

# Useful News...

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**Happy New Year  
Everyone!!! Great Success  
in 2003!!!**

**New in 2003...Otis Bed is designing a new program called...“LOYALITIES”! This is our way to say Thank You for all your support in Otis and our high performance mattresses! The Otis LOYALITIES program will be a new and exciting promotion for you from Otis. Details will be coming soon! If we work together we can continually increase the image of the FUTON! If you have any questions regarding this, please email me ([kday@otisbed.com](mailto:kday@otisbed.com)) or call me at 602.625.2294.**

.....**LIGHTS, CAMERAS, A-C-T-I-O-N!!!**  
**Yes, the whole crew will be in the spotlight again...just for you! Come see our innovations, gather all the information you can handle, and receive show specials!!! We (Jack, John, Carol and Karen) look forward to your visit! Our upcoming shows are:**  
January 17-20, 2003...San Francisco Winter Market...Mart 1, 606  
March 2-4, 2003...Futon & Specialty Sleep Show...booth 217  
**SHOW SPECIALS WILL BE ANNOUNCED AT THE SHOWS!!!!**

**To HOT To Handle!!! Flammability laws will be changing and new standards will be set for futon mattresses. The California Bureau of Home Furnishings is working to finish these stricter laws by January 2004. Just to let you know, Otis is on top of this and has already completed some testing to make sure our mattresses comply. John, our technical genius, has been working hard on this project!**

**Recent studies show that counting sheep no longer helps to put you to sleep. The people of today need a more relaxed atmosphere like a waterfall, a beach, or repeating nursery rhymes!**

## **HEY DIDDLE DIDDLE...DOESN'T THE COW JUMP OVER THE MOON????**

**So, count all the sheep want, but you probably will not pass the count of 5 before you fall asleep after sleeping on the Otis Quasar Sleep Set or the Otis Gemini Sleep Sets. Who ever thought that sleeping full time on a futon could be soo comfortable??? Our Sleep Sets combine any of our high performance mattresses with a foundation unit that is made off a special blend of High Density Foam (or optional spring unit) and is designed to enhance the comfort and height of the mattress so it can be used with a traditional bed frame. Try one on your floor today and I promise, you will never count sheep again!**

**EL-A-VA-TION!!!** Going Up? Going Down? Give your customers the opportunity to experience the ride of a lifetime on an Otis original...the Futonic! Even Lazy Boy has adapted power to their recliners! Don't miss out on the opportunity to give your customers a chance to purchase a fully proven and automated futon frame. 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 the 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](http://WWW.FUTONIC.COM) TO SEE THE DIFFERENT MODELS AVAILABLE!

**The Universe Continues to Expand!** The PHOENIX and the LIBERTY go public

- PHOENIX – we even try to knock off our own products!!! This HP mattress likens our famed moonshadow, but adds a tri-density combination of high density foams to the mix adding a firmer synergistic feel. The Phoenix will rise in San Francisco!
- LIBERTY – Talk about value...this mattress adds a tri-density HD foam combination that produces a feel that is a cross between our Haley and the Orion. Has the feel of latex without the added costs!

**GRIP THIS!** Still having futon slippage problems? The Otis Grip Strips eliminate this annoying problem. Honest! 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. Buy a case and save some cash!

**ALL ABOARD!** Sea dwellers...take note...Otis brings 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!

**PROOF IS IN THE PACKAGING!!!**...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). 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 one's body weight can place on that mattress throughout the life of that mattress." Now there is a power statement!

*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](mailto:info@otisbed.com); [orders@otisbed.com](mailto:orders@otisbed.com); [jroma@otisbed.com](mailto:jroma@otisbed.com); [kday@otisbed.com](mailto:kday@otisbed.com)*

Thanks again for all your loyal support!!!



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