

# Useful

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## News...

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**IT'S ELECTRIC! ... yahoo!!!** The automated futon frame for the new millennium is due out for shipment the beginning of fall. Don't be left out of the crowd...order one for display (and one to go) TODAY!!! For an added bonus to WOW your customers, order the frame with the dual massage unit to take the days' stress away!

...It's called the **FU'TONIC 2000** and will be the hottest item completing the *feng-shui* of any room. The best feature is that it adjusts to **ANY position** by the touch of a button! (see attachment)

**MINI-BUNS ARE COOKING!** *We are approaching the final stages of our redesigned core bun samples of our futons. The new "mini-buns" will be a shadow of its original size, which will be a space saver for all! Our aim is to keep our upscale image and streamline our products to make your sales job more powerful and easier than before! You can look forward to a fall completion date also! A rack system for these 10"x14" buns is still in the infancy stages, so stay tuned...any suggestions are welcome! Contact Karen if your store(s) need the new buns! FYI...to complete your sales job, we have labeled futon throws that match the labels on each of the mini-buns too!*

**THE INTERNET BUZZ!** **CONGRATULATIONS TO THOSE WHO HAVE THEIR WEB PAGES FINISHED!** As you know, Otis Bed can drop ship to any address via UPS! All of our futons, even king sizes, are ups-able! FYI...with our experience in the mattress arena, many of our futons score high marks as mattress sets (just add a platform/or foundation...ask us for details)! Our futon collection will also be available on CD in the fall. Otis Bed's web page will be completed shortly...our web address is [WWW.OTISBED.COM](http://WWW.OTISBED.COM) and our EMAIL ADDRESS IS [OTISBED@AOL.COM](mailto:OTISBED@AOL.COM).

**OTIS GROWS!** **YES, OUR FUTON LINE HAS EXPANDED! HERE IS A BREAKDOWN OF OUR COMPLETE LINE:**

• **STRATOSPHERE** - a thinner (6"), slightly firmer version of our ever-popular "moonshadow". Has built a strong name for itself in the marketplace in a short period of time.  
\*BROCHURES ARE DUE SOON!

- **LUXURY** - the original cottonless futon with a semi-firm feel that will keep its shape for years.
- **HALEY (90, 110, 150)** - a popular futon that delivers a distinct feel from plush (90) to extra-firm(150). When displayed, model 110 (the most popular haley) compliments the moonshadow. Model (150) is best shown on a platform bed.
- **MOONSHADOW** - most popular model that delivers a super-plush feel...one that cannot be duplicated! IT HAS BEEN SUGGESTED TO "GET ONE ON YOUR FLOOR BEFORE YOUR COMPETITION DOES"!
- **NOVA** - our first 100% multi-density (1.8, 2, 2.5lb) foam futon. Performs well on support and durability tests.
- **GEMINI** - the scoop on this cushioning system is **ULTRA PREMIUM SEATING AND UNMATCHABLE SLEEPING COMFORT!** Similar in design to the moonshadow, but utilizes 4.0 density foam. Compliments the **FU'TONIC 2000!**
- **GALAXY** - holds the title of the **WORLD'S FIRST FOAM ENCASED INNERSPRING FUTON!** Delivers exceptional comfort!
- **POLARIS** - **TOTALLY UNIQUE!** A design that incorporates a molded high density foam and individual pocket coils that blend together giving **LUMBAR SUPPORT!** Best when utilized as a sofa or chair.
- **MILLENNIUM** - has a terrific story to tell, just like its name suggests... just let your customer sit on the new "millennium" and let them experience the different pressurization and coil configurations for themselves!!!

**INNOVATIVE, COMFORTING, AND EXCITING!** *There are so many exciting things happening in our company that affect all of us, and more importantly, the opportunity for growth through fresh ideas and innovative products. We strongly feel our new mattress system line we developed...called the **INNERCOMFORT™** can give your business a unique product that no one else has! The real significance of this product line is that you would be buying into a thoroughly tested unit that will remain as comfortable as the first day you slept on it...**GUARANTEED (for ten years).** **CONVENTIONAL BEDDING DOES NOT GUARANTEE BODY IMPRESSIONS... THE INNERCOMFORT DOES! OTIS BED CAN LEGITIMATELY ENGAGE THE MATTRESS RETAILER WITH A PROVEN TESTED SYSTEM.***

**AH-CHOO** *Under the **DIRECTION OF** a well respected allergist (Dr. Doris Rapp), we developed the **allerst@line** (all natural futons, and mattress & foundation) that have helped many people rest peacefully through the years. We also appear in a national best seller, **is this your child.** This book focuses on discovering and treating unrecognizable allergies.*

**YOU ASKED FOR IT...NOW YOU HAVE IT...OUR WARRANTY CERTIFICATES WILL BE PLACED IN THE FUTON BOXES!!! ENCLOSED IS YOUR STORE DISPLAY CERTIFICATE! ALSO INCLUDED IS THE SUPPORT FACTOR DURABILITY GRAPH WHICH SHOWS THE RESULTS FROM THE CORNELL SCIENTIFIC TEST; WHICH IS A GREAT SALES TOOL PROVING THE PRESSURIZED FUTONS HOLD THEIR SHAPE OVER 100,000 COMPRESSIONS (OR MIN 10 YEARS)!**

*If you have any questions or need any supplies (brochures, hard cover reference catalogs, training (in person or on video), or marketing on CD, etc., I encourage you to call or email us.\_*



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