sleeping on an Elite bed  
is a little like traveling  
first class: you won't  
understand the difference  
until you've experienced  
it yourself.*



CHAPTER

06

# COLLEC- TIONS



YOU IMAGINE,  
WE CREATE

*Beautiful bedrooms*

When acquiring a bed from Elite, you are guaranteed a personalised product of exceptional quality in which every detail is taken care of to offer you incomparable comfort, well-being and beauty.



## DISCOVER ELITE COLLECTIONS



### HOME COLLECTION

*Exceptional bedding for private individuals*

Explore the complete range of mattresses, boxsprings and accessories that will provide you with tailor-made comfort and perfect back support.

Every person has a unique personal preference and different needs for good sleep, and why every Elite bed and mattress is custom-made.



### HOSPITALITY COLLECTION

*Elite, the best bed for your hotel*

Elite has been synonymous with luxury hospitality for over a century. The finest hotels rely on Elite Beds to satisfy their most discerning international clients.

### MEDICAL COLLECTION

*An Elite bed for life!*

Bedridden and weakened patients need the best sleeping conditions possible. For this reason, Elite developed specific bedding taking into account the challenges of the medical and paramedical sector.



### YACHT & PLANE COLLECTION

*Elite, for the best comfort on land, at sea or in the air*

Elite mattresses and toppers are customised to suit all situations: on land, at sea or in the air. Our various models provide different options suitable for all sleeping spaces, whether they are convertible solutions for mobile homes, planes, private jets, yacht cabins or built into the narrow bow of a sailboat.



*Experience our world of  
Eliteness, sophistication,  
excellence and prestige*





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## ELITENESS

Discover extraordinary sleep beyond anything you've ever imagined before.

*Made for You, made for Life.*

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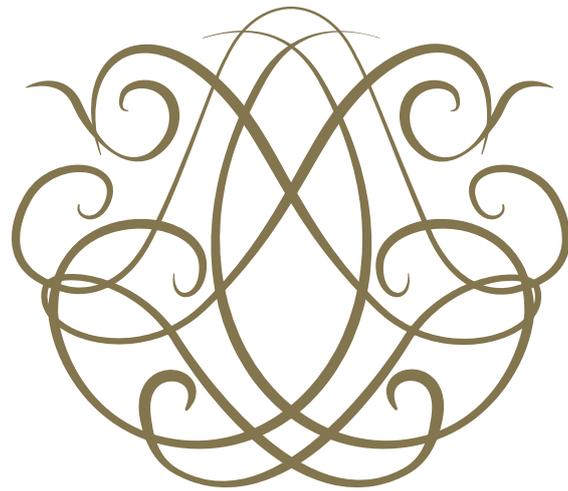


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