

IP is important to Hypnos as a business because of the recognition and history that comes with the brand. Hypnos is a registered trademark and is recognisable within the bed and wider furniture industry. It also has a lot of history being a family business that was established over 120 years ago.

With that in mind it is important that the brand is protected. As we create a high level product it would reflect badly if anyone was to use our branding on something that they created that may not be up to the same standard. It also creates a level of protection for consumers that may be a fan of our brand as they know they're buying from us. The brand has been built up and is trusted so to not have that level of protection may mean a customer could end up buying from a copycat business that would not necessarily have the same guarantees that we do as a trusted company.

We have also managed to earn ourselves the royal warrant which can come with an extra level of trust. It also adds to the status and potential publicity that comes with the brand name so it is important that it can't be copied.

The branding goes on all of our mattresses and since the main trade on our retail side is through retailers it is important that it is unique and recognisable no matter where it is. This goes the same for our contract business as if our bed is in hotels, if a guest enjoys their sleep we want them to be able to check the mattress and make the brand easy to find for them going forward. This can be whether looking for another hotel to stay in or choosing a bed for their personal use.

This goes both ways for the companies we supply to. If we have decided to work with each other we want them to know that end customers will be able to recognise us and the quality and reputation that goes with it. It is important that it stands out and is not being infringed on so that recognition can happen.

To conclude, I think IP is important to Hypnos because of how important brand recognition is to us from customer opinion to protecting the image of the brand as a business.