

# otisinsighter

Volume 8

Winter 2003 Issue

## Special points of interest:

- Keep your customers coming back to your store to find "what's hot!"
- Make sure you are aware of current and future flammability laws.
- Find the correct covers for every season
- **Holiday wishes and great success to all in 2004!**

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## HAPPY HOLIDAY'S TO ALL AND TO ALL A GOOD NIGHT!

Once you try it...you will never go back! (That is, to sleeping on another mattress!)

Otis Bed's Complete InnerComfort™ System is all about comfort and support! It is a non-flip mattress that has a Visco foam top and a latex-like center, plus and a quad density of foam layers for added comfort and durability. With all our experience

in pressure reducing sleep for decubidous care patients, this one even guarantees against body impressions! The InnerComfort can be used as a mattress only



Relax & Energize on the Complete InnerComfort System

for platform bed use, or combined with a center matching support unit and foundation for the complete system and retrofit inside your traditional bed frame. The InnerComfort may also be used on a convertible frame or futon frame! If you love it in your home, it can also be used for boats and RV's. Your own personal comfort system that you can utilize in any room of your home!

## What Consumers Want?

Think about it like this... what do you want... then be extremely open to new styles and trends! Dare to be different and let your customers see possibilities, and let them make up their own minds! One of the biggest mistake a store owner or manager can make is to say "Oh, they would never buy this, or it is too expensive!" That would look fabulous in my home!

Confused? Yes that is how I feel when someone voices that to me. Every person is unique and desires something different. Some individual are price conscious and some are quality driven, but everybody likes to see what is new and hot! Don't be afraid to try new items...it could be a huge success! It is kind of like love, you are afraid to get hurt, but the rewards are so much greater



Otis Bed's original Futonic 2000 ...the worlds first automated futon frame & massage.

when you embrace it with open arms.

## President's Column



**Jack Roma**  
*Happy Holidays and great success to you in 2004*

Happy Holiday Everyone! I would like to take this moment to *Thank You*, our loyal and honored dealers and friends, for all your continued support in Otis Bed. We truly do appreciate your belief in us and the high performance products we make for you and your customers. The connection we have with each other is one that is strong and is always growing!

We all should be proud of the successes made in our industry. Our challenge was to raise the image and quality of the "futon" in the public's eye. Through our combined efforts on the grassroots level we tapped into the comfort zones of countless families! This trend shall only continue when you see Otis's new innovations for the upcoming years!

As we celebrate our victories, we must also confront the challenges that face our industry. You have my word that our active R&D seeks new energies to produce products with the comfort, durability, and support that have become synonymous with Otis. We look forward to bring to you the most innovative and safe products in 2004! Thank you again! Jack

*In a time when competition is not limited to the United States, we are eager to work with companies that want to differentiate themselves*

## The Technical Wonders behind Otis

One can rest assured that with every mattress one sleeps on or sits on, 121 years of experience is built inside each one!

Deloitte & Touche conducted a survey that stated the obvious...74% of the 500 global CEO's agree that an "adequate talent pool is essential for growth in their business and

that getting and keeping top-notch people has never been easy." At Otis, our core R&D and Production departments have worked together from 5-50 years! Its like one big family.

In a time when competition is not limited to the United States, we are eager to work with companies that want to differentiate

themselves. One would not think mattresses are so technical, but hi-tech corporations have requested our expertise to design hospital mattresses for patients with bed sores, mattresses ventures with Dupont, Gaymar Industries, even the Government. Our goal now is to bring to you and the public all our years of experience.



The best possible PR

## "We Got Them"

Ok, I understand the news is not as big as finding Saddam (but, it didn't take us as long as it took the United States to find Saddam either)...**the next round of mini-cubes are ready for you!** We thank you for your patience during this time! Please call Lisa at the

office (800.588.6847) and she can arrange to ship you the cubes you desire! Remember if you floor at least 3 different lines of Otis's High Performance Cushioning Systems they come to you at no charge!

Please contact karen (kday@otisbed.com) if you

have other marketing needs that would work better for your locations. New brochures and posters are expected to be completed by the January SF market. Don't forget to update us with any store additions and email addresses...they help our web-dealer locator section.

## High Profile and UnderCover

The days of “One size fits most” are OVER! Well, at least when it comes to futon covers! Armani, Versace and Otis Bed rejoice!

Otis Bed’s Signature mattress lines that are known for High-Performance and are Hi-Profile in design fit snug in standard covers,

but thanks to Omni Soft-goods for tailoring a “Hi-Profile” line of overcovers for Otis futons. They are in stock and ready to go. Order some for store stock too! SIS Covers is also designing a line, and Dream On in Washington has tailored covers too! It is also wise to note here that when you place an Otis Gemini or

Quasar, for example on your bed frame, it is recommended to use hi-profile sheets as well. This way you enjoy the true comfort the mattress was designed to have originally.



High Profile and made to fit Wall Street...the Futons Etc. store sign in San Diego, CA

## Putting out the flames

Flammability Laws are changing for the mattress world, but how much further can they go? We protect both the interior and exterior materials with flame retardants, now we are adding flame barriers to the mattresses, but will these protective measures help the majority sleep comfortably at night? Will it

stop the smokers from smoking in bed? I doubt it since in some states you can only smoke inside your own home! Voice your opinion at the Feb.04 meetings.

Just what are Futons classified as? You guessed correctly... A MATTRESS! The real futon is only the mattress, the frame and the cover and pillows all

accessorize your futon. To clarify this further for you, it doesn’t matter what type of frame your futon rests on (a platform bed frame, a steel bed frame, or a convertible frame)... we are thankful we do not have to pass flammability laws for upholstered furniture!

*“The real futon is only the mattress, the frame , the cover and the pillows all accessorize your futon.”*

## Remembering Kent Greminger

One of the more shocking pieces of news we heard this year was that Kent Greminger passed on. That took all of us by complete surprise. Kent was the owner of Waterbed Warehouse in Reno, NV , and was a man with great visions and a

deeper than Pacific Ocean sized heart. He would always go out of his way to make sure everyone else was happy and comfortable. His needs were secondary, even to the community he lived in. Kent will always be remembered by his caring, helpful, and loving ways.

I would like to say that it has been a great pleasure to have known and worked with Kent. May his spirit live within all that knew and respected him... forever!



Kent and his prized little Porsche

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*you take care of the day.  
we'll take care of the night*



## Showing our Wares in 2004

January 28-31...San Francisco  
Winter Market. Mart 2, 701  
*(Otis Bed Manufacturing,  
Night & Day Furniture, and  
Omni Softgoods will be showing  
together!)*

Feb 4-6...Las Vegas  
IFAM Show...*(Karen and fel-  
low FAI Board members will  
attend this Premier Show)*



**Come See what is  
new from Otis Bed**

February 19-22...Tupelo  
Winter Furniture Market,  
Tupelo Complex-Building 5,  
5107 & 5108  
*(Otis Bed Manufacturing,  
Strata Furniture, and SIS  
Covers will be showing together!)*

March 21-24...Philadelphia  
Futon & Specialty Sleep Show  
*(Otis Bed Manufacturing,  
Night & Day Furniture, and  
Omni Softgoods will be showing  
together!)*