

otisinsighter

What is NEW...



The new Otis Z cotton and foam futon that is compression packed and actually folds on a tri-fold frame! The Z was introduced at the San Francisco Summer Market and keeps the same philosophy ...more foam for more comfort. Even though this semi-soft mattress has 70% cotton and 30% foam, it boasts 50% more foam than any other CF futon! Plus it folds and can be compression packed! In stock and ready for the back-to-school rush!

What is HOT...

Otis SleepZones

PULSAR
Otis's 2nd visco-elastic futon



- #1 since 1996...the original **MOON-SHADOW**
- #2...**HALEY 110**
- #3...**STRATOSPHERE**
- #4...**GEMINI**
- #5...**PULSAR**

Enhance your stores Bottom line...

Do you want to share in the lucrative specialty bedding market? Last year alone mattress sales in this category were \$7.2 billion! Our sleep zones will help you transition into this market! It is easier than selling a futon! Start with our platform (stationary, not convertible) then pick your comfort level for your mattress (10 to choose from) and all are FedEx ready! This even makes selling on the web easy!!!

otisbed.com gets a facelift

In August 2004, our website gets a new look, new guides, and new comparison charts to aid you and your customers in choosing the correct products for your home and stores! Join our z-mail and become a member in our exclusive dealer section. Specials, shows, and news will be announced here!

What is your otiszone?

Our dynamic series of *Signature Sleep Zones* feature ten unique comfort zones that range from body contouring softness (with visco-elastic foam) to our supportive extra-firm feel. Choose one for your personal comfort in every room of your home. Each zone is engineered with its own fingerprint of COMFORT LOCK TECHNOLOGY™ that locks in that “brand new feeling” of comfort and support for life! Add the **Everlast Foundation** for the last support your mattress will ever need! It comes KD, is easy to assemble, and it outperforms boxsprings.

SEE ATTACHED BROCHURE!

Otis Patriarch turns 90!

On July 18th 2004, **Chet Obstarczyk, the former CEO of Otis Bed, celebrated his 90th Birthday in style at the Roma's (the current owners) lakehouse with friends and family. His smile radiated the entire day. We thank him for all his experience, dedication and leadership that created the structure**

Otis's vision grew from! Since this event coincided with the San Francisco Summer 04 Furniture Market, 90% of cost specials ran during the market. Happy Birthday Gramps...We love You!



FAI's Marketing documerial is due to hit the market shortly...get ready for increased traffic when this airs! I have one more year left on the FAI Board, so if you have any suggestions for our industry, please contact me at kdjay@otisbed.com

Thank You All for your hard Work!

Please Remember to get your orders in EARLY... The crazy season has arrived!

ORDER 12



GET 1 FREE