

Snuggle Up in with Wink & Nod's Magically Light Bed Sheets



Pune, Nov 11, 2019 ([Issuewire.com](http://www.Issuewire.com)) - Wink & Nod, an innovative sleep-focused company that crafts premium sleep products have launched Egyptian cotton fitted bed sheet sets built with cutting-edge sleep technology to dazzle your dreams.

For the average Indian consumer, trying to sleep on poor quality sheets was a nightmare. Even after spending thousands of rupees on high-quality mattresses and pillows, other important sleepwares like sheets and pillow cases were often neglected. Sheet fibers made of short-staple cotton can poke out of

the weave leading to a coarser, weaker fabric. Low-quality fabric tends to poke the skin and give an uncomfortable itchy feel even if you have an ultra-modern mattress beneath it.

Skin allergies, rashes and skin disorders are so common these days. Though most of these skin disorders can be treated by dermatologists, sleeping on high-quality sheets that are made of 100% natural material is vital. Material is one aspect, what's more, important is the weave style and thread count. Sheets made from multi-ply yarns are a group of weaker fibers simply twisted together to create a false strength.

To solve these hassles, Wink & Nod has launched Egyptian cotton sheets crafted from 100% pure long-staple cotton so that you can now sleep like a Pharaoh. Say goodbye to ripped and frayed sheets. The sheets are magically light and float like a feather as they are percale weaved on a single-ply yarn. Percale is a traditional one-yarn-over and one-yarn-under weave that results in a matte finish with a cool, crisp feel. Long-staple cotton is known to be one of the finest and strongest cotton. For those who toss and turn in bed unable to sleep, Wink & Nod has ensured to use optimal thread count to deliver the best sensation on your skin. The sheets are also cool and breathable for all-weather zen comfort. The brand has incorporated the latest in sleep tech with sheets that make you snuggle up and enjoy the ultimate rich & cozy feel.

When looking to buy bedsheets, it's usually difficult to find a logical correlation between product quality and cost. The traditional market, in addition to a broken distribution model, also had a lack of clarity on product specifications for consumers. The pricing was outrageous for something that was not even good. Overall, there was a lack of innovative and affordable products. Today the situation has evolved for the better with online brands like Wink & Nod revamping the way people sleep.

Wink & Nod delivers its products to consumers direct from the factory, thereby eliminating middlemen and mark-ups at every stage of the distribution cycle. Hence the prices of online brands are 25 to 50% lesser compared to offline brands (showrooms).

Wink & Nod distinguishes itself through an extreme focus on product innovation, international certifications (OEKO-Tex and CertiPUR-US) and patented technologies. Through these certifications, Wink & Nod ensures that the products are not harmful to health in the long run. This also gives them an edge in quality and assurance, and Wink & Nod remains one of the few sleep-focused start-ups with quality certifications from renowned international bodies.

Wink & Nod's product return rate is about 4 per cent, which is below the industry "standard" of 15 per cent, says founder & CEO, Sandeep Prasad. That's proof enough for highest product quality in the industry.

"We are delighted to offer our exclusive high-quality products for Indian consumers. Today's frenzied lifestyle needs a tranquil sleep and our range of products are thoughtfully crafted as well as certified to provide the same." - Sandeep Prasad- Founder & CEO, Wink & Nod

You can order this innovative [Egyptian cotton bedsheet set](#) comprising of a fitted bedsheet and 2 pillowcases at Wink & Nod's website. The sheet set costs Rs. 2,340 for the twin size, Rs. 2,700 for queen size and Rs. 2,970 for king size beds. You can choose from cool and light color combinations that appeal to your taste, for a soothing effect.

Wink & Nod also offers a classy range of [memory foam mattresses](#), [memory foam pillows](#) and bathware like **bamboo towels** in addition to accessories such as **mattress protector** and **travel**

pillow.



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