

Useful News...

A PUBLICATION OF OTIS BED MANUFACTURING

volume 4 winter 2001



Happy Anniversary Otis!!! It's hard to believe its been 120 years already! All of us at Otis would like to thank our loyal dealers for all your support through the years! We invite you to come join us in San Francisco to help us celebrate and unveil our *Commemorative 120th Anniversary Mattress*...Be sure to pick up your Commemorative Issue certificate & gift!!! *If you buy a dozen futons at the show, you can purchase our Commemorative 120th Issue Mattress for \$120 (saving over half the cost!)

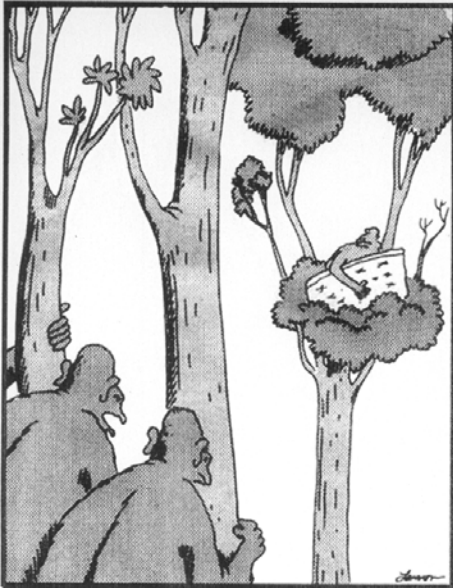
Cloning the Futonic??? You guessed it...our advanced technology produces a brother and sister model for the *Futonic 2000 (The World's First Electronically operated futon sofa-bed!!!)* Be ahead of the crowd and order one for display (and one to go) TODAY!!! The Innovative *Futonic 2000, 1500* and the *1000* models are the easiest operating futon sofa bed that works by remote and adjust to an infinite amount of positions. For an added bonus to WOW your customers that have everything, an optional tri-speed, dual controlled massage unit is available to take the days' stress away! Your friends will want one when they see one in your home!!! VISIT WWW.FUTONIC.COM TO SEE THE DIFFERENT MODELS AVAILABLE!

***FAB-U-LOUS FAB-U-LUX!** Bring the futon mattress back into the bedroom! Bring all the benefits our high performance cushioning systems offer and be in TOTAL AMAZEMENT when you add the FABULUX® Mattress Support Pad and the Matching FABULUX® Foundation. Capture this comfort every night! Don't miss this experience to soothe your body from all the days' stresses and relax in peace with the familiar comfort you've grown to expect from Otis Bed. Of course it's totally UPS able! Ask for the damask fabric upgrade.*

THE EXTRA-NET ON THE INTERNET! October 2001, Otis debuted WWW.OTISBED.COM with astounding success! Otis spreads its wings and opens its worldwide doors for you and your customers to gain information at your fingertips...*just link to our site!* Dealers, please take advantage of our Extra-Net; it was designed with you in mind. In this section you will find all you need to know to about pricing, ordering, and news for your eyes-only! Register a user name and password online today to see what all the fuss is about. You may even want to link your site to ours. As you know, Otis Bed can drop ship to any address, even boats, via UPS! All of our products, from cot to king and soft to extra-firm, are ups-able! Also, if your website needs an update, Otis's entire high performance mattress line is available on CD. Feel free to email us with any of your needs at info@otisbed.com.

The Universe Expands! Otis introduces the Mercury and the Orion.

- **MERCURY** – medium profile (7”), Multi-High-Density(MHD) mostly foam futon mattress that will help send your futon sales into orbit. Highly recommended for the Fabulux®MSS. This gives you a synergistic plush feel with uniform pressurization.
- **ORION** – High profile (8”) MHD futon mattress that is the extra-firm version of the Gemini. This body-contouring, incredibly supportive mattress graced the cover of *Futon Life*.
- **STRATOSPHERE** - a low profile (6”), slightly firmer version of our ever-popular “Moonshadow”. Third most popular futon mattress in our line. Great value! Works well with the Fabulux® Mattress Support System (FMSS)
- **LUXURY** - the Original cottonless futon mattress with a soft-touch 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. Now, the Haley 150 folds properly on futon frames with the aid of “Otis Grip Strips”
- **MOONSHADOW** – “Choice Award Winner” & most popular model that delivers a super-plush, TOTAL AMAZEMENT feel...one that cannot be duplicated! It has been suggested to “Get one on your floor before your competition does!”
- **NOVA** - low profile (6”) & the 1st multi-HD (1.8, 2, 2.5lb) foam futon with a synergistic extra-firm “spring-like” feel, without innersprings.
- **GEMINI** –“1st Runner Up!” The scoop on this cushioning system is *ULTRA PREMIUM SEATING AND UNMATCHABLE SLEEPING COMFORT!* Similar in design to the Moonshadow, but utilizes 4.0 lb. & 1.8lb. High-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** - The 1st & only mattress that accommodates a dual comfort need (1soft side and 1 firm side.) Let your customer sit on the “*millennium*” and let them experience the different pressurization and coil configurations for themselves!!!



"He's making a nest now - there! See it?
That son-of-a... he's got himself an OTIS!"

“thank you Mont & Cheri”, Manhattan Loft, UT

GRIP THIS! Still having futon slippage problems? Try a pair of the Otis Grip Strips...buy a case and save some cash. These strips are designed to keep our high performance futon mattresses in place, bar none! These are the most effective strips in today's market!

ALL ABOARD! For your sea-bearing customers, we bring you the Magellan Series. Our boat mattresses are favorites among the crews. Durable, comfortable, and portable. The Magellan has three models (soft, firm, and low profile); all are compression packed, lightweight and UPSable (directly to your boat, if necessary!) Custom sizing is also available!

BLESSSHOO... Under the direction of a well respected allergist (Dr. Doris Rapp), we developed the allerest® line (all natural futons, and mattress & foundation) that have helped many chemical sensitive 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.

PROOF IS IN THE PUDDING...The real significance in our product line is that you would be buying into a thoroughly tested line that will remain as comfortable as the first day you slept on it or sat in it...GUARANTEED (for ten years). CONVENTIONAL BEDDING DOES NOT GUARANTEE BODY IMPRESSIONS... OTIS BED CAN LEGITIMATELY ENGAGE THE SPECIALTY MATTRESS RETAILER WITH A PROVEN TESTED SYSTEM. The best gauge of durability and support is “the amount of force it takes to compress that mattress into that compact box is more pressure than any ones body weight can place on that mattress throughout the life of that mattress.” Now there is a power statement!

A New Voice Behind The Scene! By now I'm sure you may have noticed a new voice at Otis. Lisa Bulinski is the cheerful voice you hear on the other end and is the newest addition in the Otis family. She is extremely helpful with assistance in customer service, sales, and order processing. You will grow to love her too! By the way, I am still around, but I work out of Cincinnati, OH. You may reach me by email (kday@otisbed.com), fax (513.684.9583), or phone (602.625.2294)

IT'S SHOWTIME!!! This is where we will be next in the first half of 2002...
January 18-21, 2002...San Francisco Winter Market...Mart 1, 606

March 21-23, 2002...Futon & Specialty Sleep Show, Chicago...107
April 18-25, 2002...High Point Furniture Market, NC...Plaza Suites, 4-363

...come see what's new!

EXPANSION! Our factory expansion shall be completed early in the first quarter of 2002! This means lead time will be cut in half for we will have more equipment, more space, and more efficient production processes!!! YEAH!!!

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 (800.588.OTIS) or email us at: info@otisbed.com; sales@otisbed.com; orders@otisbed.com; jroma@otisbed.com; kday@otisbed.com

Happy Holidays to all and we bid you raving success in 2002!
Thanks again for all your loyal support!!!



80 JAMES E. CASEY DR. BUFFALO, NY 14206 • (800) 588-OTIS • FAX (716) 824-2073 • WWW.OTISBED.COM