

19th July 2023

The collaboration between *Pokémon Sleep* and MuAtsu is launched !

Showa Nishikawa Co Ltd, which sells a variety of products centered on bedding and mattress, has decided to collaborate with a sleep tracker app, *Pokémon Sleep*.

Due to the high affinity between the concept of *Pokémon Sleep* - "Rest your very best" - and Showa Nishikawa's desire to deliver good sleep through MuAtsu, the collaboration was decided upon.

Beddings feature the Snorlax sleep style from *Pokémon Sleep* will launch as part of the collaboration, starting in autumn 2023!

MuAtsu is a high-function mattress that uses a unique uneven structure to maintain an ideal sleeping posture and lead to a high quality sleep. The product line-up was completely renewed in March 2023, with a full range of higher quality items.



©2023 Pokémon. ©1995-2023 Nintendo/Creatures Inc./GAME FREAK inc.



【company profile】

Company : Showa Nishikawa Co.,LTD

Address : 1-4-15 Nihonbashi-Hamacho,Chuo-ku, Tokyo 103-0007 Japan

URL : <https://www.showanishikawa.co.jp>

