

Dormeo help to put a spring in the Chairboys' form

Blues benefitting from a good night's sleep thanks to club's change of shirt sponsor.



Wycombe Wanderers' phenomenal first half of the League 1 season can be attributed to a wide range of factors on and off the pitch... and a good night's sleep before matches, thanks to one of its major sponsors, Dormeo, could well be one of them.

The mattress specialists, whose head office is based in High Wycombe, teamed up with the Chairboys last year and have supplied over half the squad with brand-new state-of-the-art mattresses, with the Octaspring 9500 being the most popular choice amongst the players.

With the club sitting top of League 1 at this halfway point, Wanderers recognise the benefits of its partnership with Dormeo, who have also seen a huge interest from the club's supporters in its showroom on London Road.

David Wates, Wanderers' sports scientist, said: "Sleep, rest and recuperation all play an integral part in the players' schedule when it comes to recovering and preparing for training and matches, and the boys have noticed a significant improvement in their sleeping patterns since purchasing their Dormeo mattresses.

"Some have young children at home, and some travel a fair distance to training each day, and it's important that they get enough sleep to help them perform and compete at their optimum level. The mattresses – particularly the Octaspring 9500 – became a big talking point around the training ground when the players first started receiving them, and there are a lot more fresh faces each morning as a result!"

Club captain Matt Bloomfield, who was rewarded by Dormeo with a complimentary Octaspring 9500 after achieving 500 appearances for the Wanderers in March, said: "It was an incredibly kind gesture from Dormeo to provide me with a new mattress and I feel I'm really reaping the benefits of getting better sleep before and after games.

"Our whole culture at the club is built around giving everything you've got, working as hard as you possibly can for the team, and to do that we need to be refreshed and ready each day to give maximum effort. I know the club has developed a fantastic partnership with Dormeo already and I hope that can continue to grow and grow as more fans, players and staff benefit from their fantastic products.

Mike Pitt, Managing Director of Dormeo, said: "We are all avid fans here at Dormeo and love supporting the team. It's great to be able to do that in new ways, especially if we can actually help improve the team's performance with our mattresses, and we truly understand that a great night's sleep delivers just what the body needs to give you all the next day"

Visit the showroom on London Road in High Wycombe – open daily from 10am – or head online to dormeo.co.uk. Wanderers' season ticket holders receive a 15% discount on their orders in-store on production of their season ticket card.