

# PROJECT IRIS

## PREMIUM SLEEP TECHNOLOGY BUSINESS



### Acquisition Opportunity

SIA Group presents an excellent opportunity to acquire the business and assets of Project Iris (the “Company”), a leading innovator in premium sleep solutions, specialising in leading comfort bedding technologies and patented products designed for enhanced comfort, health, and wellbeing.

Interested parties are requested to specifically deal and register their interest with Andrew Smith at SIA Group, appointed as agents by the Company. Access to the data room can be provided upon the execution of an NDA.



### Business Overview

**Industry:** Premium bedding and sleep solutions, focusing on high-quality mattresses, pillows, adjustable beds, and related products.

**Business History:** The Company was founded in 2009 by experts in healthcare, leveraging innovative materials originally designed for medical use. Over time, the business has evolved from a direct-to-consumer (D2C) model into a trade-focused business-to-business (B2B) model, primarily catering to trade clients and distributors.

**Geographical Reach:** Primarily operates in the UK, with international licensing agreements and trade partnerships across Europe and beyond.

**Products:** A comprehensive range of sleep products, including mattresses, pillows, beds, headboards, and more. The portfolio is focused on mattresses (80% of sales) with the remainder consisting of pillows and beds.

**Route to Market:** The Company operates via a direct-to-trade (D2T) model, complemented by partnerships with Amazon and other online retail platforms. It engages with both independent retailers and larger distributors, supported by agents who receive commission-based compensation.

**Financial Performance:** The Company generated £978,512 revenue in 2023, primarily from licensed products and trade sales, with a gross profit of £323,974.



### Key Investment Highlights

**Strong Brand Legacy:** The Company has established itself as a leader in premium bedding solutions, with patented technologies in mattress design and pressure control layers. Its innovative product lineup is supported by several design and patent protections across the UK and Europe

**Established Trade Relationships:** The Company has key relationships with trade buyers, both small and large, including international distributors and licensing agreements in place with major partners

**Product Innovation and IP:** The Company has a strong IP portfolio protecting the technology underpinning its revenue generating products, including 8 patents granted internationally, registered designs and trade marks

**Scalable Business Model:** the Company operates primarily through a drop-shipping model and has relationships with multiple European manufacturers, minimising operational overhead and reducing the need for in-house production

**Asset Light:** The company outsources manufacturing and logistics, limiting capital expenditures while maintaining flexibility in scaling the business. The Company employs a small team, with manufacturing and sales outsourced to external partners.

## Deadline

A deadline for initial offers has been set for  
**Wednesday 18th September at 12 pm (BST).**

Final offers must be submitted by  
**Friday 20th September at 3 pm (BST).**

## Contact



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