

# Useful News...

A PUBLICATION OF OTIS BED MANUFACTURING  
Volume 7 Spring 2003 Issue



HAPPY 40<sup>th</sup> WEDDING ANNIVERSARY

JACK & CAROL ROMA!!!

**Congratulations to you both...It's hard to believe you have been together that long!!!  
We all Love, Support & Respect YOU!  
(From all your loyal employees at Otis)**

## OTIS'S F-CLASS RE-DESIGNS THE ORIGINAL FUTON

**Thank You** to all that came and experienced our **Fiber futon line** at the FSS Show in Las Vegas! For those of you that did not see the **Cazenovia, Niagara, Jamison, or the Panama**, they are similar to the cotton and foam futons you are used to, but have the Otis twist! Now, these enhanced fiber futons are made to be comfortable, durable. Guaranteed against body impressions. Compression packed for shipping. In May, we will still honor our baker's dozen (Buy any 12 F-Class futons-get one free!) Perfect for Back To School!

### .....Red Skies...SHIPPER'S DELIGHT!!!

.....Grey Skies...Shippers Fright!!!  
Otis has enlisted a new shipping program that can reduce shipping costs, esp. for the western states. This Sealed/Divided Program basically gives you 4 (four) feet of space to fill any way you want. That is about 42 fulls or 30 queens, or any combination of sizes and styles. Roughly, your cost per piece would be \$10 or less. Call Lisa for more details on shipping rates.

### **REPUTATIONS...Words DO Get Around!**

While doing some comparison mattress shopping at a couple Specialty Sleep stores, Duxiana and Sleep Number, both of the perceived knowledgeable salespeople reacted like they just bit into an extremely hot chicken wing when I told them proudly "I sleep on a FUTON". We engaged in a conversation about how far futons have come. Then with curiosity in their eyes, they asked how they can help me...I replied, "I am looking for a guest bed, but not in the \$3-5000 range!!! I will probably make it easy and get another futon sleep set or futon sofa sleeper! With that, I left each store with the sales staff noticeably in deep thought!  
**MORAL OF THE STORY...think outside the box and realize the potential of the multi-functional futon.**

San Francisco Mart's First ever...

trade & Public Sample Sale

May 8-10 (Thursday thru Saturday only)

(Call or email Karen for details at 602.625.2294 or [kday@otisbed.com](mailto:kday@otisbed.com))

note..We Will be Moving from Mart 1 (Booth 606) To Mart 2  
after this sale, so everything must go!

FLOOR SAMPLES ON SALE NOW!!!

Discounts on Futon Sofa Sets from Otis, Night & Day, &  
Burlington

OTIS BED MANUFACTURING

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FORE...This one may hit home hard!!! Yes, our flammability laws will be changing...and soon! Any product manufactured after Jan 2004 will have to pass these new standards that are being set now. Any products you have in house can still be sold as long as they have a manufactured date prior to Jan 2004. Pet beds, boat mattresses, RV beds and other mobile mattresses are some exceptions. We will keep you posted of any changes here at Otis!

Otis Goes to Tupelo! Otis teams up with Strata and SIS to attend the  
Tupelo Market! We look forward to seeing you there August 21 - 24, 2004

We send well wishes and a safe return back home to Todd Gannon,  
our production manager's (Brian) brother, who is currently in  
Iraq.