

## PRESS RELEASE

Tielt, September 19<sup>th</sup>, 2016

### **Official launch of *Sleep without Back Pain*, the book that significantly will improve the quality of your sleep.**

We spend almost a third of our lifetime in bed. Many of us sleep in beds of inferior quality, even when roughly 8 out of 10 people suffer from severe back pain at some point during their lifetime. Of these people, almost 10 % develop chronic back problems. A good night's rest and correct sleeping posture however can prevent the onset of a number of common back problems.

*Sleep without Back Pain*, written by world renowned specialist Pascal Mannekens, can help you to minimize the risk of developing back pain. The fully illustrated book tackles some of the most persistent myths on sleep and bedding systems and familiarizes the reader with the different sleep systems that are available today. What should you look for when buying a mattress? Would you benefit more from an orthopaedic or a memory foam mattress? What sleep system fits your sleeping profile best? And which is the best position for sleeping?

#### **Book launch**

*Sleep Without Back Pain* will officially be launched at the BED SHOW at Telford - UK on September 22<sup>nd</sup>. The BED SHOW is organized by the National Bed Federation UK (NBF) and UK's most important bed exposition for the bedding industry.

#### **Distribution**

The book, published by Lannoo Publishers, will be available in bookstores throughout the globe by the end of 2016 – first quarter 2017. Suppliers, manufacturers and retailers from the industry can order the book via Bedking Distributions Belgium ([order@sleepwithoutbackpain.be](mailto:order@sleepwithoutbackpain.be)). Delivery to the bedding industry starts in November.

#### **Praise for *Sleep without Back Pain***

*'A must-read if you want to keep your body in perfect condition'* – prof. dr. Anton Coenen, Radboud University of Nijmegen

*'Fascinating and accessible!'* – prof. dr. Gaëtane Stassijns, University Hospital of Antwerp

*'Essential reading for anyone looking for a good night's sleep.'* – prof. dr. Simon Brumagne, University of Leuven

*'This very instructive book gives you a lot of information on the stages of sleep, the influence of your sleep system on your back and how the quality of your sleep can be improved.'* – Meubihome, professional magazine for furniture retailers

### **About the author**

Pascal Mannekens is a physical therapist, ergonomic advisor and researcher. He is a worldwide renowned authority on sleep comfort and sleep. He is involved in various (product-) development projects and collaborates with the research departments of several international manufacturers of bedding systems.

### **About Lannoo Publishers**

*Sleep without Back Pain*, the English translation of the successful *Rust voor je rug*, is published by Lannoo Publishers, a Belgium based publishing house that has established a global presence with an internationally recognized list, featuring books on a wide variety of topics, including health and self-help. If you are interested in acquiring translation rights, please contact [katrien.vanoost@lannoo.be](mailto:katrien.vanoost@lannoo.be).



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